

AutoStore streamlined the process and gained efficiency at Gowlings.

Challenge

- Make capture, cleanup and archiving project trademark images easy and efficient
- Reduce the number of trademark image rejections due to incorrect format and size
- Provide a streamlined system for filing, search and retrieval of documents

Solution

- Use AutoStore to capture images from multiple digital senders and users' email
- The professional image management module cleans up images automatically
- AutoStore saves documents into Gowlings' intellectual property case management system

Results

- Increased acceptance of images by the Canadian Intellectual Property Office
- Less time spent on image cleanup by in-house artist
- A streamlined process produces consistent results

Profile

Gowlings is one of the largest and most diversified law firms in Canada. With offices in seven Canadian centers and in Moscow, it provides a full complement of legal services to national and international clients. The three pillars of Gowlings' practice are business law, intellectual property and advocacy. While focused independently on their respective areas of expertise, the lawyers and agents at Gowlings work together in cross-disciplinary industry groups or client-dedicated teams to give clients timely access to the best advice.

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“The AutoStore solution has become a key component in the process of efficiently registering trademarks on behalf of our clients. With our customized ‘uniform imaging intake mechanism,’ we have improved efficiency, properly captured images for storage in our data warehouse, and greatly reduced the likelihood of image rejection upon submission to the trademark office.”

—Jason Mervyn
Manager of Project Development at Gowlings

Challenge.

As one of Canada’s largest national law firms, Gowlings deals with thousands of documents every day. These documents include contracts, agreements, pleadings, motions, patent applications, trademark applications and a variety of other legal documents. In the area of Intellectual Property law, one focus for Gowlings is filing trademark applications on behalf of clients. When filing with the appropriate Intellectual Property offices to protect trademarks, Gowlings must submit trademark images as part of a completed application. Typically, Gowlings receives trademark images from clients in a variety of ways—hardcopy as well as electronically via email. Previously, Gowlings employees would scan trademark images (if hardcopy images were received), save the attachments to a network folder, route the files to an in-house graphic artist, get a cleaned up image, relocate the file, attach it manually to a trademark application, and send it to the Canadian Intellectual Property Office.

The images were processed in variety of non-standard ways, and users were unable to capture and save them into the firm’s intellectual property case management system easily. In addition, the manual process was quite complex and time consuming for the end user. Gowlings decided to implement a solution that would be able to:

- minimize the number of images rejected by the trademark office by ensuring that each image is in the proper format and meets required specifications.
- utilize their existing HP digital senders within the organization as well as capture from users’ email.
- clean up most images automatically without the help of an in-house graphic artist.

- review the image before it is sent to the intellectual property case management system for storage.
- archive images into their intellectual property case management system based on a simple to use single-button touch.

Solution.

Looking for an easy to use, scanning capture solution, Gowlings decided to utilize their existing HP digital senders and users’ email as a capture source, and to use AutoStore as the server-based workflow capture software. Using AutoStore, the administrator at Gowlings was able to create a workflow that:

- Captured images from their multiple digital senders and users’ email to AutoStore.
- Utilized the professional image management module to clean up the image, including deskew, despeckle, remove dots and trim edges.
- Saved the documents into their intellectual property case management system.

Using the new “programmed solution,” a Gowlings employee walks up to the digital sender, enters a unique identifier that determines the trademark image’s storage location, and then scans the image. The image is processed on the server and the end user is notified when it’s available for review (an intranet link to the image is sent via email). The user is able to view the document to see if it needs any fine tuning, cleanup or cropping (rarely needed).

Once the final image is approved, it is submitted to the case management system where it is archived. Finally, the trademark application is submitted with the image at the Canadian Government's Canadian Intellectual Property Office website. Not only does this solution allow images to be saved in a consistent file format and archived in the company's case management system, but it also saves the end user significant time when trying to format and save these special trademark images.

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Results.

- Reduced number of images being rejected by the Canadian Intellectual Property Office—they are now always in the correct format and size
- Reduced amount of time for work required by a graphic artist because the cleanup is done automatically
- Images are found easily and available for use very quickly
- Images are used more often because they are now available in documents and on extranet facilities
- Increased confidence that images will be processed and stored properly
- Gained efficiency
- A streamlined process produces consistent results
- Reduced instances of human error
- Future enhancements include extending the AutoStore solution to other areas of law that Gowlings practices

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