



Information Services without Boundaries

New Ways of Marketing Information Services in Today's Market

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Thomson Reuters Librarian Relations Manager

SWALL/HALL 2018

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Traditional Opportunities to Promote Information Services in the Firm?

- New Associate
- New Hire Orientation
 - Laterals
- Summer Associates
- National Library Week Event/Program
- New Paralegals/Secretaries

Evaluate Current & Prospective Footprint



- How much does the firm use your services?
 - Number of reference questions by quarter/year
- Mine for Opportunities
 - Assess current research attainment for the firm, by business unit or practice group
 - Number of attorneys vs. current number patrons
 - Determine the percentage of penetration within practice groups
 - Number of clients
 - Who are your biggest researchers
 - Inefficient users
 - On-boarding new attorneys
 - Assessment may vary depending on responsibilities by office, regional, global

What is the Current Landscape?

White Board Exercise

- **How are You Currently Marketing Information Research Services?**
 - Reactive approach
 - Change management to pro-active approach
- Practice Groups
- User Type
- Jurisdictions/Offices
- Additional Business Units

PROFESSIONALS >

PRACTICES & INDUSTRIES >

EXPERIENCE >

NEWS & EVENTS >

Our Firm

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Diversity

Careers

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INDUSTRIES

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Data Protection, Privacy and Cybersecurity

Emerging Companies

Financial Services

Global Business

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Government Relations and Public Policy

Health Law

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Immigration

Intellectual Property

Labor & Employment

Legal Project Management

Litigation

Mergers and Acquisitions

Product Liability and Mass Tort

Real Estate

Securities

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> Visit our [global site](#), or select a location

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Deutschland
(Deutsch)
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Greece
Italy
Luxembourg
Monaco
Poland
Russia
The Netherlands
Turkey
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Middle East

Africa

Burundi
Kenya
Morocco
South Africa
Tanzania
Uganda
Zimbabwe

Asia Pacific

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Thailand

Regional practices

India
Israel
Marshall Islands
Nordic region
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Project Finance NewsWire

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Washington, DC

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Recognized by
& World Report
Lawyers

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Light work



Tax con survey

Highlight of tax
controversy pro
and issues

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Traditional Principles of Advertising/Marketing

- Visibility
- Use Various Media/Product Placement
 - Electronic
 - Customer Facing
- Create & Communicate Value
- Apply a New/Different Perspective

Be Strategic

- Identify Practice Groups that are under-utilizing library resources
 - Revenue, Revenue, Revenue \$\$\$
 - Number of Attorneys vs. current Patrons
 - Industries
 - Clients
 - Biggest Researchers
 - Where the collection & your expertise intersect
- Evaluate – Best opportunities
 - Select 1-2 Practice Areas to Target



Evaluate Current Market

BAKER, DONELSON, BEARMAN, CALDWELL... LAW FIRM SEARCH RESULTS

[save](#) | [create link](#) | [print/export](#) | [snippet](#)

RESULTS

▼ Litigation (7,339 events)

Practice Area

- [Courts](#)
- [Case Status \(U.S. District Courts\)](#)
- [Case Status Summary \(U.S. District Courts\)](#)
- [Law Firm Size](#)
- [Dockets and Opinions](#)
- [Law Firm Representation](#)
- [Presiding Judges](#)
- [Attorney Representation](#)
- [Opposing Counsel](#)
- [Legal Roles](#)
- [Company Distribution](#)
- [Company Location](#)
- [Industry Distribution](#)
- [Source Documents](#)
- [Source Description](#)

▶ Patent (388 events)

▶ Trademark (1,558 events)

▶ Deal (R&P) (62 events)

▶ Deal (M&A) (28 events)

▶ Deal (Bonds) (1 events)

▶ Deal (Loans) (2 events)

▶ Deal (PE) Portfolio Company (Event # N/A)

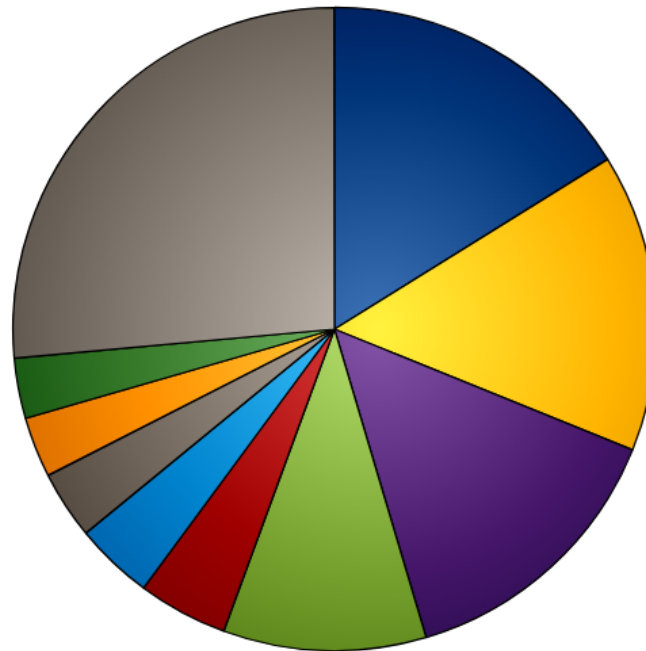
▶ Deal (PE) Investment Firm (Event # N/A)

[+ Show Search Criteria](#)

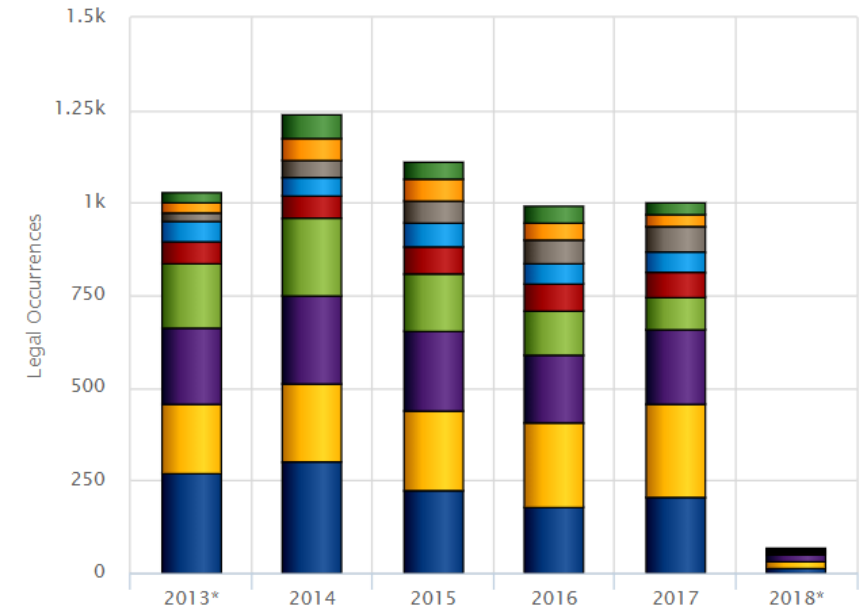
[Undo last action](#) | [Edit Law Firm](#) | [New Search](#)

BAKER, DONELSON, BEARMAN, CALD... Practice Area Trends & Analysis (Info)

Practice Area Distribution



Practice Area Trend



*Data for partial year only

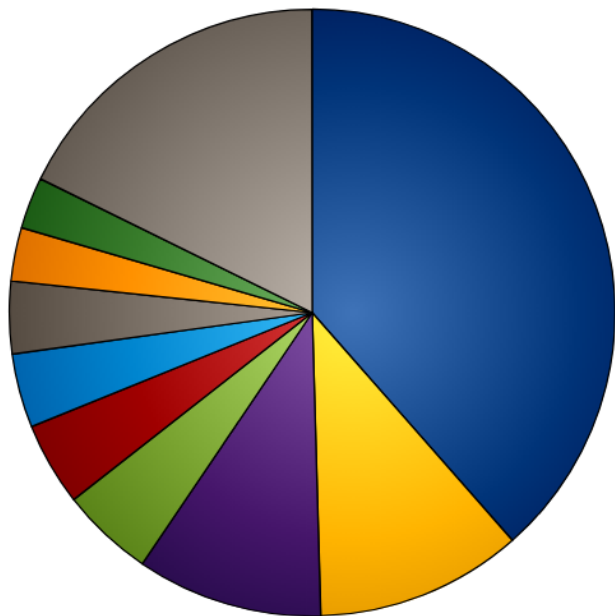
Practice Area	Occurrences ▼	% ▼
<input type="checkbox"/> Torts/Negligence	1,196	16.2%
<input type="checkbox"/> Commercial Law and Contracts	1,109	15.0%
<input type="checkbox"/> Employment/Labor	1,057	14.3%

Industries

- Practice Area
- Courts
- Case Status (U.S. District Courts)
- Case Status Summary (U.S. District Courts)
- Law Firm Size
- Dockets and Opinions
- Law Firm Representation
- Presiding Judges
- Attorney Representation
- Opposing Counsel
- Legal Roles
- Company Distribution
- Company Location
- Industry Distribution**
- Source Documents
- Source Description

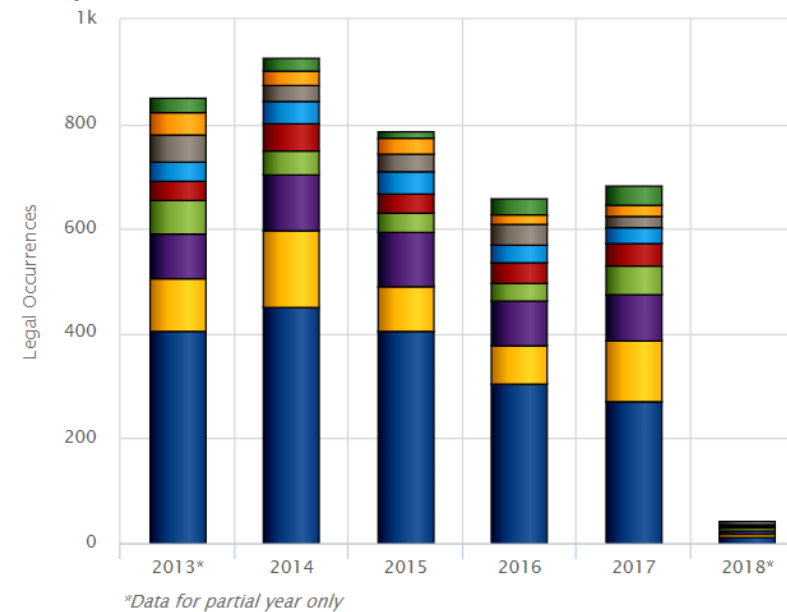
- ▶ Patent (388 events)
- ▶ Trademark (1,558 events)
- ▶ Deal (R&P) (62 events)
- ▶ Deal (M&A) (28 events)
- ▶ Deal (Bonds) (1 events)
- ▶ Deal (Loans) (2 events)
- ▶ Deal (PE) Portfolio Company (Event # N/A)
- ▶ Deal (PE) Investment Firm (Event # N/A)

Industry Distribution



Industry Distribution	Occurrences ▼	% ▼
<input type="checkbox"/> Financial Services	1,848	38.5%
<input type="checkbox"/> Health Care	530	11.0%
<input type="checkbox"/> Insurance	476	9.9%
<input type="checkbox"/> Construction	238	5.0%
<input type="checkbox"/> Transportation	213	4.4%
<input type="checkbox"/> Services	189	3.9%
<input type="checkbox"/> Industrial Manufacturing	185	3.9%

Industry Distribution Trend



Beyond Boundary Opportunities

- Practice Groups
 - Attend meetings – what are the biggest needs & issues
 - Who are the biggest clients
 - Integration/Embedded Librarian?
 - Solve problems
 - Create consumable information
- Big Trials and Deals
- New Client Intake
- Competitive Intelligence
- C-Levels

C-Levels

- The Legal Executive Institute <http://legalexecutiveinstitute.com/>

The screenshot shows the homepage of the Legal Executive Institute website. At the top, there is a dark navigation bar with "DISCOVER THOMSON REUTERS" on the left and "CONTACT US" on the right. Below this is the main header area featuring the Thomson Reuters logo (with "the answer company" tagline) and "LEGAL EXECUTIVE INSTITUTE" text. To the right of the logo is an "About us" link and a search bar with a magnifying glass icon. A secondary navigation bar contains links for "Data & Metrics", "Practice Management", "Marketplace", "Technology", "Spotlight", "Events", and "White Papers". The main content area features a large article preview with a background image of a woman in a blue blazer working on a laptop. The article title is "As Work Volumes Continue to Rise, More than Half of Legal Departments Now Have Legal Operations Functions, Says New Legal Tracker Report" and the date is "Oct 23, 2017". To the right of the article is an orange call-to-action button that says "Click here to subscribe to our weekly LEI Highlights email newsletter!". Below the article is a "Data & metrics" section with three small image thumbnails. To the right of this section is a "Business Development & Marketing" section with a background image of a person at a desk and the text "Stay current with recent articles >". At the bottom right, there is a section titled "Featured legal executive events" with a horizontal line below it.

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As Work Volumes Continue to Rise, More than Half of Legal Departments Now Have Legal Operations Functions, Says New Legal Tracker Report

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Business Development & Marketing

Stay current with recent articles >

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Beyond Boundary Opportunities

- Other Important Business Units to work with:
 - Marketing/Business Development
 - Human Resources
 - Technology
 - Conflicts & Records
 - Property Management/Facilities



Home

☆ Practical Law In-house Resource Center

Search all Practical Law In-house Resource Center above or navigate to specific content below.

[Banking and Financial Services Center](#)

[Business Transactions Center](#)

[Company Policies Center](#)

[Compliance Center](#)

[Corporate Secretary Center](#)

[In-House Generalist Center](#)

[Law Department Management Center](#)

[Litigation Management Center](#)

[Training and Guidance Center](#)

Wonderful resources and documents in Practical Law to share with various business units at your firm



In-House Company Policies Center

USA (National/Federal)

[Related Content](#)

Employment-Related Policies and Agreements

The following policies are jurisdiction-neutral. For state-specific policies, see [Employment-Related Policies and Agreements \(State-Specific\)](#).

- [Affinity Groups in the Workplace Policy](#)
- [Anti-Harassment Policy](#)
- [Anti-Retaliation Policy](#)
- [Antitrust Compliance Manual](#)
- [Attendance Policy](#)
- [Background Check Policy](#)
- [Bereavement Leave Policy](#)
- [Bone Marrow, Organ, and Blood Donation Leave Policy](#)
- [Bring Your Own Device to Work \(BYOD\) Policy](#)

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NARROW:

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Resource Type

- Practice note: overview 17
- Practice notes 44
- Standard documents 28
- Standard clauses 9
- Checklists 14

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Jurisdiction

- United States 777
- Non-US 195

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1 - 100 >

Sort by: Resource Type ▾

 Select all items | No items selected

Practice note: overview

- > **1. California Privacy and Data Security Law: Overview**
Practice note: overview | Maintained | California
- > **2. Cybersecurity Tech Basics: Hacking and Network Intrusions: Overview**
Practice note: overview | Maintained | National/Federal
- > **3. Cybersecurity Tech Basics: Malware and End User Attacks: Overview**
Practice note: overview | Maintained | National/Federal
- > **4. Cybersecurity Tech Basics: Ransomware: Overview**
Practice note: overview | Maintained | National/Federal
- > **5. Employer Access to Social Media Accounts State Laws Chart: Overview**
Practice note: overview | Law stated as at 03-Aug-2017 | Arkansas, California... [Show all Jurisdictions](#)

Create Consumable Information

- Alerts
 - Newsletters, Portals & RSS feeds
- Types of Consumables
 - Practitioner Insights Pages
 - CourtWire & Dockets
 - News
 - Monitor Suite links to key clients
 - Practical Law Updates/Newsletters
- Ideas on Practice Group Collaboration:
 - Docket & CourtWire Alerts for key clients in practice group – daily
 - Preset Monitor Suite Reports – links have imbedded password so updated when linked on
 - Practitioner Insights
 - Industry News



In-House Training and Guidance Center

USA (National/Federal)

[Related Content](#)

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- [Administering Qualified Retirement Plans: Presentation Materials](#)
- [Advertising and Marketing Guidelines: Presentation Materials](#)
- [Affiliate Transaction Restrictions for Banks: Presentation Materials](#)
- [Anti-Money Laundering and OFAC Compliance for Financial Institutions: Presentation Materials](#)
- [Antitrust Hypotheticals for Compliance Training: Dealings with Competitors: Presentation Materials](#)
- [Antitrust Overview \(US\): Presentation Materials](#)
- [Antitrust Tips for Document Creation in Mergers: Presentation Materials](#)
- [Attorney-Client Privilege and Work Product Protection: Presentation Materials](#)
- [Bank Mergers & Acquisitions: Presentation Materials](#)
- [Classifying Independent Contractors: Presentation Materials](#)
- [Complying with the Litigation Hold Notice: Presentation Materials](#)

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Sexual Harassment Prevention Training for Supervisors: Presentation Materials

by Practical Law Labor & Employment

Maintained - USA (National/Federal)

Related Content

This PowerPoint presentation can be used by counsel to train supervisors at a US company on sexual harassment prevention and reporting. It includes sample language that may be used in a company's anti-harassment policy. This presentation is jurisdiction-neutral and based on federal law, but can be customized to address state law requirements. This presentation can also be customized for a specific company and industry.

Note: [Read This Before Using Presentation](#)

Click [here](#) to download the PowerPoint presentation. (Please note that the presentation may take a few moments to download.)

Sexual Harassment Prevention Training for Supervisors

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[TITLE OF PRESENTER]

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NARROW:

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Resource Type

- Articles 2
- Country Q&A 97


Jurisdiction

- United States 12
- Non-US 207

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- Not Viewed

Documents in Folders

- Saved to a Folder 
- Not Saved to a Folder

Annotated Documents 

- Highlighted
- Notes
- Not Annotated

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☆ Doing Business in... Global Guide (99)

1 - 99

Sort by: Resource Type ▾

 Select all items | No items selected

Country Q&A

- 1. Doing business in India** 
Country Q&A | Law stated as at 01-May-2017 | India
- 2. Doing business in Turkey** 
Country Q&A | Law stated as at 01-Jul-2017 | Turkey
- 3. Doing business in The Bahamas: overview** 
Country Q&A | Law stated as at 01-May-2017 | Bahamas, International
- 4. Doing business in Georgia: overview** 
Country Q&A | Law stated as at 01-Sep-2017 | Georgia
- 5. Doing business in France** 
Country Q&A | Law stated as at 01-Aug-2017 | France
- 6. Doing business in Myanmar: overview** 
Country Q&A | Law stated as at 01-Dec-2016 | Myanmar
- 7. Doing business in Hungary** 
Country Q&A | Law stated as at 01-Nov-2011 | Hungary
- 8. Doing business in United States: Puerto Rico** 
Country Q&A | Law stated as at 01-Mar-2013 | Puerto Rico

RESOURCES

Country Q&A
Comparison
Tool

Compare answers to key questions about doing a variety of transactions across multiple jurisdictions.

[Start Comparing](#)



Table of Contents

1 Overview

2 Legal system

3 Foreign investment

4 Business vehicles

Registration and formation

Reporting requirements

Share capital

Contributions-in-kind

Rights attaching to shares

Management structure

Management restrictions

Directors' liability

Parent company liability

5 Employment

Laws, contracts and permits

Termination and redundancy

6 Tax

Taxes on employment

Tax resident employees

Non-tax resident employees

Employees

Employers

Business vehicles

Tax resident business

Non-tax resident business

Dividends, interest and IP royalties

Doing business in Japan

by *Kenichi Sekiguchi, Yohsuke Higashi and Hiroshi Oyama*, Mori Hamada & Matsumoto

Law stated as at 01 Jan 2018 · Japan

[Related Content](#)

A Q&A guide to doing business in Japan.

This Q&A gives an overview of the legal system; foreign investment, including restrictions, currency regulations and incentives; and business vehicles and their relevant restrictions and liabilities. The article also summarises the laws regulating employment relationships, including redundancies and mass layoffs, and provides short overviews on competition law; data protection; and product liability and safety. In addition, there are comprehensive summaries on taxation and tax residency; and intellectual property rights over patents, trade marks, registered and unregistered designs.

To compare answers across multiple jurisdictions, visit the [Doing business In... Country Q&A Tool](#).

This article is part of the global guide to doing business worldwide. For a full list of contents, please visit www.practicallaw.com/about/doingbusinessin-guide.

Overview

1. What are the key recent developments affecting doing business in your jurisdiction?

The amended Companies Act took effect as of 1 May 2015, with amendments aimed at:

- Enhancing the corporate governance of Japanese corporations.
- Addressing concerns relating to parent-subsidiary relationships.
- Further facilitating M&A transactions.



WESTLAW PORTAL WEB PARTS



Westlaw Portal Web Parts

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Information management is fast becoming one of the most valuable processes your law firm can use to keep your strategic advantage. Portal technology provides a dynamic platform for sharing information among multiple users and locations in your law firm. Westlaw Portal Web Parts (or Widgets) are highly customizable to integrate seamlessly into your portal sites, putting the power of Westlaw where your users already work.

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Westlaw KeyCite



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Select All Clear All Select specific content to search or navigate to specific content below. Manage Page

Texas Cases

- Texas State & Federal Cases
- Texas Supreme Court Cases
- Texas Court of Appeals Cases
- Texas Court of Criminal Appeals Cases

Texas Statutes, Regulations & Administrative

Texas Statutes Find Template *Click to Search*

- Texas Statutes & Court Rules
- Texas Legislative History: Bill Analysis & Other Reports
- Texas Legislative History: Governor Messages
- Texas Legislative History: Journals

Texas Statutes Annotated - Historical *Click to Search*

- Texas Statutes Index
- Texas Legislative History

Texas Statutes Popular Name Table *Click to Search*

- Texas Federal Court Rules
- Texas Regulations
- Texas Administrative Decisions & Guidance

Texas News

Dockets, Forms, News & Litigation Documents

- Texas Form Finder
- Texas State & Federal Dockets
- Texas Briefs
- Fifth Circuit Court of Appeals Briefs
- Texas Trial Court Documents
- Fifth Circuit Trial Court Documents
- Texas Expert Materials
- Texas Jury Verdicts & Settlements
- Bexar County Dockets
- Brazoria County Dockets
- Collin County Dockets
- Dallas County Dockets
- Texas Court of Appeals Dockets
- Texas Supreme Court Dockets
- Texas Court of Criminal Appeals Dockets
- Denton County Dockets
- El Paso County Dockets
- Grayson County Dockets
- Gregg County Dockets
- Harris County Dockets
- Nueces County Dockets

Employment (0)

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Date Restriction (optional)

No Restriction ▼

Motion Types (optional)

- | | |
|---|--|
| <input type="checkbox"/> Motion to Alter Judgment | <input type="checkbox"/> Motion for Judgment on Partial Findings |
| <input type="checkbox"/> Motion to Certify Class | <input type="checkbox"/> Motion for Judgment on the Pleadings |
| <input type="checkbox"/> Motion to Compel | <input type="checkbox"/> Motion for New Trial |
| <input type="checkbox"/> Motion to Compel Arbitration | <input type="checkbox"/> Motion for Partial Summary Judgment |
| <input type="checkbox"/> Motion to Compel Discovery | <input type="checkbox"/> Motion for Permanent Injunction |
| <input type="checkbox"/> Motion to Consolidate | <input type="checkbox"/> Motion for Preliminary Injunction |
| <input type="checkbox"/> Motion to Declare a Mistrial | <input type="checkbox"/> Motion for Protective Order |
| <input type="checkbox"/> Motion for Directed Verdict | <input type="checkbox"/> Motion for Remand |
| <input type="checkbox"/> Motion to Dismiss | <input type="checkbox"/> Motion for Rule 54(b) Judgment |
| <input type="checkbox"/> Motion to Dismiss for Lack of Jurisdiction | <input type="checkbox"/> Motion to Set Aside Judgment |
| <input type="checkbox"/> Motion In Limine | <input type="checkbox"/> Motion to Set Aside Verdict |
| <input type="checkbox"/> Motion to Intervene | <input type="checkbox"/> Motion to Stay Discovery |

Alabama Resources

Cases

- Alabama State Cases
- Alabama State & Federal Cases
- Alabama Federal District Court Cases
- Eleventh Circuit Federal Court Cases
- All State Cases
- All Federal Cases

Statutes

- Alabama Statutes & Codes
- Alabama Statutes Popular Name Table
- Alabama Statutes Annotated - Historical
- Alabama Proposed Legislation (Current Bills)
- Alabama Enacted Legislation (Current Session Laws)
- Alabama Historical Enacted Legislation (Prior Session Laws)
- All State Statutes & Court Rules
- United States Code Annotated (USCA)

Alabama Resources

Alabama Resources

District of Columbia Resources

Florida Resources

Georgia Resources

Kentucky Resources

Louisiana Resources

Maryland Resources

Mississippi Resources

North Carolina Resources

Oklahoma Resources

South Carolina Resources

Tennessee Resources

Texas Resources

Virginia Resources



Secondary Resources

- Alabama Corporation Law--Alabama Practice Series
- Alabama Evidence--Alabama Practice Series
- Alabama Law of Damages
- Alabama Personal Injury & Torts--Alabama Practice Series
- Alabama Pattern Jury Instructions Civil
- Alabama Rules of Civil Procedure Annotated--Alabama Practice Series
- Trial Handbook for Alabama Lawyers
- Tilley's Alabama Equity

Administrative Resources

- Alabama Administrative Decisions & Guidance
- Alabama Attorney General Opinions
- Alabama Regulations
- All State Regulations
- Code of Federal Regulations (CFR)

General Resources ▼



- Banking & Commercial Resources**
- Bankruptcy Resources
- Construction Resources
- Corporate, Finance & Securities Resources
- Employee Benefits & Executive Compensation Resources
- Energy & Environmental Resources
- Financial Services Litigation & Compliance Resources
- General Resources
- Government Contracts Resources
- Government Enforcement & Investigation Resources
- Health Care Resources
- Insurance Resources
- Intellectual Property Resources
- Labor & Employment, Immigration Resources
- Litigation Resources
- Real Estate Resources
- Tax, Trusts & Estates Resources

Secondary Resources

- American Jurisprudence 2d (AmJur 2d)
- American Law Reports (ALR)
- Black's Law Dictionary
- Corpus Juris Secundum (CJS)
- Restatement of Torts
- Restatements & Principles of the Law
- Uniform Statutes & Statutory Construction
- Uniform Laws Annotated
- Uniform Commercial Code

Administrative Resources

- Code of Federal Regulations (CFR)
- Federal Register - All
- All State Regulations

General Resources

Cases

- All Federal Cases
- All State Cases
- West Key Number System

Statutes

- United States Code Annotated
- All State Statutes & Codes

Featured Resources

- Business Law Center


Various Media – Create Practice Area Folders


The screenshot displays the WestlawNext interface. At the top, there is a navigation bar with the WestlawNext logo, a search bar, and a 'SEARCH' button. Below the navigation bar, a message states 'Hourly charges are suspended while on this page.' The main content area shows a folder view for 'Blythe's Research'. On the left, a sidebar lists 'MY FOLDERS' including Bankruptcy, Business Development, Corporate - M&A, Employment, Litigation, International Law Research, Oil & Gas Research, Patent - Prior Art Research, and Texas DTPA Statute Research. The main area shows a table of items within the 'Blythe's Research' folder.

Title	Content	Date Added	Added By
Bankruptcy	Summary Judgment for Steins case	05/11/2012	Blythe McCoy
Business Development	Tom Jones & BXI case	08/10/2010	
Corporate - M&A		04/23/2013	Blythe McCoy
Employment		04/26/2013	Blythe McCoy
International Law Research		09/27/2013	Blythe McCoy
Litigation	Hydro-fracking	02/23/2012	Blythe McCoy
Oil & Gas Research		09/13/2010	Blythe McCoy
Patent - Prior Art Research		09/13/2010	Blythe McCoy
Summer Associates		04/13/2012	Blythe McCoy
Texas DTPA Statute Research		08/09/2010	
Title VII Research		08/09/2010	

MONITOR SUITE

ADVANCED SEARCH

 **Search by: Company**

 **Refine Search (optional)**

Edit Date

- ▶ Litigation Events
- ▶ Patent Events
- ▶ Trademark Events
- ▶ Deals Analysis (M&A) Events
- ▶ Deals Analysis (R&P) Events

- or -

 **GET RESULTS**

QUICK LINKS

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+ Show Search Criteria

Search by:



- Company 
- Select an entity type
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 - Headquarters Location
 - Industry
 - Inventor Location
 - Judge
 - Law Firm
 - Patent Classification
 - Pending Transactions
 - Practice Area
 - Security Type
 - Trademark Classification
 - Underwriter

Enter Company Name

Name Ticker

Client Intelligence Essentials: Starbucks

STARBUCKS CORP COMPANY SEARCH RESULTS

Create portal link to the whole report or this section only

[save](#) | [create link](#) | [print/export](#) | [snippet](#)

[Undo last action](#) | [Edit Company](#) | [New Search](#)

RESULTS

- ▶ Company Summary (1 company)
- ▶ News (1 company)
- ▼ Litigation (1,079 events)

Practice Area

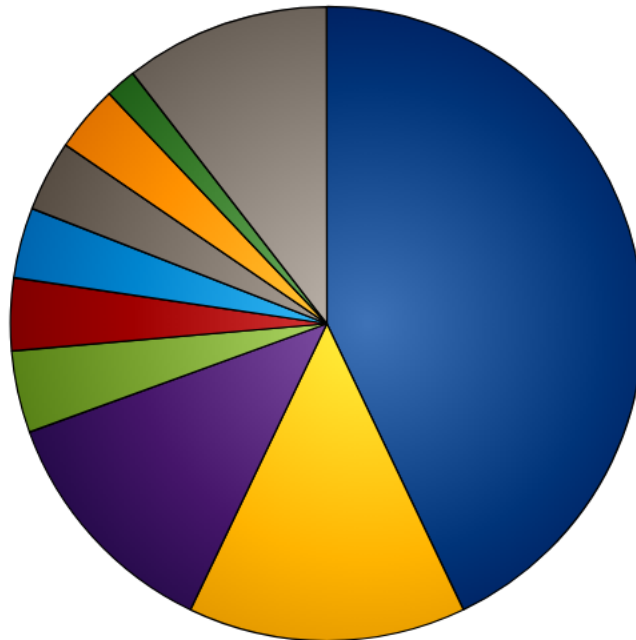
- Courts
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- Attorney Representation
- Opposing Counsel
- Legal Roles
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- Company Name Variations
- Source Description

- ▶ Patent (144 events)
- ▶ Trademark (105 events)
- ▶ Deal (R&P) (2 events)
- ▶ Deal (M&A) (8 events)
- ▶ Deal (Bonds) (28 events)
- ▶ Deal (Loans) (2 events)
- ▶ Deal (PE) Portfolio Company (1 rounds)
- ▶ Deal (PE) Investment Firm (0 rounds)

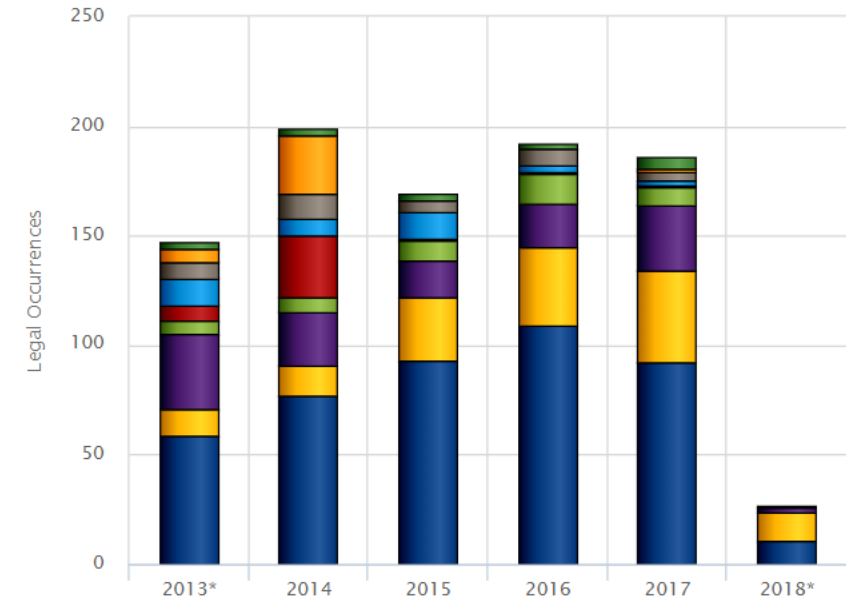
+ Show Search Criteria

STARBUCKS CORP Practice Area Trends & Analysis (Info)

Practice Area Distribution



Practice Area Trend



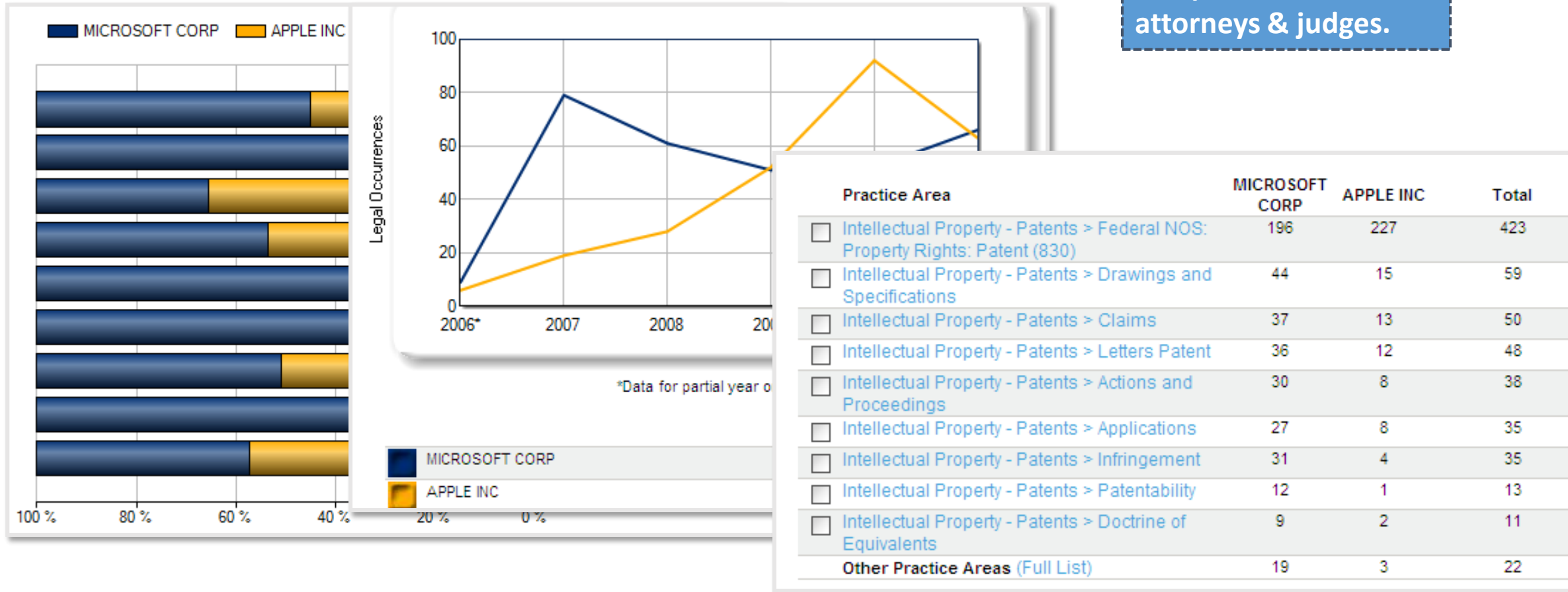
*Data for partial year only

Practice Area	Occurrences	%
<input checked="" type="checkbox"/> Torts/Negligence	441	42.9%

Other Types of Reports: Litigation Comparison Reports Microsoft vs. Apple

(Side-by-Side Benchmarking)

Users can create benchmarking for companies, law firms, attorneys & judges.



Other Types of Reports: Litigation Comparison Reports Microsoft vs. Apple

(Side-by-Side Benchmarking)

Company Group One:
MICROSOFT CORP
Company Group Two:
APPLE INC
Date Range: Last five years (04/2007 to 04/2012) [edit](#)
Litigation Refinements [remove all](#)
- Practice Area: [remove all](#)
Intellectual Property - Patents [remove](#)

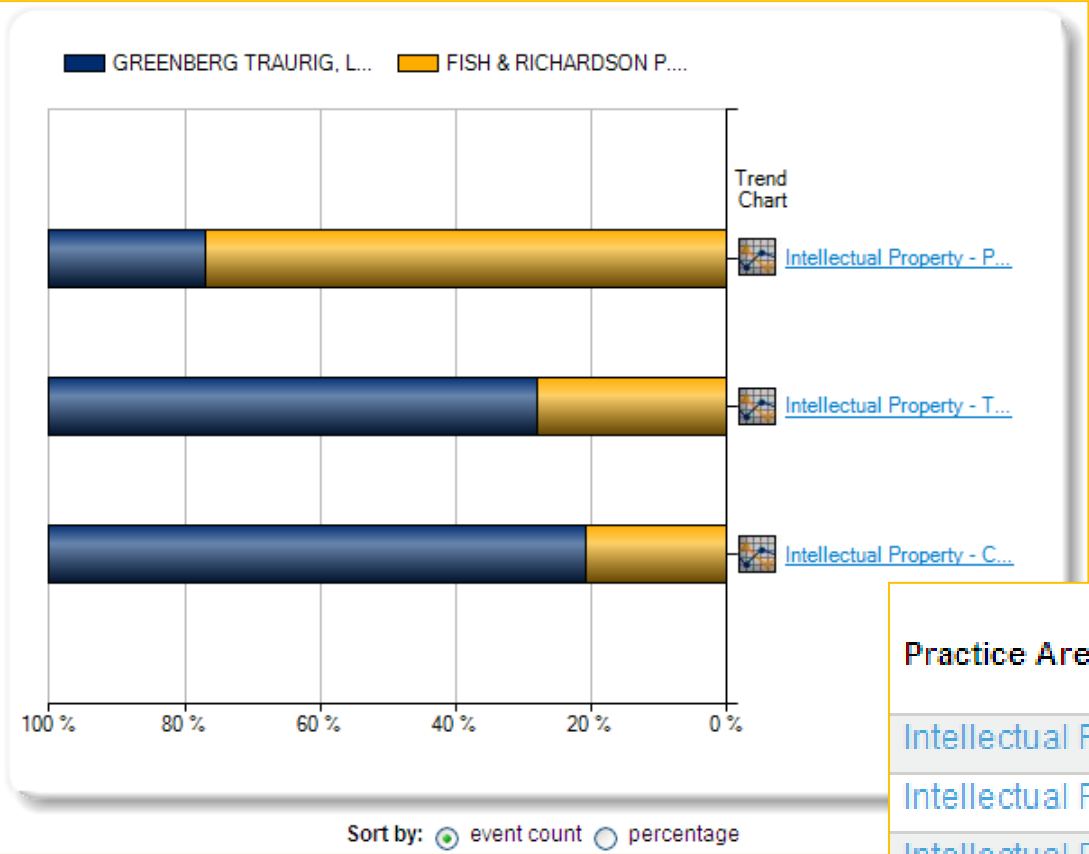
Case Status Summary metrics allow users to compare how industry competitors have resolved similar matters.

MICROSOFT CORP and APPLE INC Case Status Summary

[+ Show Description](#)

Case Status Summary Table	MICROSOFT CORP	APPLE INC
Average number of parties i	10	11
Percentage time different parties shared the same attorney/firm i	25%	15%
Percentage time party used multiple attorneys/firms i	59%	50%
Motion Analysis		
Percentage time filed Motion for Summary Judgment i	10%	5%
Percentage time filed Motion to Dismiss i	15%	10%
Percent times settled after Summary Judgment motion is denied i	0%	0%
Percent times settled after Motion to Dismiss is denied i	0%	33%
Median time from filing summary judgment to resolution of motion i	79 days	215 days
Median time from filing Motion to Dismiss to resolution of motion i	42 days	44 days
Median time to close all cases i		
Median time to resolve a case by Summary Judgment i	1366 days	87 days
Median time to resolve a case by Motion to Dismiss i	120 days	131.5 days
Median time to resolve a case by Settlement i	203 days	196 days
Median time to resolve a case by Trial i	919 days	0 days

Other Types of Reports: Litigation Comparison Reports Law Firm A vs. Law Firm B (Side-by-Side Benchmarking)




Compare the experience level of two or more law firms.

Practice Area	GREENBERG TRAUIG, L...	FISH & RICHARDSON P...	Total
Intellectual Property - Patents	337	1133	1470
Intellectual Property - Trademarks	480	186	666
Intellectual Property - Copyrights	159	42	201

Portal Integration

Monitor Suite reports can be integrated into intranets through password embedded links and enhanced portal links.



American Airlines

Client Team Site

Client Profile

Client Number 0862499
Contact Gary Kennedy

Company Information

- [Website](#)
- [Hoover's Business Description](#)
- [Financial Summary](#)
- [Officers & Directors](#)
- [Key Competitors](#)
- [News](#)

Relationship Partner

Janet Bennett
214-368-3940
JBennett@BBFV.com

Client Team Members

Firm Financial Reports

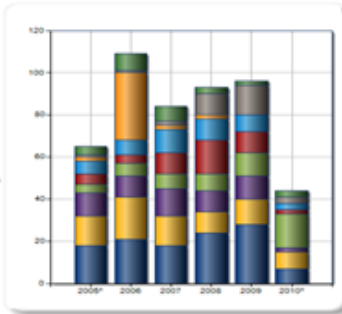
- [A/R Reports](#)
- [Top Timekeeper Reports](#)
- [Active Matters](#)

Firm Recent Proposals

Firm Recent Firm Work Product

Litigation

- [Top Practice Areas for AMR](#)
- [Top Practice Areas in Airline Industry](#)
- [AMR Litigation Handled In-House](#)
- [AMR Litigation Handled by Our Firm](#)
- [AMR Litigation Not Handled by Our Firm](#)
- [Recent Dockets & Opinions](#)
- [Law Firms Representing AMR](#)



Year	Legal Occurrences
2005	~65
2006	~110
2007	~85
2008	~95
2009	~95
2010	~45

Law Firm Representation	Occurrences
Morgan, Lewis & Bockius LLP	116
Rutherford & Christie, LLP	78
Fiddler Gonzalez & Rodriguez, P.S.C.	57
Rumberger, Kirk & Caldwell Attorneys At Law	52
Winston & Strawn LLP	47
Kelly Hart & Hallman LLP	45
Weil, Gotshal & Manges LLP	38
Locke Lord Bissell & Liddell LLP	31
Conner & Winters, LLP	27
Other Law Firms	774

Top AMR Relationships

- [janice.feltus@aa.com, American Airlines, Inc](#)
- [chris.ducey@aa.com, American Airlines, Inc](#)
- [eric.briggle@aa.com, American Airlines, Inc](#)
- [Richard Thomas, CEO, American Airlines, Inc](#)
- [Thalia.Lopez@aa.com, American Airlines, Inc](#)

Deals

- [Banks Involved as Financial Advisors](#)
- [Banks Involved as Underwriters](#)
- [Law Firms Handling Securities Transactions](#)
- [Law Firms Handling M&As](#)
- [Recent Securities Transactions](#)
- [Recent Deals](#)
- [Recent Airline Industry M&As](#)

Patent Prosecution

- [Patent Types](#)
- [Patent Types in Airline Industry](#)
- [Law Firms Filing Patents for AMR](#)
- [AMR Owned Patents in Litigation](#)
- [Most Recent Patents Applications](#)

Trademark Filings

- [Status of AMR Trademarks](#)
- [Law Firms Filing Trademarks for AMR](#)
- [Recent Trademark Filings](#)

Monitor Suite Strategic Uses

- Prospecting
- Preparing for Prospect Meetings
- Impacting the Pitch
- Preparing for Client Meetings
- Evaluating Current Clients
- Client Threat Assessments
- Client Cross Sell Analysis
- Client Interviews
- Benchmarking
- Legal Trending of Top Clients
- Industry Analysis
- Practice Area Analysis
- Market Share Analysis
- Ancillary Work Created by M&As
- Litigation Preparation
- Judge Analysis / Experience for Bus Dev
- Bus Dev / RFP Assessment
- Attorney Coaching
- Strategic Planning for Law Firm
- League Tables
- Merger Analysis
- Recruiting & Lift-outs
- With Experience Databases
- Extranets – Client “Value-Add”
- Intranets: Client pages, Practice Group Pages, More
- Macro – Analysis
- Differentiating Firm
- More.....

Creating & Communicating Value

- Provide more than they are looking for
 - Provide examples at Practice Area meetings/ Portfolio
 - Cross pollinate/competitive
- Provide information they have not thought of, or did not know you could provide
 - Litigation Welcome Email
 - Library Staff can assist in providing the following
 - Docket information
 - Judge or Expert Witness Profiles
 - Company's Litigation Profile by type, court, judge & attorney
 - Research on People
- Let them know what they are missing

Creating & Communicating Value

- Follow the money \$ – make sure you are assisting and impacted the work of the most profitable practice groups and individuals in your organization
- What is the firm's strategic plan and goals, practice area goals and how are the library's staffs efforts aligned?
- Are you doing the right type of work?
 - Delegate work to better suited staff, i.e. case pulls
- As you work with practice groups, align your research to better fit their changing needs

Market & Promote Value of Your Service

- Assess current footprint & create plan to expand
- Be strategic – follow the money
- Be visible
- Create consumable information
- Solve Problems
- Show what you can do for them
- Marketing takes repeating and reinforcing communication and information over and over again



Questions & Thank You

Blythe McCoy, J.D., M.L.I.S.
Thomson Reuters
Librarian Relations Manager