

Trademark Attorneys Focus on Efficiency with Savings Technology from EMIS IT

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London trademark attorneys, Wildbore and Gibbons, are implementing a new £25,000 IT system to improve the efficiency of their contact file and activity management

Designed by emis intellectual technology, the Seneca CM software will integrate all their business processes and practice activities under one system.

The 20-strong firm wanted to improve efficiencies across its high volume case load and enhance workflows, as well as enabling staff to monitor and pick up the work of absent colleagues via a common diary system to ensure maximum client care.

Partner and trademark and design litigator, Stephen Kinsey, said:

"We were not satisfied with having separate systems across the practice, as they were not being used to best effect."

"Using the Seneca CM system, we are integrating everything in order to work much more smoothly – and it helps when the IT provider has actual previous experience of the type of work we do and the way such a firm operates."

Chris Spencer, solicitor and development director at EMIS Intellectual Technology, and himself a trademark practitioner, added:

"Trademark registration is about meticulous attention to detail"

"Our system enables Wildbore and Gibbons to integrate previously disparate file contents and have an 'at a glance' view of a file at any time. Their staff can see a chronological history of everything that has taken place and what they need to subsequently do to ensure their matters are brought to a successful conclusion on behalf of their clients".

"We have worked extremely closely with Wildbore and Gibbons to ensure that they can easily configure Seneca to work how they want to work. This means there is minimal need for them to depend on us for extra consultancy every time the procedures or environment changes."

