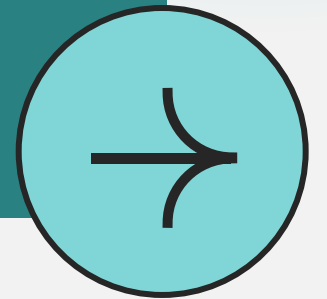
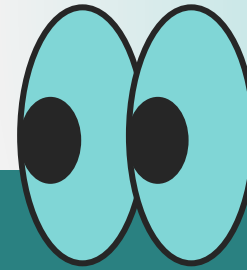





Case Study

Ensuring IP Success – The Vital Role of Accurate Docketing





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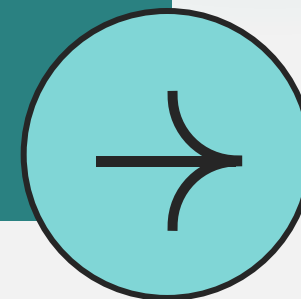
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Case Study

01

The Consequences of Improper Docketing in IP Management





Background

Our recent client, a **mid-sized technology company**, had a growing patent and trademark portfolio across multiple jurisdictions, with a combined portfolio of over 1100+ applications. The company relied on an outsourced service provider for docketing and deadline management. However, **due to improper docketing practices**, significant errors crept into their IP management, **leading to disastrous consequences**.

The Problem: How Improper Docketing Caused Portfolio Chaos



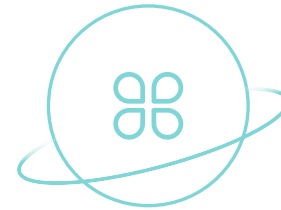
Missed Office Action Deadlines

Several patent and trademark applications were abandoned because critical response deadlines were not docketed correctly.



Failure to Pay Maintenance Fees

The company lost patent rights in key markets due to non-payment of renewal fees, as reminders were not set in the docketing system.



Incorrect Filing Date Entries

Some patents were filed late due to incorrect priority date calculations, leading to loss of novelty.



Lapsed Trademarks

The company failed to file Statements of Use and renewals on time, leading to loss of brand protection in certain countries.

Consequences of Docketing Failure

01

Financial Loss

The company had to refile applications and pay hefty revival fees where possible. In some cases, patent rights were permanently lost, affecting revenue streams.

02

Legal Complications

Lost trademarks led to competitors filing similar marks, incurring expensive legal battles that drained resources and hampered market operations.

03

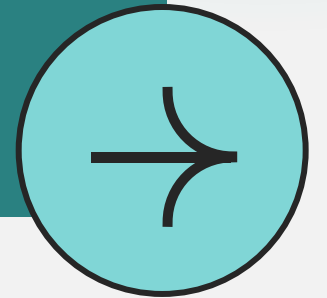
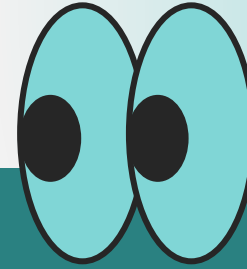
Competitive Disadvantage

Losing key patents exposed the company to competitors utilizing similar technologies without infringement fears, impacting market share and innovation.

Case Study

02

Remedies and Preventive Measures

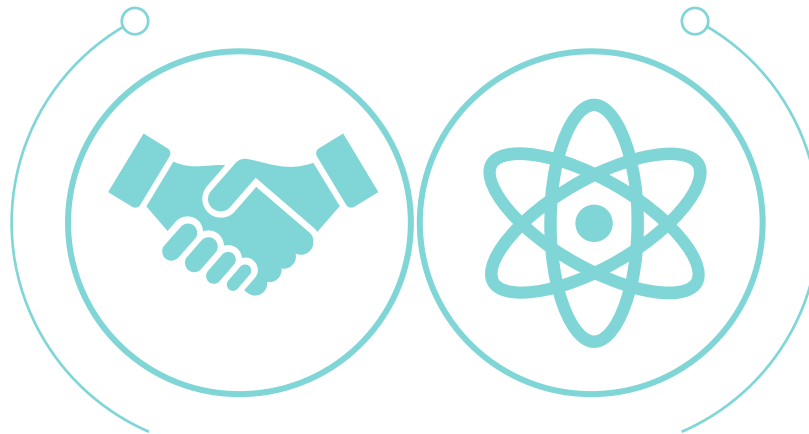


Engaging a Reliable Docketing Partner

Partnering with VAST-IP

VAST- IP ensured accurate docketing and compliance, mitigating risks of missed deadlines and incorrect entries, steered IP management to stability.

Provided clear reports on deadlines, filings, and status updates to keep stakeholders informed.



Implementing a Robust Docketing System

Transition to a docketing solution with multi- level reminders aimed to capture all deadlines timely, enhancing the accuracy and reliability of the IP portfolio.

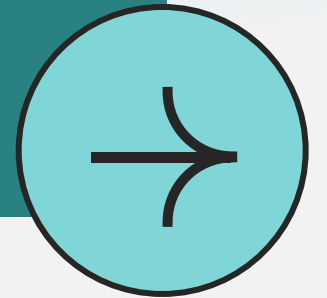
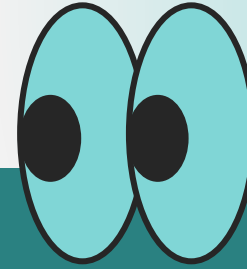
Standard Operating Procedures were implemented for every stage of the patent and trademark lifecycle.



Case Study

03

The Role of Vast-IP



The Role of Vast-IP in Preventing Such Failures



Accurate and Proactive Docketing

Vast- IP ensured all deadlines were captured with timely reminders, reducing the risk of missed deadlines and associated IP rights loss.



Portfolio Monitoring

Regular audits of the portfolio to identify upcoming deadlines and potential risks were critical in maintaining IP management accuracy and compliance.



Process Standardization and Error Rectification

Implementing best practices for data entry, verification, and updates, and correcting past mistakes with proactive strategies to prevent future errors solidified IP management.



Inference

Client's experience underscores the **vital importance of accurate docketing** in safeguarding an IP portfolio. A single error can lead to lost rights, financial setbacks, and legal troubles. Partnering with **VAST-IP** ensured **a structured, foolproof docketing process**, reinforcing the company's innovation and market position. For any company managing patents and trademarks, **investing in expert docketing services is not an option — it is a necessity.**



Case Study

Thank You

