

Precision meets innovation: How Polsinelli drafts the future with Rowan Patents

How an Am Law 100 firm uses Rowan Patents to streamline patent drafting and prepare for the future of GenAI in IP.

Polsinelli is an Am Law 100 firm with over 1,200 attorneys across more than 25 offices in the United States. The firm is nationally recognized for its strengths in intellectual property (IP), healthcare, real estate and corporate legal practice. But what truly sets the firm apart is its culture — one that combines entrepreneurial thinking with a strong sense of purpose. From developing proprietary legal tech tools to investing in pro bono work that reflects its values, Polsinelli is purposeful about doing things differently.

Polsinelli PC

- 1,200+ attorneys, 25+ offices across the United States
- Am Law 100 firm
- Recognized as 2023 Law Firm of the Year in Patent Law by Best Lawyers
- Ranked at the national level on the IAM Patent 1000 list since 2020

The challenge

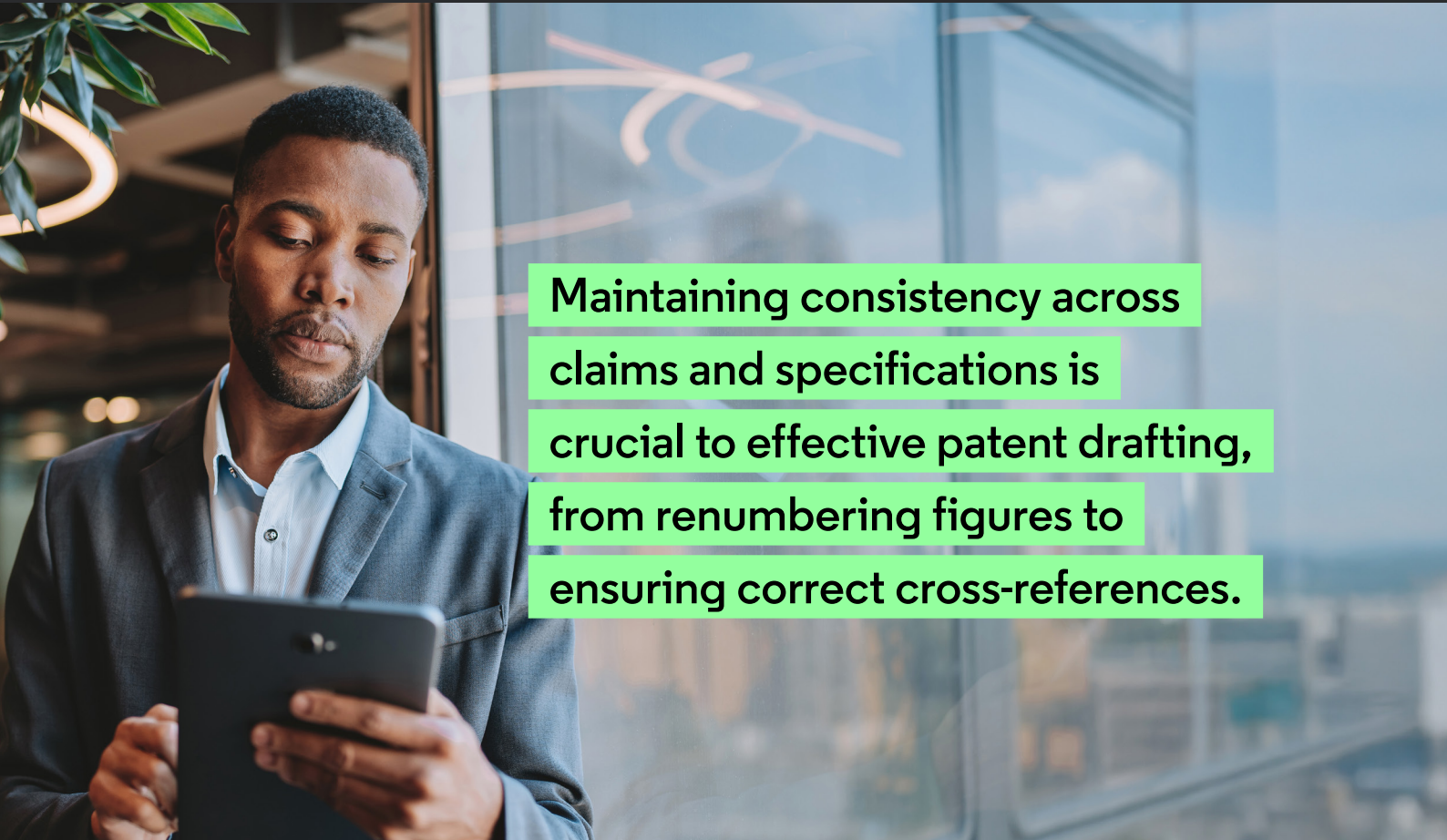
Patent drafting is a complex, iterative process — and for Polsinelli, it's a core part of the services it offers to clients. But as the firm continued to grow and manage increasingly sophisticated IP portfolios, it sought tools to help support its attorneys in drafting patents at scale. Maintaining consistency across claims and specifications is crucial to effective patent drafting, from renumbering figures to ensuring correct cross-references. But this kind of detailed exercise can also take significant attorney time.

Polsinelli saw this as an opportunity for innovation. However, many of the newer drafting tools on the market sacrificed accuracy for efficiency — automating processes at the expense of oversight and ultimately undermining the very attorneys that the firm wanted to support.

"Some tools try to do too much in a purely automated way," said Brian McKnight, Principal at Polsinelli. "They remove the attorney from the process in ways that don't actually improve the outcome. We needed something that supported our expertise, not replaced it with an inferior version."

The firm's IP team had already developed an internal tool to improve drafting workflows. But, consistent with Polsinelli's dedication to delivering best-in-class client service, the firm was looking for a scalable and integrated solution that could support its departments and practices firmwide.

"We wanted a tool that could help us work smarter, not just faster," added James Wright, Associate at the firm. "Something that could consistently handle the bare bones of drafting and scale with the needs of our firm."

A man with short dark hair and a beard, wearing a grey blazer over a light blue shirt, is looking down at a tablet computer he is holding with both hands. He is standing in front of a large window that looks out onto a city skyline. The office interior is visible in the background, featuring a plant and modern lighting.

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The solution

Polsinelli selected Rowan Patents as its preferred drafting solution to support its growing IP practice and evolving technology strategy. The decision was driven by Rowan's ability to combine intelligent automation with practitioner control, delivering consistency, efficiency and flexibility, without compromising legal quality.

Rowan's integrated drafting environment allows attorneys to manage claims, specifications and

figures in one place. Features like term tagging and part reference syncing help ensure consistency across the application, while built-in tools streamline revisions and reduce manual effort.

"I didn't expect term tagging to be my favorite feature," said McKnight. "But it's made a big difference. It helps me quickly spot any internal inconsistencies, which is critical when you're turning around multiple versions of a draft under time pressure."

Results and impact

Since adopting Rowan Patents, Polsinelli has seen measurable improvements in drafting efficiency and ease of revision. By streamlining some of the most time-consuming aspects of patent drafting, attorneys can shift their focus toward strategic, client-focused work and complete tasks faster, without compromising quality, control or legal precision.

"Before Rowan, renumbering figures was a nightmare," said Wright. "Now, I can pull in a figure from

another application and everything updates automatically. It's seamless."

The platform's built-in proofreading and consistency tools have also helped streamline the review process, with integrated checks for common drafting errors.

"When I review applications from people who haven't used Rowan, I see errors that Rowan wouldn't let them make," said McKnight. "It's a big-time saver for our firm and a quality booster."

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The AI perspective


As interest in generative AI continues to grow across the legal industry, Polsinelli is taking a thoughtful, client-led approach to adoption. While some clients still have policies that restrict the use of AI in patent drafting, others are beginning to explore its potential through pilot programs and controlled use cases. Rowan's flexible, task-based AI tools have proven to be a good fit for this evolving landscape. Because Rowan allows attorneys to selectively apply AI to specific drafting tasks, attorneys can tailor their use of generative tools to align with each client's preferences — whether that means full adoption, cautious experimentation or opting out entirely.

"This is a journey that almost all our clients are taking," said McKnight. "Even those who prohibit AI use today want to talk about it. They're looking for safe, supervised ways to explore its value."

Rowan's AI assistance is designed to support — not replace — practitioners. Attorneys remain in control of what's generated, when, and how it's used.

"Rowan's approach to AI aligns with how we think about legal tech," said McKnight. "It's all about supporting our attorneys with tools that are easy to supervise and integrate into real workflows."

"I want to guide the tool one step at a time — generate, review, lock, repeat."

A photograph of two women in an office environment. The woman in the foreground, wearing a white t-shirt and glasses, is pointing at a laptop screen. The woman behind her, wearing a red top, is smiling and looking at the screen. The background shows a modern office with glass partitions.

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Brian McKnight,
Principal, Polsinelli.

Looking ahead

Polsinelli's investment in Rowan Patents is part of the firm's broader strategy to stay ahead of developments in technology and legal practice. As the firm continues to grow and evolve, it values Rowan's commitment to evolving alongside its clients, whether through new drafting capabilities, enhanced Office Action support or more advanced AI integrations.

"I've seen what's coming in the roadmap, and I like it," said McKnight. "Rowan is thinking carefully about how to truly meld the attorney's skillset with the technology in ways that don't feel forced or unnatural."

Polsinelli's relationship with Rowan Patents goes beyond technology. The firm has been an active collaborator, providing feedback, participating in product discussions and helping shape the future of the platform. Regular engagement with Rowan's client success and product teams has ensured that the solution continues to evolve in ways that meet the firm's needs.

"What matters is the team behind the product — and Rowan has the right team," McKnight added. "That gives us confidence in where the platform is going."

Rowan Patents, part of Clarivate

Helping patent practitioners focus on what's important: high-value work.

An end-to-end patent drafting solution that significantly reduces the time patent practitioners spend on laborious tasks such as numbering, tracking claim support and maintaining consistency throughout the application.

To learn more, visit: rowanpatents.com

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