



# Embracing patent drafting technology

## Helping HGF deliver superior client service with Rowan Patents.

HGF's recent investment and growth strategy reflects the firm's vision to solidify its position as Europe's IP firm of choice. This approach is driven by a commitment to innovation, strategic expansion and a client-centric mindset, enabling it to support a diverse global portfolio of innovators and brands. The firm has a reputation for fostering strong relationships and leveraging multidisciplinary expertise to deliver tailored solutions.

Committed to harnessing new technology to enhance the client experience, HGF partnered with Rowan Patents (Rowan), now part of Clarivate, to improve the firm's adoption and integration of state-of-the-art technology. The firm wanted a patent drafting solution that would drive growth, ensure market leadership, and uphold its reputation of excellence.

### HGF profile

- Established in 1995
- With 25 offices and 194 attorneys, HGF provides a full range of IP services to a global client portfolio

## The challenge

### Using technology to enhance efficiency and streamline operations

As HGF continued to expand, the firm realized it needed to find a way to accelerate the patent drafting process while maintaining the exceptional quality expected by its clients. Patent drafting is a highly specialized and resource-intensive process requiring advanced expertise from the firm's attorneys. To support a growing practice, they wanted to leverage technology to enhance efficiency and streamline operations to deliver streamlined and exceptional service to clients.

"Drafting a quality patent application is the pinnacle of what a patent attorney produces,

defining inventive concepts and seeking strong and broad legal protection," explained Matt Cassie, Partner at HGF. "A well-drafted patent is the cornerstone of a strong IP portfolio, and it protects our client's future revenue streams."

However, the market often undervalues the effort required to produce high-quality patent applications. Cassie highlights the complexity of patent drafting, which involves requirements for the format of wording, numbering of features and consistency throughout the application. Once an application is drafted, changing even simple pieces can add hours to the attorney's workload and additional expenses for the client. This includes manual tasks like renaming features, adding drawings, or reordering claims.



**"We've found Rowan Patents to be the best technology to support our patent drafting needs, earning positive feedback from our clients. It has enhanced the quality of our work and highlighted HGF's expertise."**

**Matt Cassie,**  
Partner at HGF.

## The solution

### An integrated patent drafting environment

In 2022, HGF began its project to enhance its patent drafting capabilities by surveying the market for cutting-edge solutions. Following in-depth research, the firm identified Rowan as the ideal choice. Rowan's approach places the drafting attorney at the heart of the drafting process, allowing the firm's expert attorneys to deliver value to clients. At HGF, patent attorneys enthusiastically adopted Rowan to streamline the patent drafting process. As a result, attorneys could manage drafting more efficiently, allocating their expertise to the strategic aspects of drafting. This adoption significantly improved the quality, and appearance of their work product.

Scott Fletcher, Partner at HGF, valued Rowan's innovative use of terms — the user-defined words or phrases that can be used anywhere in the application. These can be tagged in the claims, the detailed descriptions and the drawings to seamlessly synchronize terms throughout the application.

"This ensures consistency across all parts of the application," explained Fletcher.

"You can create definitions for the terms and quickly add those into the specification as well. You can update the phraseology of the terms in one place, and that's synced across the whole specification. The consistency from the terms greatly helps with the menial tasks of patent drafting that are a real pain to do in other software that's not designed for patent drafting."

By adopting Rowan, HGF received several key benefits. First, the improved drafting process produces consistently stronger client results. Second, the firm drives efficiency whilst maintaining exceptional quality, helping to achieve its key performance indicators. Lastly, as HGF works towards a firm-wide deployment, attorneys are supporting practice area goals with standard tools, templates and quality controls.

Looking to the future, HGF recognizes Rowan's commitment to developing and integrating new technologies and functionalities into its patent drafting solution. In particular, harnessing the true value that properly integrated generative AI capabilities can add to further improve patent drafting quality and productivity, positioning Rowan as a trusted partner in HGF's ongoing innovation journey.

**"A well-drafted patent is  
the cornerstone of a strong  
IP portfolio, and it protects our  
client's future revenue streams."**

## About Clarivate

Clarivate™ is a leading global provider of transformative intelligence. We offer enriched data, insights & analytics, workflow solutions and expert services in the areas of Academia & Government, Intellectual Property and Life Sciences & Healthcare. For more information, please visit [clarivate.com](https://clarivate.com).

### 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](https://rowanpatents.com)

Contact our experts today:

[clarivate.com/ip](https://clarivate.com/ip)