

Case study

Helping an intellectual property law firm stay a step ahead

Silva law firm relies on innovative and reliable trademark research solutions to gain a competitive edge

How does a boutique IP law firm in Santiago, Chile compete with large, global firms? For Silva law firm, the key is having the right technology – and the right IP data partner. Founded in 1990 by Patricio and Juan Pablo Silva, the firm has a well-earned reputation for innovation and leveraging technology to better serve its clients. That extends to its choice of trademark research partner.

Making innovation a priority

"We mean to deliver legal sophistication and added value in all the services we provide to our clients," Senior Partner Juan Pablo Silva says, noting that the firm recently launched a new brand identity to reflect

its commitment to adopting innovative technologies, including its own SilvaNet system for collaborating with clients. "We work with a number of startups that are doing a lot to help change perceptions about Chile as a center of innovation and we strive to be a part of that."

Silva says his firm looks for that same commitment to clients from their business partners. "When we hire a provider to help maintain the brands in our care, we need to be 100% secure that they will deliver the same level of service and quality we provide to our clients. In the end, we are putting our name on it," Silva explains.

"Clarivate's technology roadmap is extremely important to us. I believe it will keep us ahead of the curve. We cannot afford to get left behind by our competitors."

An integrated solution

The firm was already using Darts-ip™ litigation data and Silva says the recent integration of this data with CompuMark™ trademark solutions was a key factor in their selection of Clarivate as their new search and watch partner.

"Being able to receive all of these services from a single provider was important to us from an administrative point of view. And from our perspective as lawyers, having Darts-ip data integrated with the search and watch results was much easier," Silva explains.

The firm's clients operate across a wide range of industries – from food and healthcare to media and technology – and have global ambitions. Silva says Clarivate's global coverage and data quality are also crucial factors, helping ensure critical findings are not missed.

Positive staff feedback

Since adopting Clarivate watch and search services in 2021, Silva says the feedback from the firm's associates and paralegals using the solutions has been universally positive. When asked their opinion of Clarivate services, users pointed to the following:

- Timeliness and accuracy of information, enabling attorneys to act quickly and confidently when responding to potential threats.
- Precision of results, reducing the number of watch hits that need to be reviewed, saving attorney time and effort.
- Confidence that Clarivate's international trademark database is updated regularly.
- Accurate opposition dates provided with watch notices. This helps ensure critical deadlines for opposing conflicting marks are not missed.
- Integration of Darts-ip data with trademark research results, enabling attorneys to assess the belligerence of a potential foreign owner to inform legal and negotiation strategies.



Responsive, local support

Silva staff members also had high praise for the Clarivate customer support team, including training to equip users to get the maximum benefit from Clarivate solutions and answering questions promptly.

"Our Clarivate support lead, Claudio, is very reachable and responsive. He has been a great help," Silva says, noting that having local support in the native language is a big plus – a Clarivate advantage that the previous provider did not offer. It's another way Clarivate makes doing business easier."

Of course, client satisfaction is the most important factor of all. "Our clients see the search and watch results from Clarivate and then instruct us to proceed. They realize we are providing a reliable and good service, so this really adds value," Silva says.

Staying ahead of the curve

While Silva says Clarivate has proven itself a trusted trademark research partner today, he is also focused on where Clarivate is heading for the future.

"As a firm, we're making an effort to invest in technologies that give us a competitive edge and we expect our partners to do the same," Silva says. "Clarivate's technology roadmap is extremely important to us. I believe it will keep us ahead of the curve. We cannot afford to get left behind by our competitors."

That commitment to continuous innovation is critical to Silva and to its clients, which include both established brands leading their categories and ambitious startups – some of which have made the leap to "unicorn" status, achieving valuations of \$1 billion or more.

Given their experience with Clarivate search and watch, Silva says his firm is open to expanding the relationship with Clarivate, including the possibility of adding patent research services.

"We are very satisfied with Clarivate," Silva says. "Our partners, associates and paralegals who use Clarivate solutions every day are very satisfied, and so are our clients. That's what is most important."

"When we hire a provider to help maintain the brands in our care, we need to be 100% secure that they will deliver the same level of service and quality we provide to our clients."

Contact our experts today:

+1 215 386 0100 (U.S.)

+44 (0) 20 7433 4000 (Europe)

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