



The Bird & Bird team with David Malkinson of Phoenix Business Solutions

## LEGAL TECHNOLOGY TEAM OF THE YEAR

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### BIRD & BIRD

#### MATTHEW NOBLE

##### SOLVING IP VALUATION NEEDS AND MONETISING ASSETS

Launched in late 2017, Pattern is a bespoke cloud-hosted software solution for valuing IP portfolios, created on the back of the team using big data to appraise patent portfolios in 2013 in a high-profile dispute for client Nokia. It determines fair, reasonable and non-discriminatory (FRAND) royalties, comparing patents and calculating values at historic dates. Pattern took two years to develop with input from clients, economists, academics, statisticians and technical experts.

Pattern has been used successfully by Nokia in two multi-billion dollar FRAND licensing cases, allowing it to secure a competitive advantage by securing robust, data-driven positions as well as finding critical mistakes in the opponent's data. High-quality data allowed the arbitrators to make decisions on the facts and ensure a fair outcome, with the arbitral award expressly endorsing the robustness of the tool.

### HIGHLY COMMENDED

#### WIGGIN

##### JOHN BANISTER

One of Wiggin's most successful tech ventures is online brand and IP protection business INCOPRO, which attracted a \$21m investment from leading growth equity investor Highland Europe. INCOPRO is headquartered in London, with analysts working across the US, Europe, and Asia. The investment will allow INCOPRO to accelerate the development of its technology, to expand its existing operations in China and strengthen its presence in the US and Europe.

### COMMENDED

#### CHARLES RUSSELL SPEECHLYS

##### STEWART HEY

The multibillion Saad dispute that ended in May 2018 concluded a decade of litigation and a 129-day trial in

Cayman where the use of technology was pivotal. The discovery process involved 2.5 million documents and 1.4 million rows of transactional data. CRS deployed sophisticated data analytics, bespoke algorithms and developed its own innovative tracing tool to reach a successful outcome for the client.

#### GOWLING WLG

##### JACQUELINE KNOX

Developed bespoke tech on a cloud-based platform for its client the Sanctuary Group, providing a work allocation interface that is quicker, intuitive, accessible via multiple devices, and offers greater potential functionality and increased security. This collaborative workflow app is claimed to be the first of its kind in the UK legal sector and has been used on 528 matters opened for Sanctuary in 2017/18.

#### PINSENT MASONS

##### LUCY SHURWOOD

Complex and client-focused, Pinsents applied its SmartDelivery approach on a major due diligence project for Barclays. The firm used its proprietary software TermFrame for the bank on a multi-billion-pound synthetic securitisation, referencing a pool of over 100 loans, with feedback from the client notably positive.

#### ZEIDLER LEGAL SERVICES

##### ARNE ZEIDLER

Zeidler Legal Services launched its Global Knowledge Hub in June 2018. Drafted from scratch, it offers a high-tech service for asset managers to keep up-to-date with legal and regulatory requirements for registering and marketing funds across borders via an AI-based chat bot. Providing an alternative solution for smaller and medium-sized asset managers compared to higher-priced tools, it covers multiple jurisdictions.



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