

# Why Legal Analytics is essential to creating Winning IP Strategies

More than ever before, your company depends on successful IP strategies to help you win. Breakthrough technology is now available to arm lawyers with strategic insight that enables you to craft winning IP strategy, win cases, and close business.

## The Insight Gap

Traditional legal research tools focus on simple data extraction, but they don't do the difficult work to clean and structure their data. As a result, traditional tools are limited to the simplest research questions.

Lex Machina goes further—much further. Combining the latest advances in computer science with in-house legal IP expertise, Lex Machina has created the first *Legal Analytics*<sup>®</sup> platform that places unprecedented strategic insight at your fingertips.

Our unique *Lexpressions*<sup>™</sup> engine crawls millions of pages of messy, unstructured, IP litigation documents every day, and then uses Natural Language Processing and Machine Learning to clean, tag, and structure the data.

## Outside Counsel Selection

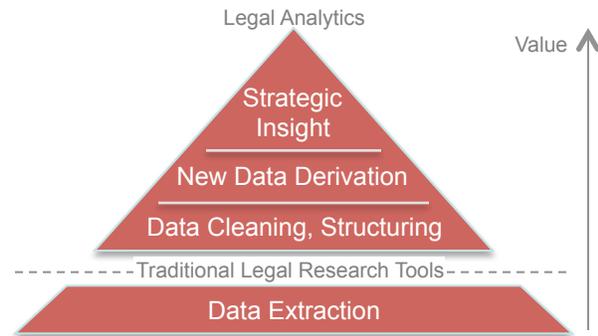
Have you been pitched by several law firms that all have “extensive expertise” before the judge in your case?

Only Lex Machina can show you a comprehensive overview of each law firm's experience before your judge, including outcomes for the client in each case. Now you can compare counsel to discover who really has the best experience.

## Motion Strategy

Trying to decide whether it's worth filing an expensive motion?

Only Lex Machina can show you statistics about the success of your potential motion, tailored to the sample of cases you care about. If your judge has only granted a motion to transfer 3 out of 50 times in the last five years, you might save your money by skipping that motion and investing in a different strategy.



## Early Case Assessment

When you get sued, you want fast answers to basic questions about the plaintiff and their law firm—without having to wait and pay for the information.

Traditional research tools might be able to show you a list of your opponent's cases, but only Lex Machina can show you actionable insights—like the average time to termination and outcomes of those cases—in one click. If all 23 of your opponent's previous cases lasted less than 9 months and ended in settlement, you might choose to wait rather than invest in an expensive defense.

## Peer Performance Benchmarking

Worried that you're spending twice as much money as your industry peers on litigation?

Lex Machina's unique Peer Company Analysis helps you to quickly and effectively compare your litigation behavior and the resulting outcomes to that of your peers. See which law firms your peers use, their case loads, time to trial, patent invalidity outcomes, and more.