



Wilson Sonsini Goodrich & Rosati

Wilson Sonsini Goodrich & Rosati Lands Clients with Legal Analytics

Acknowledged as one of the nation's leading patent litigation firms, Wilson Sonsini Goodrich & Rosati ranks among the country's top law firms by number of patent cases defended. With multiple offices worldwide, WSGR is globally recognized as a premier legal advisor to technology, life sciences, and other growth enterprises.

James Yoon is a senior Partner at WSGR with 20 years of experience as a patent litigator and counselor, who works from the Palo Alto office. He has litigated over 150 patent cases and has advised over 50 companies on IP issues and risk assessments. James has been consistently selected for inclusion in *Northern California Super Lawyers* in the field of Intellectual Property Litigation.

"Legal Analytics is transforming the business and the practice of law," says James. "To me, it's what will help us retain our competitive edge and provide the best possible service to our clients."

Respond to Clients Faster

James uses Lex Machina to size up new matters and to model out the litigation budget for a case. "We do a lot of business with technology companies, and typically, a day right before the IPO, someone files a lawsuit. And that's where Lex Machina comes in."

With Lex Machina, in just a few minutes, he analyzes the timing, damages, resolutions, and findings for the opposing counsel, the parties, and the judge involved. He reviews their litigation history and assesses the timing for the case. "I know for any given judge or court the amount of time to Markman, to trial, to termination, and I use this information to provide accurate budgets for my client. I can respond quickly and provide answers based on objective data. This adds significant value," says James.

Drive Innovation and Efficiencies

Lex Machina's Legal Analytics platform provides him strategic insights about judges, lawyers, parties, and patents. "I like having data when I talk to a client," said James. "Lex Machina gives me the information I need, to predict the potential behaviors, outcomes, and timing of my cases."

With *Motion Metrics*, James analyzes the chance of success for specific motions in front of any District Judge. He compiles a list of successful motions and identifies the winning arguments. With District Court, PTAB and ITC data as part of his analysis, James is confident that he has all his bases covered. "This saves me a lot of time and the efficiencies benefit our clients. Using Lex Machina, we have been able to significantly reduce write-offs and improve realization."

Deliver Cost-effective Legal Services

James has become an expert at using Lex Machina and relies on the analytics throughout the day. Based on his analysis of the data, he can make better, more effective decisions, re-deploy resources and align client billing to key events in a case. "It's very important to show my clients that we are delivering value and thinking of innovative and cost-effective ways to help them accomplish their business objectives."

Compete More Effectively

In addition to litigation, James frequently uses Lex Machina to grow and win new business. He has figured out some very innovative ways to use *Legal Analytics* to differentiate his expertise, identify new business opportunities and to gather competitive intelligence about other firms. James states: "Legal Analytics helps us differentiate our services and show a potential client that we have the knowledge, experience, and expertise to win their case."

"Legal Analytics is a way to become part of the client's decision making team and to obtain an advantage over attorneys who are practicing law the way it was done a decade ago."

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