



CYLA Case Study

Prominent National Law Firm Engages CYLA to Maximize Business Development Efforts

Team of on-demand IP attorneys helps firm pursue and capture client business while maintaining profitability

Challenge

As part of its strategic growth plan, our client, a prominent national law firm, focused business development efforts on the intellectual property market. While the firm continued building its IP practice and adding talented attorneys – especially at the associate level – its business development efforts had begun attracting interest, especially from one global brand-name corporation. Our client then faced choices that many growth-stage firms and practice groups face: hire full-time associates amid the uncertain ebb and flow of this corporation’s demand (and amid a job market with a dearth of highly-skilled IP associates), tackle the corporation’s demand with IP partners already burdened with existing client work, or turn/refer away the business? Add to that calculus the need to pursue – and ultimately take on – this corporation’s business with competitive bill rates, without sacrificing the firm’s profitability through heavy discounting and other pricing incentives.

Solution

The firm turned to CYLA in order to leverage our existing nationwide network of on-demand IP project attorneys. Working with firm and practice group leaders through a host of specific, at times esoteric, requirements, CYLA developed a reference profile of the type of attorneys that could support our client’s – and, more importantly, their client’s – sophisticated needs. CYLA’s challenge was functional as well as business-driven: organize a team of patent attorneys experienced in prep & pros work, who could operate at partner-level skill and disposition, who had education and practical experience in chemical engineering and/or chemistry, and whose bill rates were 50% less than the firm’s average associate bill rates (to enable the firm’s relationship with the corporation to be profitable). In order to provide our client with the most capable and on-target team available, CYLA created a virtual “bench” of on-demand project attorneys as well as patent agents who reported into our client’s Atlanta office, linking remotely into the firm’s secure technology infrastructure.

Result

Our client was able to supervise and coordinate the work of our virtual, partner-caliber attorney and patent agent team while utilizing them on a completely as-needed-only basis, since the work from the corporation did turn out to ebb and flow throughout the relationship. CYLA was able to provide this high-level patent/IP team for an hourly bill rate range of \$155.00 to \$200.00 per hour, without additional fees, commitments of usage, or retainers. With this flexibility and cost-efficiency, the firm was able bill out our attorneys to the corporation at a rate the firm saw fit. The global corporation has been pleased with the firm’s work and the firm’s ability to provide competitive pricing. Our client is expanding on this relationship, while utilizing CYLA to contribute to the firm’s continued growth and profitability.

Just the Facts

- A national law firm building its IP practice needed to pursue and capture business while mitigating the risk of ebbs and flows in client and market demand
- The firm utilized CYLA’s team of specialized on-demand IP attorneys to tackle client workload at competitive hourly bill rates, on an as-needed – only basis
- CYLA helped the firm grow its client relationships while maintaining the firm’s – and the IP group’s – profitability



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