



Case Study

Customer: May Cheng
Expertise: Senior Partner w/ tier 1 law firm IP group, Certified Specialist in Trademark and Copyright law w/ over 30 yrs experience using trademark search and watch solutions



May Cheng
Senior IP Partner, Trademark & Copyright Law Specialist

“I have witnessed first-hand how badly things can go wrong when a legal opinion is rendered with incomplete information and is then relied upon by a client.”

May Cheng is a Certified Specialist in Trademark and Copyright law with over 25 years of experience in intellectual property matters, including brand clearance and portfolio management. Throughout her career, she has ordered and reviewed thousands of trademark searches, and provided legal assessments and recommendations based on those searches. After working with a number of other trademark search houses and witnessing the deterioration of their services, she became an early Haloo adopter.

May has seen litigation arising from poor reporting on a clearance search, that cost the firm and the client involved millions of dollars. She is always conscious of how critical the role of searching and reporting is to client outcomes and the potential liability it represents for legal service providers.

Challenge 1: Low-quality competitors

In the past decade, May has witnessed a steady deterioration of the resources available to lawyers for obtaining high quality searches in a timely manner, as a result of consolidation in the searching industry and offshoring of support services. The trademark search house industry, with significantly reduced options as a result of consolidations, began raising their prices and lowering their service quality in a market with fewer competitors. After houses like Clarivate offshored their customer service team, lawyers began complaining about significant delays and lack of responsiveness even for urgent matters—to the point where meetings and phone calls were being offered to try to appease clients.

The Haloo Solution: Expert-quality

With Haloo’s search tool, May gets expert comprehensive reports that catch critical trademark search data that exposes the critical conflicts—conflicts that competitors miss in 1 out of every 4 reports. She also gets these results near-instantly. She sees a huge potential for Haloo’s search platform, as it delivers a competitive advantage for early adopters like her in both timeliness and cost.

“I thought I was stuck with Clarivate or Corsearch as the only options. Then I learned about Haloo and switched over as soon as I had done a comparison test run.”



Customer: May Cheng
Expertise: Trademark & Copyright Law
Specialist (Certified by LSO)

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“Haloo is poised to dominate the trademark search and watch markets as they develop a reputation as a better, faster and more reliable option.”

Challenge 2: Unfiltered results

May also finds herself deeply frustrated with the lack of precision of the data capture offered by competing search houses, who generate bulky, unfiltered search reports that take too long to review and rely on poor quality trademark search technology. She also noticed that the service providers don't appear to have the will or wherewithal to improve these outputs to make them more customer friendly and reduce redundancies.

The Haloo Solution: Clear, comprehensive data

Haloo's trademark search tool has been designed to run on the latest data, which makes May's job easier and more reliable. The volume of the searches is more efficient and the search hits generated are evaluated in a clear fashion. For May, this means getting a timely and effective search report that is also a fraction of the cost of those offered by competitors for a fast turnaround.