CMS Kluge's Journey to Smarter IP Management with RightHub from Anaqua

For **Mikkel Lassen Ellingsen**, Associate Partner at CMS Kluge, the transition from a legacy IP system to RightHub® from Anaqua® was driven by necessity and vision. In a rapidly evolving intellectual property (IP) landscape, the need for lean, intuitive, and collaborative solutions has never been greater. At the heart of this transformation is how CMS Kluge, a top-tier Norwegian law firm, leveraged the power of RightHub® from Anaqua®, an AI-native IP management platform.

What prompted your interest in exploring new IP management technology?

Mikkel Lassen Ellingsen (MLE): At my previous firm, we used one of the older, on-premise systems—what I jokingly call a "dinosaur" platform. It was powerful but slow, and deeply embedded in the firm's processes. I was always curious about innovation in the space, and when I moved to CMS Kluge, I saw an opportunity to start fresh. We were managing some trademark records in Excel, which wasn't sustainable. That's when I reached out to explore options, including RightHub from Anaqua.

What were you looking for in a new IP management system?

MLE: We needed something lean, intuitive, and cost-effective. Our team is small—just me and a paralegal—so usability was critical. We didn't have the resources for extensive training or IT support. The system had to be plug-and-play, with functionality that anyone could pick up on day one. We were definitely looking for functionality your grandmother could have used.

How did the onboarding process go with RightHub from Anaqua?

MLE: It was quick and pain-free. We started with a small portfolio—20 to 50 records—and were able to onboard ourselves. The platform was intuitive, with drag-and-drop functionality and clear workflows. We had one or two training sessions, but honestly, that was all we needed. The system just worked.

What does day-to-day use of the platform look like for your team?

MLE: It gives us full control over deadlines, which is the most important part. We use it for docketing, renewals, and basic portfolio management. It's a low-cost, accessible way to maintain our clients' rights safely and efficiently. We've also started exploring collaborative features, like granting clients access to their portfolios. Some clients love that transparency; others prefer the traditional email approach. Flexibility is key.

> *"We needed a system that was easy to use. Something that worked like your iPhone— drag and drop, one-click functionality. RightHub from Anaqua delivered exactly that."* – *Mikkel Lassen Ellingsen*

What do you see as the future of collaboration in IP management?

MLE: The ability to communicate with agents and clients within the platform is promising. It streamlines processes and reduces duplication. As the industry evolves, I think we'll see more firms embracing leaner, more scalable solutions. As I said during the webinar:

The market needs to get leaner. It needs to increase profitability. And the way you do that is by finding software that's cheaper but still does most of what your expensive software does now.

Are you optimistic about the role of AI in IP management?

MLE: AI isn't here to replace the fun parts of our jobs—it's here to eliminate the boring stuff. That's a message that resonates with our team and encourages adoption.

RightHub from Anaqua already integrates AI to automate docketing, extract deadlines, and generate client-ready reports.

AI-driven search, document analysis, and even patent drafting are on the horizon, signaling a shift toward smarter, more efficient workflows.

> *"AI isn't here to take away the fun parts of your job—it's here to eliminate the boring stuff you don't want to do anyway."* — **Mikkel Lassen Ellingsen** | Associate Partner at CMS Kluge

RIGHTHUB BY ANAQUA

Collaboration at the Core

Simplicity is key—but not at the expense of functionality. RightHub from Anaqua is designed to be intuitive from day one, but scalable as the client needs grow. The platform enables seamless collaboration between legal teams and clients, with features like shared access to portfolios, task assignment, and integrated communication. This flexibility allows firms to tailor the experience to each client's preferences—whether they want full visibility or prefer traditional email updates.

Leaner, Smarter, More Collaborative

The partnership between CMS Kluge and Anaqua's RightHub team exemplifies how thoughtful adoption of technology can transform IP management. By prioritizing usability, collaboration, and scalability, they've created a model that other firms can emulate—especially as the industry moves toward greater efficiency and profitability.

Power of Connectivity

RightHub from Anaqua's modular design allows firms to start small and expand as needed. Solutions like trademark watch, online brand protection, and agent collaboration can be added seamlessly. That's the power of connectivity. Whether you're a one-man band or you have a large IP team managing thousands of IP assets, RightHub from Anaqua scales with you.

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