

The Billing Blueprint - For Intellectual Property Attorneys

Action: The action part of the narrative - what you are doing

Task: The task part of the narrative - what you are doing it for

Value: The value add of the narrative - why it matters / the purpose of your focus

Result: The end goal - the deliverable, milestone, or strategic objective your work drives toward

Questions to Find The VALUE: Why am I doing this right now? | Why does this matter to the client's IP position? | What will I learn or accomplish? | What problem am I solving?

Questions to Find The RESULT: To what end? | What will this work produce? | What's the next step this enables? | If I do this well, what happens next?

Action

Review	Draft	Finalize
Analyze	Execute	Update
Evaluate	Summarize	Document
Strategize	Outline	Identify
Exchange	Coordinate	Facilitate
Prepare	Assess	Implement
Plan	Revise	Develop
Proceed	Request	Prosecute

Task

Patent Application	Copyright Registration	TTAB Proceeding
Office Action Response	Trade Secret Audit	IPR Petition
Claim Amendments	IP Assignment Agreement	Markman Brief
Prior Art Search	License Agreement	Expert Report
Patentability Opinion	Cease & Desist Letter	Domain Dispute (UDRP)
Trademark Application	Freedom-to-Operate Opinion	DMCA Takedown Notice
Likelihood of Confusion	Infringement Analysis	IP Due Diligence Memorandum
Analysis	Claim Chart	
Statement of Use		

Value

to secure broadest defensible claim scope	to document ownership chain of title	to establish willful infringement
to overcome the examiner's rejections	to monetize the IP portfolio	to invalidate the asserted patent
to establish priority over competing applications	to limit licensee's field of use	to construe claims favorably
to protect the core technology from competitors	to stop infringing activity	to quantify royalty damages
	to assess design-around options	to defend against opposition
	to evaluate infringement exposure before launch	to maintain international filing rights

to assess patentability before filing investment to avoid likelihood of confusion refusals to preserve trade secret status to establish distinctiveness of the mark	to preserve statutory damages eligibility to protect brand goodwill and market position	to strengthen licensing negotiation position to facilitate early dispute resolution
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Result

for patent application filing for office action response deadline for notice of allowance for continuation strategy decision for PCT national phase deadline for client status update and further handling for trademark application filing for registration certificate	for licensing negotiations for royalty agreement execution for enforcement action decision for cease and desist response for litigation filing decision for settlement negotiations for product launch clearance for portfolio valuation	for opposition response deadline for IPR institution decision for Markman hearing for expert discovery for trial preparation for renewal and maintenance deadlines for due diligence delivery for client reporting requirements
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