



“Preparing Your Product for Launch”



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What is IP Freedom to Operate analysis ?
(also referred to as FTO or Clearance opinion)

- © The process of determining if there are any third parties IP rights that may inhibit your planned activities.

- © What are the planned activities?
 - © Are you selling a product?
 - © Are you operating a process?
 - © Do you want to evaluate related parties planned activities, e.g. customers?

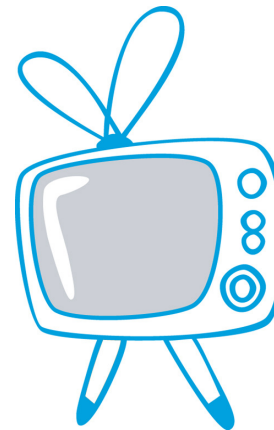
- © What IP rights are likely to be relevant; Patents, Trade Marks, Registered Design Right?

- © In which countries do the planned activities take place?

- © Owing a patent does not provide FTO
- © You invent and patent colour television



- © Are you free to sell colour television if a third party has an earlier patent to television?



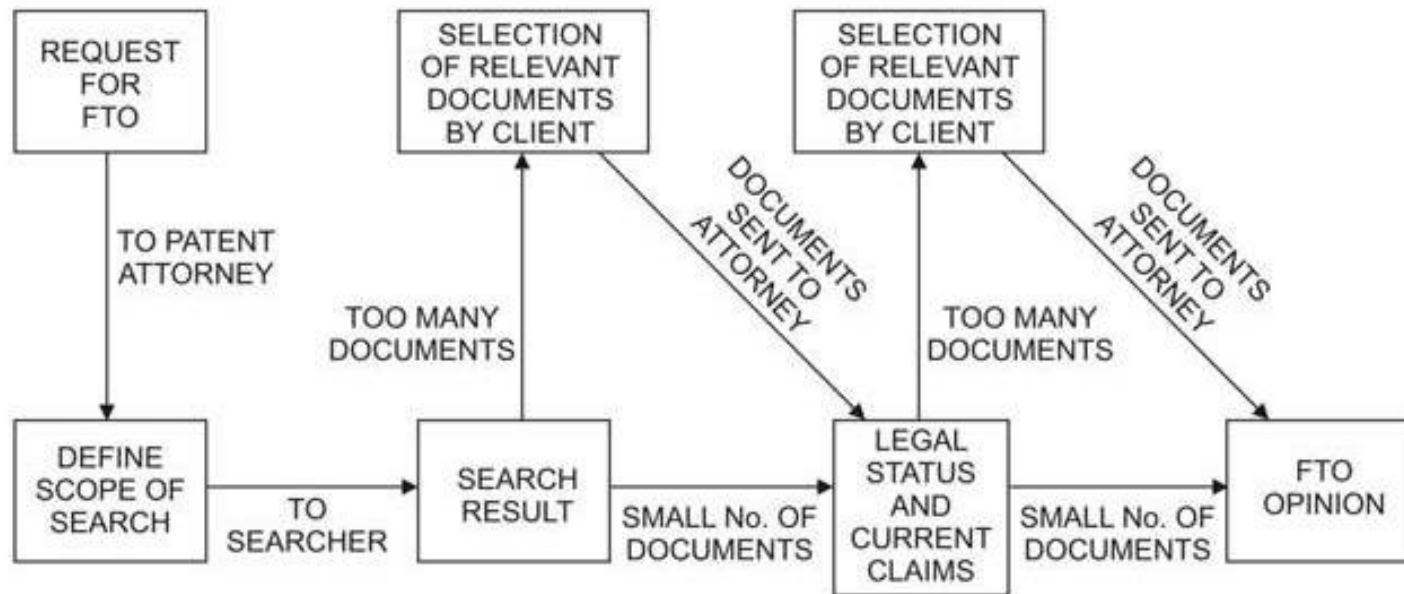
- © FTO only provides an opinion based on the results found in the search portion of the analysis.
- © You cannot know if you have freedom to operate until the relevant National court has concluded on the matter.

- © What are you seeking to achieve from a Freedom to Operate opinion?

© When should you initiate a FTO opinion?

- © Now you have decided that you want to initiate an FTO, how do you establish the scope and therefore cost of the FTO?

- © It is all too easy to let the cost of FTO spiral at the stage of analysing the results of the searches. How do you ensure that the search results are efficiently analysed in order to achieve balance between cost and efficacy?



© What should be in the report, and what should not?

- © What do you do if your FTO concludes that you are blocked from proceeding with your planned activities by third party IP?

- © What do you do if your FTO concludes that you are free to proceed with your planned activities?

Questions?

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