

Patent Analytics How-to Webinar Series: Episode 03

How to Make and Use Freedom To Operate Maps & Analysis, Product Coverage Analysis and Maps

5-Episode Analytics How To Webinar Series

Episode 01 – How to Make and Use Portfolio Analytics, Patent Landscapes, and Patent Watching/Surveillance Reports

Thursday, February 25th, 2021, at 12:00 PM CT

Episode 02 – How to Make and Use Portfolio Curation, Competitive Patent Landscape and SWOT Analysis Reports

Thursday, March 25th, 2021, at 12:00 PM CT

Episode 03 – How to Make and Use Freedom to Operate Maps and Analysis, Product Coverage Analysis and Maps

Thursday, April 22nd, 2021, at 12:00 PM CT

Episode 04 – How to Make and Use Prosecution Attorney Analytics and Examiner Analytics

Thursday, May 27th 2021, at 12:00 PM CT

Episode 05 – How to Make and Use Blue Ocean White Space Maps

Thursday, June 24th, 2021, at 12:00 PM CT

Before We Get Started...



Recording

A link to the recording and slides will be emailed to all registrants.



Questions

Type in the question box and we will answer in real time or during the Q&A.



Social

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Today's Presenters...



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Freedom-to-Operate Searching, Mapping and Analysis

Develop FTO Patent Maps for Broad Technology Development Initiatives or Specific Product Design Initiatives, Including Interactive, Reusable FTO Mapping





Value Proposition

- Design around competitor patents using rapid “what-if” product feature configuration using interactive FTO map
- Avoid unnecessary infringement suits and allegations
- Align development with “open” IP space
- Enhance ability to develop patentable technology
- Identify opportunities

Outline of FTO Process

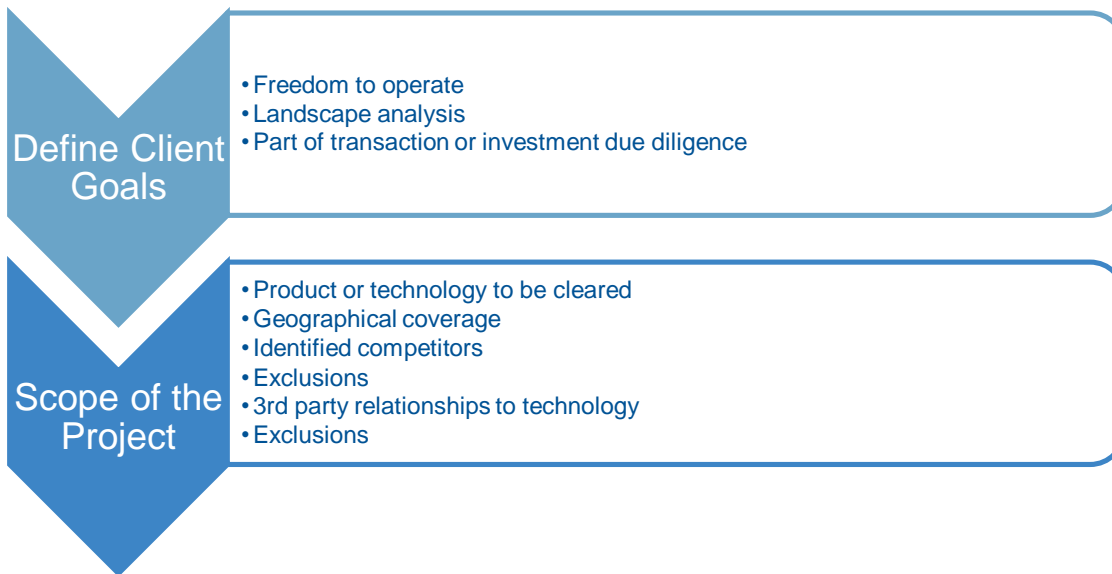




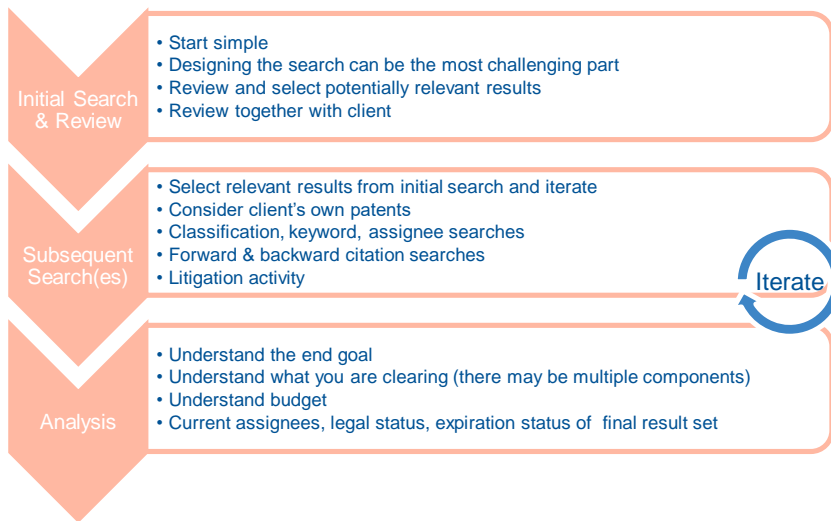
Preliminary Considerations

- Client end goals and audience
- Is it FTO or Landscape?
- Timing of FTO – before or after design is completed
- Understand client's budget
- Leverage domain expertise of client to use budget wisely (e.g., SLW identifies patents, client reviews)

Goals and Scope

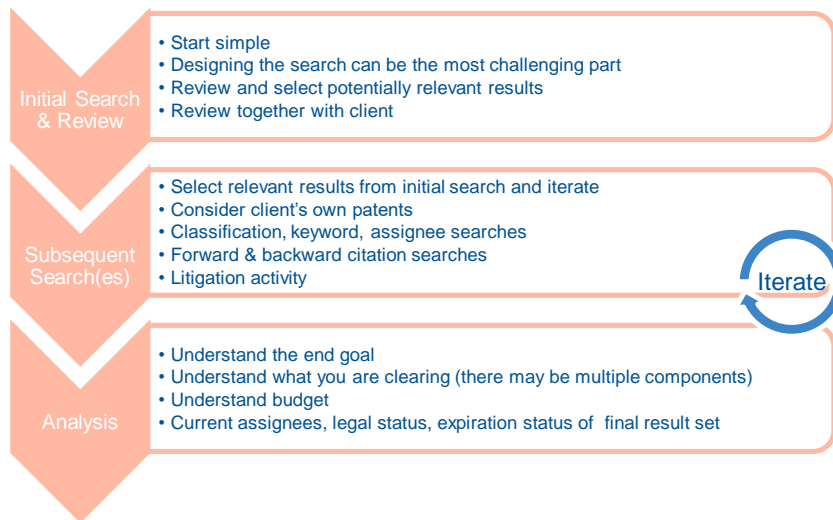


Search



- Who will perform the search?
- Design the search strategy
- Consider nontraditional or nonpatent search sources and datasets outside typical IP search

Review



- SLW reviews search results (first pass)
- Pick out potentially relevant results
- Work with client to narrow those down to a manageable list
- Come up with key list of patents for further review
- What is the relevant output?



Client Review of Culled Results

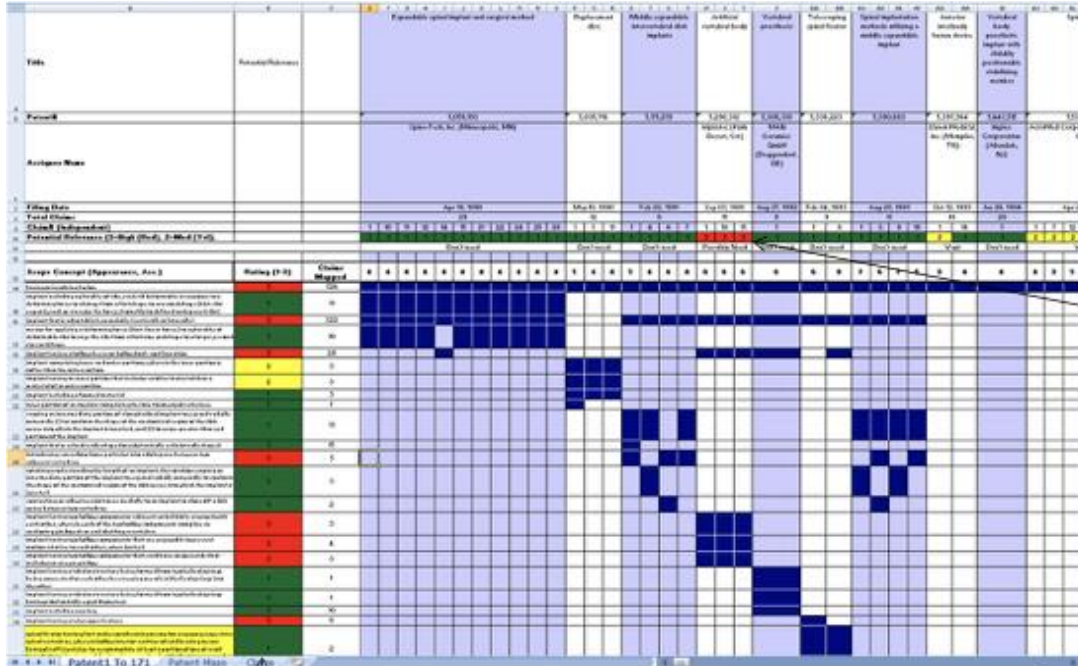
- Meet with client and discuss
- Discuss necessary follow up analysis or searching
- Determine whether deeper analysis is required
- Confirm scope successfully implemented



Deliverable Types

- FTO Memo
- ClaimBot
- Pitch Deck Slide Summary
- List of Constraints
- List of Questions for Target

Deliverable Interactive Claim Map



Independent claims

Claims Needing Further Review are Automatically Identified (in red)

Scope Concepts
(minimal client time needed)

Potential Relevance
("1," "2," or "3" – client provides input about present & future design)

Individual Patents
(separated by violet and white columns)

Key

- Current Interest
- Future Interest
- Not of interest



Thank you for your interest.

Questions?



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