

IP CHECK-LIST THROUGH PRODUCT/SERVICE LIFE CYCLE

WHERE DOES MY PROJECT STAND?	WHAT SHOULD I DO ?	HOW SEDIN CAN ASSIST ?
CONCEPT	<ul style="list-style-type: none"> - Keep the idea/creation confidential - Describe my invention and design (sketches) and check if they are free or if I should amend them - Create a distinctive brand - Check if my brand is available - Identify my competitors and their IP (intellectual property) rights 	<ul style="list-style-type: none"> - Obtain confidentiality agreements with third parties - Conduct patent and design searches and evaluate freedom-to-operate - Legal opinion on registrability - Run trademark screening searches - Perform Benchmark IP searches
DEVELOPMENT	<ul style="list-style-type: none"> - Create specific attributes (logo, product shape, packaging design etc.) - Check if these attributes can be freely used - Determine which attributes can be protected - Obtain copyrights from design agencies - Devise my business plan and markets of interest 	<ul style="list-style-type: none"> - Recommendations on creation of protectable IP rights - Conduct trademark/design/patent searches - Legal opinion on registrability - Draft and negotiate copyright transfer agreements - Assist in preparing IP protection strategy and action plan
PRE-LAUNCH	<ul style="list-style-type: none"> - Ensure that all attributes are free to use - Define how to best protect my IP assets based on business plan, target markets, and budget - Reserve a domain name and variants - Take IP protection steps 	<ul style="list-style-type: none"> - Conduct additional trademark/design/patent searches as needed - Determine cost-effective IP protection strategy and priority steps - Define domain name protection strategy - File trademark/design/patent applications
LAUNCH	<ul style="list-style-type: none"> - Check that all IP assets are protected - Respect third parties' IP rights - Use the brand correctly - Emphasize my IP assets in communication to gain goodwill and raise funds 	<ul style="list-style-type: none"> - File further trademark/design/patent applications if appropriate - Clearance searches and risk assessment, if not yet done - Audit of communication materials and trademark use guidelines - Recommendations on when and how to use IP rights
POST-LAUNCH	<ul style="list-style-type: none"> - Respect third parties' IP rights - Use the brand correctly - Leverage my IP rights - Watch marketplace and defend my IP rights - Keep my IP rights valid - Consider above steps for new attributes and launch in a new market 	<ul style="list-style-type: none"> - Clearance searches and risk assessment, if not yet done - Trademark use guidelines - Draft and negotiate licensing/franchising agreements - Watch third parties' IP rights and take legal actions - Monitor deadlines and renewals - Give advice on needed searches and protection strategy

Sedin SA, based in Geneva and active since 1976 provides counselling and a full range of legal services in the field of intellectual property in Switzerland and at worldwide level.

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