

would you rather **drive** innovation or **hitchhike**?

Any company that loses control of its product roadmap will be destined to hitchhike — continually seeking work-arounds and paying patent royalties to those that planned ahead.

Critical to technology companies, patents provide an exclusive monopoly over key inventions and control over key markets. Well-planned patent filings, tightly coupled to a forward-looking product roadmap, enable a company to control its own destiny and often greatly impact the future of its competition.

“Strategic Patenting” is a process that analyzes a company’s patent portfolio and product roadmap against those of key competitors. Questions asked during this process include:

- What are the key technologies needed to extend the life of your company’s current products?
- How can your company control these technologies and prevent others from hijacking its roadmap?
- What are the key products planned by the competition?

And, the most important question that is often overlooked:

- How can a company use its patents to block the competition’s progress where roadmaps intersect?

Strategic Patenting will secure the right-of-way for a company’s unhindered product evolution, forcing the competition to travel on side streets and toll roads.

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