IP INTELLIGENCE CHECKLIST

Before You Launch: Have You Checked the IP Risks?

A Practical Pre-Launch IP Risk Scoping Checklist

Define what should be searched, reviewed and escalated before a business decision is made.

BETTER LAUNCH DECISIONS BEGIN WITH A CLEAR SCOPE

A meaningful IP risk review starts with a clearly defined product, commercial plan and decision timeline.

The same product may present different IP risks depending on where and how it will be developed, manufactured, sourced, imported, sold, distributed or licensed.

BEFORE USING THIS CHECKLIST, DEFINE:

- The exact product or service version
- Essential technical, visual and brand features
- Target countries and relevant timeframes
- Planned commercial and operational activities
- Manufacturing, sourcing and distribution model
- Third-party components, software, content, data and collaboration inputs

HOW TO USE IT

YES	This has been defined, reviewed and documented.
NO	This has not yet been addressed.
NOT SURE	Further information or specialist review may be required.

IMPORTANT

Completing this checklist does not confirm that a product is cleared for launch or that Freedom-to-Operate exists. It helps identify the information, searches and specialist review that may be required before a business decision is made.

KEY MESSAGE | **A reliable IP risk review is only as strong as the product, market and activity information on which it is based.**

YOUR PRE-LAUNCH IP RISK CHECKLIST

For each question, select Yes, No or Not Sure.

		YES	NO	NOT SURE
01 DEFINE THE DECISION				
01	Is the exact product or service version being assessed clearly documented, including its essential technical, visual and brand features?	☐	☐	☐
02	Are all relevant countries, timeframes and planned activities, such as development, manufacturing, sourcing, importing, selling, distributing or licensing, defined?	☐	☐	☐
03	Have third-party components, software, content, data, designs and collaboration outputs been identified, together with their ownership or licence status?	☐	☐	☐
02 PROTECT WHAT YOU OWN				
04	Have the company's inventions, brands, designs and confidential know-how been assessed before public disclosure or commercial launch?	☐	☐	☐
05	For technical innovations, has a patentability or prior art search been considered or completed?	☐	☐	☐
06	Have the proposed brand name, logo and relevant product designs been checked for earlier rights or similar filings?	☐	☐	☐
03 ASSESS THIRD-PARTY RIGHTS				
07	Has Freedom-to-Operate been considered separately for each relevant country and planned commercial activity?	☐	☐	☐
08	Does the search scope cover the product's essential features, components, alternative configurations and relevant competitors?	☐	☐	☐
09	Have potentially relevant rights been reviewed for claim scope, legal status, territory, timing and ownership?	☐	☐	☐
04 DECIDE AND MONITOR				
10	Have material findings been translated into business options, such as redesign, licensing, challenging a right, changing markets or adjusting launch timing?	☐	☐	☐
11	Are the search scope, assumptions, limitations, findings, decision owner and agreed action documented?	☐	☐	☐
12	Are update triggers and monitoring arrangements in place for product changes, new markets and pending competitor applications?	☐	☐	☐

A single material issue may require escalation even if most answers are Yes. Use Page 04 to interpret your responses.

INTERPRET YOUR RESPONSES

Do not total the answers. Read each response according to its relevance, timing and potential business impact.

A SINGLE MATERIAL ISSUE MAY OUTWEIGH SEVERAL YES ANSWERS.

01 SCOPE INCOMPLETE

INDICATOR

The product version, countries, planned activities, timeframes or third-party dependencies are not yet clear.

NEXT STEP

Clarify and document the scope before relying on any search or risk conclusion.

02 EVIDENCE REQUIRED

INDICATOR

Relevant searches or review of claim scope, legal status, territory, ownership or pending applications remain incomplete.

NEXT STEP

Obtain and interpret the evidence required for the specific business decision.

03 ESCALATE BEFORE COMMITMENT

INDICATOR

A potentially relevant right, ownership or licence uncertainty, imminent disclosure, contractual commitment, launch or filing deadline requires attention.

NEXT STEP

Pause or condition the decision until the issue is assessed and an informed response is agreed.

FROM RESPONSES TO ACTION

01 DEFINE

Confirm the product, countries, activities, timing and dependencies.

02 INVESTIGATE

Complete targeted searches and rights review.

03 DECIDE

Compare redesign, licence, challenge, market, timing and risk-acceptance options.

04 DOCUMENT & MONITOR

Record assumptions, the decision, owner and update triggers.

This page supports prioritisation only. It does not confirm clearance for launch or establish Freedom-to-Operate.

LAUNCH WITH EVIDENCE, NOT ASSUMPTIONS

IP risk cannot always be eliminated. It can be identified earlier, assessed against commercial objectives and managed through better-informed decisions.

The appropriate next step depends on the product, country, planned activity and timing.

HOW SINCORE IP CAN SUPPORT

- Patentability and prior art searches
- Freedom-to-Operate analysis
- Trademark and design searches
- Competitor and patent intelligence
- Pre-launch IP risk scoping and strategy

From an initial question to a documented business decision, Sincore IP connects IP evidence with commercial priorities.

CONTACT

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DISCLAIMER

This checklist is intended for general informational and preliminary self-assessment purposes. It does not confirm clearance for launch, establish Freedom-to-Operate or constitute legal advice or a comprehensive IP risk opinion. The appropriate scope and interpretation of IP searches depend on the product, jurisdiction, planned activities and information available.