Navigating EPO oppositions: part of a business strategy

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Global Head of IP

BARCLAYS

CIPA Congress 2014
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Introduction

- Business:
  - ‘What is this IP?’ Is it a real risk?’
  - ‘Why do I need to know about…’

Key considerations

- Risks
  - Commercial
  - Offensive or Defensive
  - industry specific
  - ultimate merits
- Timing
- Strategic impact
- Costs

Internal use only

Thank you

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