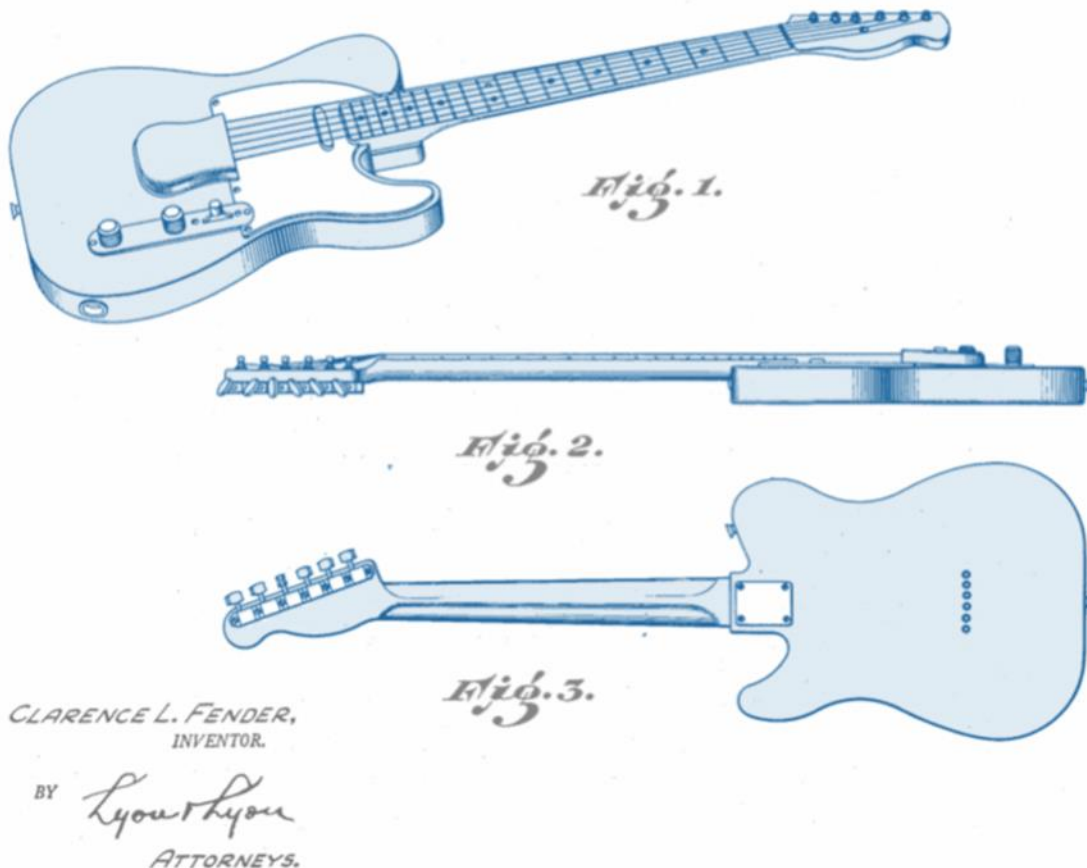


Conducting a basic FTO search

Example: Clarence Fender's electric guitar

You want to protect this guitar but you do not know where to start. You only know that you must perform a search before proceeding to file a patent/design application at the IPO.



Questions:

Prior to writing your FTO strategy, consider the following questions:

1. Will all the product elements be present in the first use in commerce?
2. Which elements comprising the product are key selling factors?
3. Would it be possible to invent around or change any of the features of the product in case someone else claims a patent?
4. What are the essential elements that need to be protected?
5. Outline your FTO strategy