Bradley J. Van Pelt writes article on handling patent rights in a consumer product launch for Corporate Counsel

Bradley J. Van Pelt discusses five things companies should consider during a consumer product launch that could protect them against allegations of patent infringement and prevent competitors from replicating their ideas in his Corporate Counsel article, “Corporate Goals in the Patent Landscape: 5 Ways to Perfect Your Product Launch.”

Click here to read the article (subscription required).

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