

Freedom to Operate



Applying generative AI to the challenges of
prior art and freedom-to-operate analysis

By Hava Katz • September 2025

Freedom to Operate

Your Path to Confident Innovation



Why Freedom to Operate Matters

Bringing an innovative idea to life is exciting but comes with risks. One of the biggest challenges inventors and startups face is navigating the complex world of intellectual property (IP) to ensure their invention doesn't infringe on existing patents. This is where Freedom to Operate (FTO) research becomes critical.

Without proper FTO research, inventors risk costly lawsuits, wasted development time, and lost investments. In this eBook, we'll explore why FTO is essential and how SenselP transforms this once-complicated process into a game-changer for companies and inventors, providing them with an unfair advantage while also being a fast, affordable, and efficient solution for innovators.



Top Goals for Freedom to Operate

1. Avoiding Costly Legal Disputes

Patent infringement lawsuits can be financially devastating, especially for startups with limited resources. Companies like Apple and Samsung have engaged in billion-dollar lawsuits over seemingly minor features. FTO research ensures you can develop and sell your invention without these risks.

2. Saving Time and Resources

Imagine investing months into a product, only to discover you can't bring it to market due to an existing patent. FTO research helps you avoid such setbacks, allowing you to make informed decisions from the start.

3. Building Investor Confidence

Investors want to back ideas with clear paths to market success. Conducting thorough FTO research signals you're serious about protecting your invention and avoiding roadblocks.



FTO Research: Traditional Route vs. SenseIP

The attorney or researcher in a firm conducts a prior art search to confirm an idea's uniqueness. They typically get back to the inventor via email or phone with questions to define the invention's uniqueness. Sometimes, there are miscommunications, as the attorney may not understand the technical terms of each invention, and the inventor may not initially understand the legal language of the questions, requiring additional time and research. However, with SenseIP's AI expert, research is conducted automatically to assess uniqueness within a few minutes. The research is better as the AI can quickly access any patent worldwide and highlight the relevant paragraphs.

The old way

Resources

Hire a costly patent lawyer or firm, or attempt to research FTO yourself.

Time

Two to six weeks

Quality

FTO is a snapshot—leaving you unaware of risks without ongoing checks.

Cost

\$1,500-5,000

The senseIP Way

Resources

SenseIP's AI expert, analyzes, flags and rates existing patent risks.

Time

Minutes

Quality

SenseIP searches daily and notifies you instantly with clear FTO updates.

Cost

Free



The Old Process: Requires IP Firms and Attorneys - Expensive and Time Consuming

Using traditional IP researchers and lawyers can be time-consuming, expensive, and involve lots of back-and-forth communication.

1. Resources Needed

- What's Required: Hiring a patent attorney or research firm to conduct manual prior art searches.
- Cost: \$1,500–\$5,000 per search.
- Quality: The researcher's expertise determines the results. Limited access to patent databases and reliance on manual methods can leave gaps.

2. Time & Effort

- Process Duration: Two to six weeks, with delays caused by back-and-forth communication between the inventor and the attorney.
- Quality Impact: Miscommunication or misunderstanding of technical and legal terms can lead to incomplete results.

3. Limitations of Traditional Research

- One-and-Done Searches: Static research that doesn't account for new patents filed after the initial analysis.
- Risk Exposure: Inventors remain vulnerable to emerging risks and changing patent landscapes. Interacting with humans across multiple digital channels can increase the risk of exposure.
- Outcome: Slower, more expensive, and less accurate.



SenselP Process: Quick, Inexpensive, Higher Quality Research and Analysis

With SenselP, FTO is much simpler, faster, and free.

1. Resources Needed

- What's Required: An account on the SenselP platform—no attorneys or external researchers needed.
- Cost: Free, included in all subscription levels.
- Quality: AI-powered analysis ensures comprehensive, high-quality results.

2. Time & Effort

- Process Duration: Results in minutes, not weeks, thanks to automated semantic search technology.
- Quality Impact: Faster doesn't mean less thorough—SenselP's AI scans millions of global patents for unmatched accuracy.

3. Continuous Protection

- Dynamic Monitoring: Unlike traditional methods, SenselP provides real-time updates and notifications, ensuring you're always aware of new risks or changes in the patent landscape.
- Outcome: A faster, affordable, and reliable approach to FTO, providing ongoing peace of mind.



The Impact of FTO: Make Your Ideas Unstoppable

Avoiding Costly Litigation

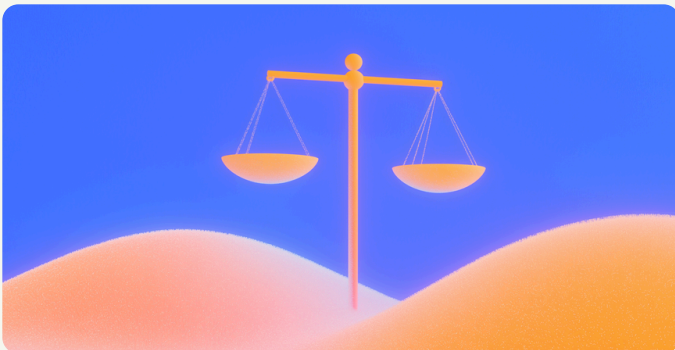
A startup develops a new wearable device and launches it without FTO research. Months later, they're sued for patent infringement, derailing their growth. With SenseIP, this scenario is avoided by identifying risks early and guiding them to refine their invention.

Recognizing a "No-Go" Idea

Inventors spend weeks, months, and years developing a product only to discover that a similar patent already exists. SenseIP's quick analysis identifies such overlaps in minutes, saving time and resources and getting inventors on a successful path.

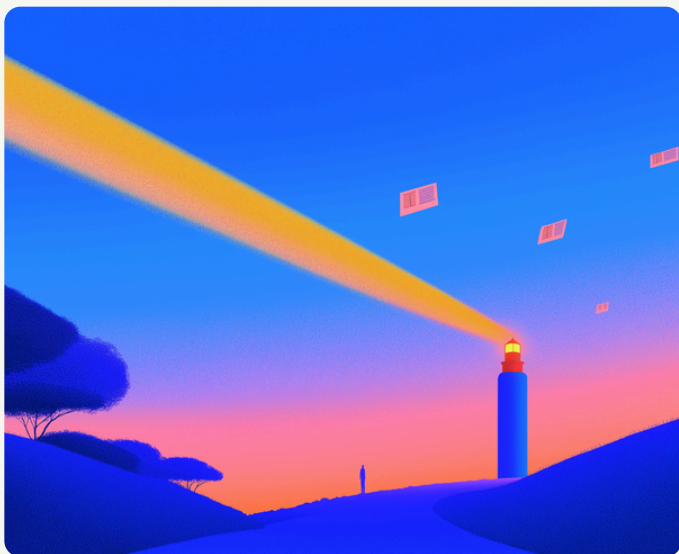
Creating a Unique Opportunity

A crowded market doesn't mean innovation is impossible. SenseIP's FTO research helps inventors uncover the gaps in the market landscape, allowing them to create truly novel solutions.



Continuous FTO Research Matters

The market landscape evolves daily, with new products constantly reshaping what's possible. Traditional one-off FTO searches leave inventors blind to these changes. SenseIP solves this with real-time monitoring and automated alerts. Whether it's a new competitor product or an expired one opening up opportunities, SenseIP keeps you informed every step of the way.



What Is The Next Step?

- Start your FTO research early to avoid costly mistakes.
- Use SenseIP for fast, affordable, and continuous analysis.
- Make FTO an integral part of your innovation process to protect your ideas and gain a competitive edge.



New Product Development Process with Continuous FTO Research

1. Ideation

Prepares Idea Summary with All Concepts

2. Research

Prior Art / FTO Research in Minutes (Precise Information)

3. Go / No-Go

Decide whether to Develop the Product or Work on Something Better

4. Product Development

Advice On How to Protect the Idea

5. Engineering Development & Testing

Continuous Verification & Validation on R&D

6. Launch

Strategic Insights & Business Valuation for the IP

7. Go-To-Market

Continuous FTO Updates & Monitoring in All Countries



Take Control of Your Innovation. Gain an Unfair Advantage.

In today's fast-paced market, IP knowledge isn't a luxury—it's a necessity. With SenselIP, you can protect your innovations quickly, affordably, and strategically without attorneys. Whether launching your first product or expanding a corporate IP portfolio, make FTO research part of your product development and business strategy, and watch your competitive advantage grow.

SenselIP's Value Proposition

Ideation & Patentability Assessment

Use AI to iterate and validate new ideas so that you develop the ideas with the greatest uniqueness and potential to succeed in the market.

Prior Art Search

Search global databases instantly to get all relevant and actionable findings. Then refine and strengthen your invention by making it more unique.



Freedom to Operate

Precise concept overlap mapping with a step by step conflict review. Continuous updates that quickly test variations until you reach a low-risk design, in minutes.

AI Patent Drafting

With a click, the platform immediately creates detailed, high-quality patent drafts. Gain clarity on what you are claiming without relying on law firms.

Provisional Patent Filing

With your detailed, ready-to-file application, click to file directly through the platform and secure your priority date. Get "Patent Pending" status in minutes.

Non Provisional Patent Filing

Protect your invention for 20 years with applications that exceed the quality of any attorney thanks to examiner simulations. Advance your business faster.



IP Portfolio Management

Track, strengthen, and get full AI analysis on your entire IP portfolio in one place. Get auto-generated tasks and reminders to keep you on track.

Want to give your ideas an unfair advantage?

Take a look at SenseIP's FTO research and make your ideas unstoppable.

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