

Product Lifecycle Management Considerations

Product Lifecycle Management is a progressive, multi-discipline process to enhance total franchise revenue on a given product or product line. Lifecycle strategies are very dynamic due to rapidly changing markets, new competitor products and offerings, advancing technologies, new or changing regulations and laws – companies should constantly reassess for new opportunities to maximize franchise value. Intellectual property (IP) is only one factor in a product lifecycle management review; however, it is most frequently a critical, if not the most important, component of such a review. Done right, this process guides (without limiting or otherwise impairing) your product-focused strategic planning.

Outlined below are the six main considerations when developing a Product Lifecycle Management strategy.

1. Timing of the Lifecycle Management Program

- Pre-development
- During product development
- Post-launch
- Upon entry of competitor product
- Regulatory changes
- Most successful programs start early in the process

2. Parties Involved in the Lifecycle Management Program

- Business Development
- Executive
- Finance
- IP/Legal
- Manufacturing
- Marketing/Product Management
- R&D
- Regulatory/Clinical

3. Understand Your Product and Its Drivers for Success

- Define the product from a technical, scientific and manufacturing perspective
- Consider how manufacture of product meshes with future product lines
- Define packaging/branding for product or message for the consumer
- Define customer needs and/or competitor product offerings
- Consider product improvements

4. Obtaining, Analyzing and Utilizing Competitor Intelligence

- Identify the key competitors (existing and future)
- Obtain and analyze competitive intelligence including Freedom to Operate and patentability analysis and branding content that can be fairly used
- Build competitive intelligence into the strategic plan

5. Strategic Implementation of IP

- Develop new patent and trademark positions, including new application filings and IP acquisition
- Leverage existing patent and trademark positions, including strategic partnering and licensing patent and trademark filings

- Consider FDA/IP Strategies, including maximizing data exclusivity and addressing and utilizing generic/follow-on challenges

6. Continually Revisit Product Lifecycle Management Strategy

- No product offering is ever in a static environment
- As the competitive environment of the product evolves, so too should the Product Lifecycle Management strategy evolve
- Maximize and build on existing goodwill of brand or mark associated with existing product and future improvements or reformulations

For more information about designing a Product Lifecycle Management strategy, please contact:

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