



Standards & Interop in ICT ETPs

‘What You Need to Know When Your Organization Participates in an SSO – Best Practices’

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Four Stages of Standardization Enlightenment

Stages Representative Comment

Denial	‘ Go Away ’
Defensive	‘ Make sure nothing bad happens ’
Tentative	‘ Can we get our technology accepted ? ’
Pro-Active	‘ Let’s create a standard to enable a new market ’

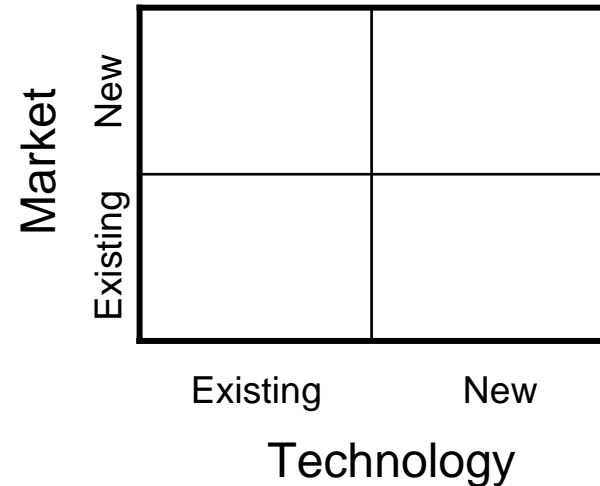
Motorola Best Practices in Standards:

Factors in Selecting a Standards Activity

- Position on Tech/Mkt matrix

Other Factors:

- Customers
- Industry Partners
- SDO Procedures
- SDO Track Record



Motorola Best Practices in Standards: Plan for Participation

Strategy & Objectives:

A statement of what we are trying to achieve and specific objectives we have established

Resource Plan:

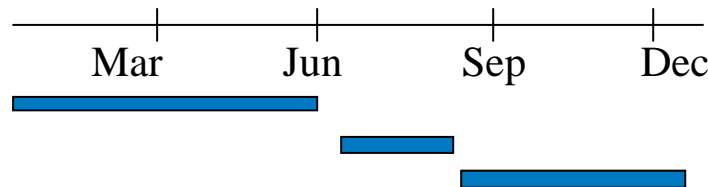
Number of people working on the standard, groups involved, any dependencies to other parts of MOT

Internal Evaluation

- Business Value
- Market Size & Timing
- Competition
- Gives & Gets
- Tracking
- Affirm a company decision to participate

Work Plan:

- Establish requirements
- Proposal Selection
- Drafting
- Approval



Motorola Best Practices in Standards: Disclosing Intellectual Property to an SDO

- **Internal Approval Process prior to engagement in SDO evaluates IPR Policy including:**
 - Procedures for disclosing
 - Duty to search
 - Commitment to license IPR
 - Conditions for any IPR licenses
- **Preference for procedures that :**
 - Allow for written disclosure and licensing commitments from legal representative and not participant
 - Do not place an obligation to search patent portfolio
 - Avoid detailed discussions of IPR issues inside technical committees
 - Rely primarily on RAND licensing policies