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Licensing and Standards - The Case for FRAND

## I - Introduction and Brief Historical Background on the Emergence of FRAND

Description of the development of ETSI's IPR policy and the introduction of the voluntary FRAND licensing commitment.

## II - What is FRAND?

The underpinnings of the flexibility afforded by FRAND licensing - to demonstrated success.

## III - What FRAND is Not

A look at recent efforts to revise (malign) the existing FRAND licensing regime, the dangers of those proposed alternatives and a look at the motivations of those who advance them.

## III - Conclusion