

Redefining the Business of IP[®]

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With \$19 trillion, or nearly 85% of the value of the S&P 500 represented by intangible assets, investment in intellectual property has changed the global landscape across industries and regions.

Many companies, however, have been slow to adopt new approaches to managing and valuing their intellectual property portfolios in a manner that fully captures value.

Aon delivers Intellectual Property Solutions to help clients protect their most valuable asset in today's business world—their intellectual property—and create enterprise value. Aon brings the best minds and strong analytical tools to provide a comprehensive approach to intellectual property strategy, valuation, and risk management across a client's business. We go beyond looking at the legal frameworks to align current and future intellectual property assets with a business's overarching strategy.

Strategy • Valuation • Risk



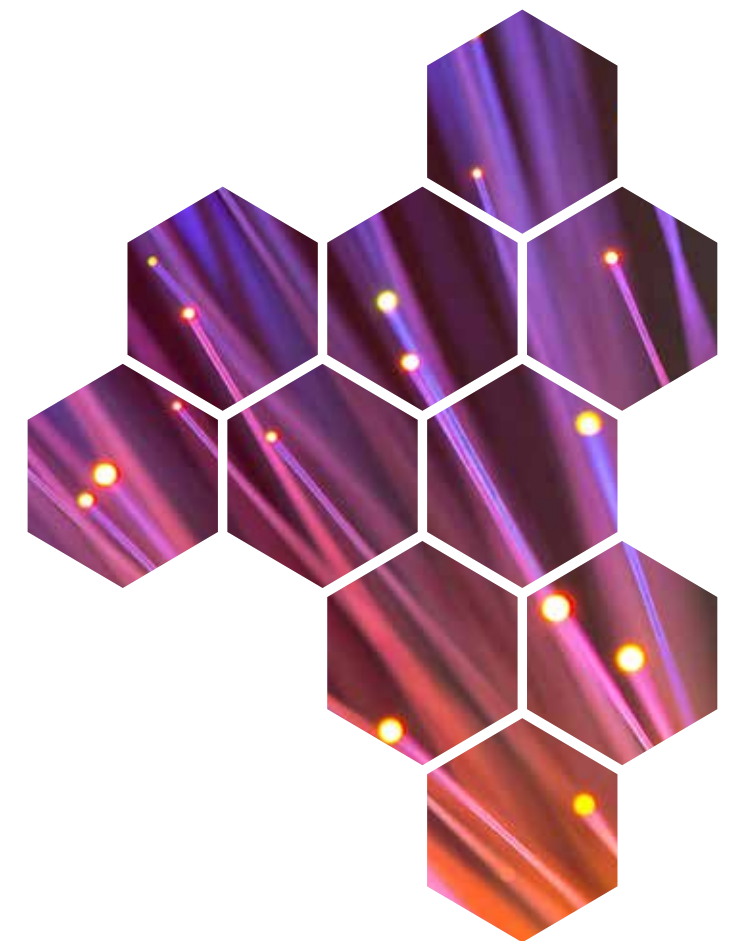
Intellectual Property Strategy

Historically, the lens through which intellectual property strategy was created examined the strength of the legal framework for patents, copyrights, trademarks, and trade secrets. However, in today's highly interconnected and complex marketplace, ownership is only one aspect of a much larger picture. The volume and scope of a company's intellectual property portfolio also requires an understanding of the competitive outlook for related intellectual property and of the products, services, and processes that the intellectual property supports.

Aon works with you to grow enterprise value by developing an intellectual property-based value creation strategy that aligns with your business strategy.

Aon's Intellectual Property Solutions include:

- Competitive and Industry Landscape Evaluation
- Buy-Side and Sell-Side Assessment
- Enterprise Value Creation
- Intelligent Portfolio® Build
- Executive Reporting and Advocacy



Intellectual Property Valuation

Leveraging a proprietary analytics platform, we assess and value your intellectual property portfolio in an accurate and timely manner to support a variety of capital management efforts, including IP-backed financing, risk transfer strategies, and IP asset monetization strategies.

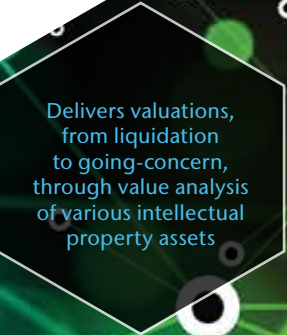
Qualitative Intellectual Portfolio Review

Aon uses proprietary data analytics to generate a qualitative view of the value of an intellectual property portfolio around the scope of claims coverage, market opportunities, and risk factors associated with the portfolio.



Quantitative Review

Aon applies different methodologies, including market, cost, and income approaches, to value intellectual property to address the market dynamics of the contemplated transaction, including liquidation to going-concern settings.



Intellectual Property Risk

The potential costs, disruption of revenue streams, and damage to brands make intellectual property one of the greatest areas of risk a company can face. Until recently, there has been a gap in the market for risk mitigation and transfer solutions that address intellectual property. To close this gap and help our clients secure these critical assets, Aon created a new breed of intellectual property tools to help our clients with strategy, valuation, and risk.

Aon’s suite of Intellectual Property Risk Solutions includes:

- Intellectual Property Liability Insurance
- Trade Secret Management
- Intellectual Property Risk Assessment
- Intellectual Property Business Interruption Insurance
- Intellectual Property Enforcement Coverage
- Source Code Diligence

Intellectual Property Liability Insurance

New threats have emerged as competitors look to increase market share in an ever-evolving marketplace, forcing companies to defend themselves against accusations of intellectual property infringement by competitors, patent assertion entities, and nonpracticing entities more commonly known as “patent trolls.” Now, Aon is able to help our clients to protect their businesses against costs resulting from third-party infringement lawsuits (e.g., patent infringement).

Through a data-driven and analytics approach, Aon’s Intellectual Property Solutions support clients across size and industry in protecting against alleged patent, copyright, trademark, and other intellectual property infringement claims. Aon’s Intellectual Property Liability group can place global intellectual property liability risks, with a primary limit of indemnity insurance up to \$120M, offering the following cover:

- Certain litigation expenses, settlements, and damages
- Coverage for intellectual property-related contractual indemnities provided to third parties
- Certain costs and expenses resulting from challenges against the insured’s intellectual property rights
- Certain emergency costs incurred before an insurer can be notified
- Client’s choice of counsel
- Options for coverage for an entire product portfolio or for specific products, processes, and services

Trade Secret Management

Trade secrets have become a significant class of intellectual property assets, increasingly making them a target for theft. Despite the significant value they represent to a business, most companies fail to manage and help secure them properly. Aon is pioneering solutions that identify and mitigate trade secret theft risk by providing blockchain-based asset management tools, best-practices advisory services, and insurance.

Our solutions include:

- **Trade Secret Audit and Management Consulting**
Prioritize and value your trade secrets; implement best practices for their security
- **Trade Secret Registry**
Without the need to reveal the competitive details, clients can register their trade secrets to create a legal framework that demonstrates ownership

Intellectual Property Risk Assessment

Aon assesses the likelihood and potential impact of third-party claims, analyzes potential loss of intellectual property and its financial toll on your business, and helps you understand the competitive intellectual property landscape. We provide a full range of qualitative and quantitative risk management solutions to secure your intellectual property portfolio.

Our intellectual property risk management services include:

- Patent portfolio quality assessment
- Inbound licensing risk management
- Competitive intellectual property landscape analysis
- Total cost of intellectual property risk assessment
- Patent asset benchmark analysis
- Deep-dive assessment and relative valuation of intellectual property portfolios of M&A targets
- Third-party intellectual property claims assessment
- Trade secrets
- Assessment and valuation
- Quality code assessment

Source Code

Buying a software company presents unique risks around the source code being purchased. Through a rigorous process, Aon examines your target’s source code to help identify red flags around source code ownership, quality, and vulnerability. Aon can also help you assess your target’s software developers by evaluating the quality and quantity of each developer’s work product.



The Aon Advantage

Protecting Assets and Creating Enterprise Value

Aon's Intellectual Property Solutions team helps clients protect and maximize their most valuable assets in today's business world—their intellectual property. Aon combines industry and geographic intellectual property experts and proprietary analytic tools to support intellectual property strategy, valuation, and risk across a client's business. We go beyond looking at the legal frameworks to align current and future intellectual property assets with a business's overarching strategy.

Contact Us:

Brian Hinman

Chief Commercial Officer & Head of EMEA
Intellectual Property Solutions
212.441.2435
brian.hinman@aon.com

Stu Stiles

Senior Managing Director
Intellectual Property Solutions
509.867.5104
stu.stiles@aon.com

Kyle Kalinich

Senior Managing Director
Intellectual Property Solutions
312.381.4296
kyle.kalinich@aon.com

If you have any questions about your specific coverage, or are interested in obtaining coverage, please contact your Aon broker.

About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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