Automotive Sector: Megatrends and Innovative IP Solutions

汽車產業大趨勢與創新智慧財產權解決方案

Friday, 12 June
Housekeeping Items

- **Audio:** You may choose to dial in or receive the audio broadcast through the computer. If through your computer, please be sure to increase the audio volume.

- **Questions:** Please submit questions at any time by typing them in the “Q&A” text field. In the Ask drop-down list, select “All panelists”, and then click “Send”.

- **Help:** Please click on “Help” on the menu for technical assistance.
Exclusive Webinar - Automotive Sector: Megatrends and Innovative IP Solutions

Presenters

**Michael Stankard**
Managing Director, Aon Industrial & Materials and Automotive Industry Practice Leader

**David Ruder**
Strategic Account Manager, Aon IP Solutions

**Poh Chua**
Co-Head of Asia, Aon IP Solutions

[QR Code for Michael Stankard]

[QR Code for David Ruder]

[QR Code for Poh Chua]
Automotive Industry Mega Trends
汽車產業四大發展趨勢

**Autonomy 自動駕駛**

- Level 0: No Automation
- Level 1: Driver Assistance
- Level 2: Partial Automation
- Level 3: Conditioned Automation
- Level 4: High Automation
- Level 5: Full Automation

**Connectivity 連結性**

**Mobility 機動性**

**Electrification 電氣化**

Michael Stankard
Managing Director, Aon Industrial & Materials and Automotive Industry Practice Leader
• **Trending Topics**
  – 94% of Accidents Caused by Human Decisions
  – Positive Results from ADAS technology
  – Tech and Automotive Sector Investment Frenzy
  – Unprecedented Partnerships
  – C Suite and Organisational Realignments

• **Risk Issues**
  – Shift in Accident Responsibility away from Humans error
  – Long Term disruption of Insurance marketplace
  – Programming of “All” driving situations
Unprecedented Collaboration (2017)

Michael Stankard  
Managing Director, Aon Industrial & Materials and Automotive Industry Practice Leader
C Suite and Organizational Alignment  高階經理人及企業一致作為

Ford replaces CEO Mark Fields with self-driving chief
After declining sales and lagging tech progress, Jim Hackett will take the reins.

Google Hires Former Hyundai Exec John Krafcik As CEO Of Self-Driving Car Project

Delphi’s new self-driving spinoff gets name after split: Aptiv

Visteon affirms software shift
Choice of CEO reveals supplier's intent

GM Shakeups Continue: President Dan Ammann To Lead Cruise Self-Driving Car Unit

Autoliv concludes strategic review and prepares for spin-off of its Electronics segment
Autonomy: 2018 Perspective (continued)
自動駕駛: 過去 2018 觀點

• **Trending Topics**
  – 94% of Accidents Caused by Human Decisions
  – Positive Results from ADAS technology
  – $100 Billion of Investment
  – Unprecedented Partnerships
  – C Suite and Organizational Realignments

• **Risk Issues**
  – Programming of “All” driving situations (Level 5)
  – Shift in Accident Responsibility away from Humans error
  – Long Term disruption of Personal Insurance marketplace
Shift in Accident Responsibility

Current State

Level 2/3 AV Deployment

Level 4/5 AV Deployment

Human Driving Behavior

Product Failure

Infrastructure

Human Driving Behavior

Product Failure

Infrastructure

Human Behavior

Product...

1950

2015

2020

2040

Exclusive Webinar - Automotive Sector: Megatrends and Innovative IP Solutions

Michael Stankard
Managing Director, Aon Industrial & Materials and Automotive Industry Practice Leader
Autonomy: 2020 Perspective
自動駕駛: 現今 2020 展望

• **Trending Topics**
  – Level 4 technology taking longer
  – Investors growing impatient with lack of ROI
  – Fewer Press Releases on progress and launch dates
  – Increased attention on AV Trucking and Delivery
  – Covid 19 and Financial Crisis drawing away focus and capital

• **Risk Issues**
  – De Emphasis on Level 3 and 5
  – Covid suspends testing operations
  – Post Covid anxiety over Ride Hailing
  – Intellectual Property Disputes between Partners
Mobility: 2018 Perspective
機動性：過去 2018 觀點

• **Trending Topics**
  – Poor Economics for Vehicle Ownership
  – Demographic Shifts
  – Urbanization
  – Public Acceptance of Ride Hailing
  – OEMs Launch Mobility Beta Tests

• **Risk Issues**
  – Personal vs. Commercial Insurance
  – Passenger Safety
  – Privacy Protection of Passengers
Mobility: 2020 Perspective

Trending Topics
- Beta Test Failures
  - Car Sharing
  - Subscription Leasing
- Micro Mobility (bikes & scooters) Start-Ups
- Covid Shuts Down Sharing Economy Services

Risk Issues
- Post Covid Passenger Safety
- Public Safety from Micro Mobility
- Personal Insurance Exclusions for Mobility
Electrification: 2018 Perspective
電氣化：過去 2018 觀點

• **Trending Topics**
  – Regulatory Pressure to reduce emissions
  – Government Subsidization of EV investment
  – OEM Investment and public commitment
  – The Tesla buzz
  – Joint Investments in Battery Technology

• **Risk Issues**
  – Slow Pace of Charging Infrastructure
  – First Responder Risk
  – “Range Anxiety”
Electrification: 2020 Perspective
電気化：現今 2020 展望

• **Trending Topics**
  – US Consumer Demand Lagging
  – Tesla Meets Targets (367,000)
  – GM and Ford sputter
  – Oil Company Investments
  
  – Rest of World: All Systems Go
    • Continued Govt Support
    • Advancement in Battery Technology
    • Investment in EV Delivery Start-ups

• **Risk Issues**
  – Drop in Global Fuel prices
  – Slow Pace of Charging Infrastructure Development
  – Threat of Intellectual Property Disputes
Connectivity: 2018 Perspective
連結性：過去 2018 觀點

• **Trending Topics**
  – Infotainment Source – (Car or Phone)
  – V2V
  – V2I
  – V2X (everything)
  – OTA (over the air updates)
  – Commercial Truck Platooning

• **Risk Issues**
  – Product Liability – (Vehicle Control)
  – Cyber Vulnerability
  – Privacy Protection
Connectivity: 2020 Perspective

• **Trending Topics**
  – Smart City Infrastructure Investment
  – 5G vs. DSRC
  – Mobile Marketplace
  – Technology Partnerships

• **Risk Issues**
  – Vehicle Accident Data
  – UBI - Usage Based Insurance
  – Intellectual Property Protection
Aon has assembled a team of 130+ IP Professionals with leadership experience across IP, Finance, Insurance, M&A, and Technology

**Corporate IP Leadership**
- Chief Patent Counsel of Microsoft
- Chief IP Officer of Philips
- General Counsel of Geely
- Head of IP and Brand Licensing at Standard Chartered Bank (SCB)
- Chief Trademark Counsel of Wrigley
- 8 of the Top 300 IP Strategists globally

**Technology Development**
- CEO of SaaS IP specialist Lex Machina
- 5 Ph.Ds
- 7 Data scientists
- 9 Software architects
- 41 engineering, computer science, and math degrees

**IP Broking and MGA**
- Largest IP broking team in the industry
- Innovators of award winning IP insurance
- Only IP-focused MGA in markets

**IP Legal and Advisory**
- CEO of leading patent firm Lee & Hayes
- COO and co-founder Unified Patents
- 2 senior members of RPX and Ocean Tomo structured transactions teams
- 10 intellectual property (registered patent) attorneys

**M&A and Capital Markets Advisory**
- 1 advisor to Federal Reserve Board of San Francisco
- 2 investment bankers with >30 years M&A and capital markets experience
- 2 Alternative investment specialists with experience at Blackrock, Barclays, Lehman, Freddie Mac
- 3 corporate development heads with experience in M&A, strategy, financing

**IP Genome® Platform**
Industry-defining IP data & analytics platform that leverages AI, NLP, and ML technologies to provide high fidelity assessment and valuation at speed
Autoboles are now Extremely Tech Heavy

• Example Technical Segmentation

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<th>Breaking Mechanism</th>
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<td>• Voice assist</td>
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(Source: Patent iNSIGHT Pro)
Many Companies are Patenting in Autonomous Vehicle Space

- 60,000 US patents identified in important IPCs for traditional Auto OEMs, parts suppliers and tech providers
- Wide number of companies patenting
- OEMs, parts, industrial, tech, etc. from around the world
- Billions of dollars of R&D in industry and there will be winners and losers
- What happens when companies lose?
## Automobile Technology Risk is Increasing (patents)

### 汽車產業科技風險不斷增加

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Patent Litigation Statistics

• Reviewed 58 patent litigations where Automobile OEMs defendants (2014 campaigns and later)

• 223 auto defendants
• 1,291 total cases
• 17% are “Auto” cases

• Most of the top Auto companies are frequent co-defendants

• Non-Auto companies
  − Many are general consumer facing companies
  − Parts suppliers

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<td>Ferrari</td>
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<td>Tesla</td>
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</table>
IP Liability Insurance Trends

 Previously

 IP insurance was limited (such as from RPX, IPISC, and customized providers)

• Limited to United States only risks
• Limited to “non-practicing entities” or “patent trolls”
• Low limits and high retentions

 Today

 IP insurance market has matured

• Broader coverage of entities covered and (almost) worldwide jurisdiction
• Better experiential data and more insureds is leading to the ability to provide more sophisticated analytics and underwriting models

Aon has developed a Vendor Management Program to address risk across multiple suppliers

• Technology driven analytics
• Insurance offerings covering indemnification and other contractual provisions
Holistically Manage IP Risk 全方位智財權風險解決方案
Aon’s solution addresses entire spectrum of enterprise IP risks

Aon’s award-winning IP insurance and industry-defining technology provides a holistic solution to remove entire spectrum of IP-based risks of infringement and misappropriation.

IP Infringement Risks

- "Troll" Risks
  - Competitor Risks
  - Vendor & Private Label Lawsuits
  - Employee theft
  - Cyber

Why remove only patent-based “Troll” risk when you can remove the entire spectrum of IP-based risks for all IP types for minimal cost difference?

Supply Chain Risk Mgt
- Stipulate vendor insurance types and limits
- SaaS platform verifies vendor compliance
- Vendor risk analysis
- RM / Legal dashboards

Aon’s IP Theft insurance:
- $120M – stated value and schedule TS
- Covers employee theft and 3rd party theft through unauthorized access

Trade Secret Risk Mgt Platform
- Actively register and manage trade secrets, access control, smart collaboration

Aon’s award winning IP insurance:
- $100M facility – 7 insurers ($250M additional in markets)
- Threats and/or charges of infringement or misappropriation
- Lit expenses, settlements, damages
- Contractual indemnities
- All types of accusers (NPEs, OpCos, etc)
- Business Interruption

David Ruder
Strategic Account Manager
Aon IP Solutions

Exclusive Webinar - Automotive Sector: Megatrends and Innovative IP Solutions
Aon offers unmatched IP liability insurance capacity, with a $120M MGU and aggregate policy limits of up to $250M

Aon offers Trade Secret Theft Insurance to guard against loss of IP due to cyberattacks and rouge employees

Facility Details
- Supported by Aon’s proprietary data model built off 60,000 company data points of IP litigation events
- Ability to quickly analyze frequency and severity potential for any client
- Ability to easily provide pricing indications for clients
- Covers all forms of IP infringement including patents, copyrights, trademarks and trade secret misappropriation

Coverage Details
- Litigation Expense, Settlements, and Damages
- Contractual Indemnities (indemnified 3rd parties)
- Scheduled Coverage for Products and Services (or NPEs vs. Competitors)
- Loss Mitigation (Post-incident response)
- Challenges to IP rights

Stated Value Insurance
- Scheduled Trade Secret Assets
- Liquidated Damages Loss Trigger
- Loss of Value Coverage
- Employee Theft
- 3rd Party Theft through Unauthorized Access or Disclosure
- Loss Mitigation for Enforcement Costs
- Extortion Costs Coverage
- Insured Responsible for Proof of Loss
- Up to $120m in Limits Available

David Ruder
Strategic Account Manager
Aon IP Solutions
Holistically Manage IP Risk 全方位智財權風險解決方案
Comprehensively understand vendor induced IP risk

- Aon’s Supply Chain Risk Management platform provides holistic insights into vendor risks

- Establish comprehensive programme with insurance limits and indemnity provisions for each vendor or class of vendors; Aon’s Supply Chain Risk Management platform will verify compliance and provide continuing oversight

- Manage vendor risk across the entire supply chain and drill into the risks introduced by individual vendors

Client Scenario
A Fortune 5 client is adopting Aon’s Supply Chain Risk Management to manage vendor risk by imposing requirements that vendors have specified coverage limits for E&O, Cyber and IP insurance.

Get Started
Select your company size by annual revenue.

- Small: Revenue less than $50M
- Mid-Market: Revenue greater than $50M
- Enterprise: Revenue greater than $1B

Already-verified vendor? Sign in

Vendor Risk

- $872 million
- $657 million
- $518 million
- $383 million
- $30 million
- $50 million

60% Complaint
Aon’s Vendor Risk Management Solution™ allows organizations to manage intangible risk brought on by vendors in their supply chain.

**How it Works:**

- Remove the credit risk of small providers by having them upload certificates of insurance (COI) to sit behind their indemnification obligations to customers.
- Aon will verify the organizations COI for compliance.
- If an organization does not have sufficient insurance they can obtain quotes through the platform in deal time underwritten by Aon Underwriting Managers.
- Manage vendor risk based on spend, compliance, and risk.
COVID-19 has roiled global markets, causing businesses to change priorities

**What CFOs are saying now...**
- Implementing immediate cost management measure to slash expenses
- Improving near term liquidity to weather the health/economic crisis
- Worrying about added hits to cashflow and earnings

**What Chief Strategy Officers are saying now...**
- Never wasting a good crisis, evaluating which strategic initiatives to cancel/modify/accelerate
- Examining what bets to make now on innovation to gain market share

**What Risk Managers are saying now...**
- Worrying about supply chain risks, particularly vendor viability, disruption, and risk induced by the vendors
- Anticipating increase in high stakes litigation risks, like IP infringement
- Disruption to workforce (mobility/departures) → trade secret misappropriation

**What Heads of Business Development Heads are saying now...**
- Identifying opportunistic acquisition targets
- Identifying business units to sell

**What IP officers are saying now...**
- Exploring cost cuts w/o significant impact to portfolio quality and coverage
- Looking for opportunities to monetise IP portfolio
- Finding opportunities to buy IP assets that align with business objectives

New 2020 Priorities

- Cash Flow
- Liquidity
- Balance Sheet Protection
- Reshape Future

Poh Chua
Co-Head of Asia
Aon IP Solutions
IP Solutions for New 2020 Priorities 智慧財產權可以幫助公司解決艱困市場的部分問題
IP assets are exceptional for addressing priorities of distressed markets

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<th>Priorities</th>
<th>Expected Impact for IP Assets</th>
<th>Aon IP Solutions</th>
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<td>Cash Flow 現金流</td>
<td>Cost Management</td>
<td>Liberate Cash from IP Assets</td>
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<td></td>
<td>• Patent portfolio cost/quality assessment</td>
<td>• Analytics approach to identifying IP assets for sale, license or pruning</td>
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<td></td>
<td>• IP portfolio right-sizing with pruning, sales and carve-outs</td>
<td>while optimising quality/coverage</td>
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<tr>
<td>Liquidity 流動性</td>
<td>Alternative Capital Sources</td>
<td>Leverage IP Assets for Liquidity</td>
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<td></td>
<td>• IP-backed financing opportunities</td>
<td>• IP-backed debt financing solutions</td>
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<td></td>
<td>• Monetisation of future royalty streams</td>
<td>• Accelerate future royalty streams</td>
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<td></td>
<td>• IP licensing programmes</td>
<td>• IP market making for asset divestitures</td>
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<tr>
<td>Balance Sheet Protection 保護財報</td>
<td>Increased Risks</td>
<td>• Articulate value for capital markets</td>
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<td>• Supply chain risks / vendor viability</td>
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<td></td>
<td>• IP infringement (own &amp; vendor-induced)</td>
<td></td>
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<td></td>
<td>• Employee trade secret misappropriation</td>
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<tr>
<td>Reshape Future 重建未來</td>
<td>Rethinking strategy</td>
<td>Holistically Manage IP Risk</td>
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<tr>
<td></td>
<td>• Re-examining key innovation initiatives</td>
<td>• Supply chain risk management</td>
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<td></td>
<td>• Changes for product/services mix</td>
<td>• Assess likelihood/severity of IP risks</td>
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<td></td>
<td>• Opportunistic M&amp;A/IP asset acquisitions</td>
<td>• Insure against IP infringement</td>
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<tr>
<td></td>
<td></td>
<td>• Register and insure trade secrets</td>
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</tbody>
</table>

Expected Impact for IP Assets

- **Cost Management**
  - Patent portfolio cost/quality assessment
  - IP portfolio right-sizing with pruning, sales and carve-outs

- **Alternative Capital Sources**
  - IP-backed financing opportunities
  - Monetisation of future royalty streams
  - IP licensing programmes

- **Increased Risks**
  - Supply chain risks / vendor viability
  - IP infringement (own & vendor-induced)
  - Employee trade secret misappropriation

- **Rethinking strategy**
  - Re-examining key innovation initiatives
  - Changes for product/services mix
  - Opportunistic M&A/IP asset acquisitions

Liberate Cash from IP Assets
- Analytics approach to identifying IP assets for sale, license or pruning while optimising quality/coverage

Leverage IP Assets for Liquidity
- IP-backed debt financing solutions
- Accelerate future royalty streams
- IP market making for asset divestitures
- Articulate value for capital markets

Holistically Manage IP Risk
- Supply chain risk management
- Assess likelihood/severity of IP risks
- Insure against IP infringement
- Register and insure trade secrets

Protect Innovation Now
- Enterprise value creation through IP build strategies
- Diligence quality of IP for acquisitions
- Value IP assets in targets
Leverage IP Assets for Liquidity

With Aon’s ability to accurately and timely assess and value IP assets, Aon unlocks value in those assets to access financial and insurance capital.

**Opportunity**

With IP assets used as collateral in various financing options, Aon’s ability to accurately and timely assess and value IP assets enables lenders to:

- **Direct Lending**
  - IP assets leveraged as collateral for access to debt capital
  - Aon network of lenders looking for growth companies with IP and revenue

- **Collateral Protection Insurance**
  - CPI enables IP-rich companies to leverage IP assets as collateral for secured loans

**Client Scenario**
A client is looking to raise $300M on IP valued at over $1B. Currently working on first $70M-$100M of ask with lenders and wrapped with CPI at a capital cost around 15%.

**Special IP-backed Financing Opportunities**
- IP-backed credit swaps
- Insurance captives as a source of capital

**Client Scenario**
A client is looking to use IP assets as a form of asset swap in its captive by exchanging IP assets for cash and cash equivalents.
Liberate Cash from IP Assets
Intelligently right-size portfolio to cut costs without harming coverage

Aon’s **IP Genome® platform** offers industry leading competitive analytics to help:

1. Find relevant potential buyers for non-core asset sales
2. Value the IP assets and articulate that value to potential buyers

You can liberate cash from your IP assets during distressed market condition!

在艱困的市場環境下，您可以從IP資產中釋放資金！
Traditional competitors and target companies have similar technologies.

Patents of Key Competitors

Patents of Target Company

Seed Asset (Manoeuver generation for automated driving)

Autonomous Motor Vehicle

Host Vehicle

Control Unit

Control Arrangement

Priority Date

Jun 28, 1999  Feb 15, 2012  Apr 3, 2017
Non-traditional competitors (Silicon Valley type) have very different focus.

Seed Asset (“Manoeuver generation for automated driving”)

Potential Acquisition

Location / Map

Trajectory

Image Analysis

"White Spaces"

Priority Date

Jun 28, 1999  Feb 15, 2012  Apr 3, 2017
Effective articulation of patent assets enhances enterprise value.

有效表達專利資產可提高企業價值
<table>
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<tr>
<th>Early Stage</th>
<th>Growth</th>
<th>Mature</th>
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<tr>
<td>Analyse brand owner competitive landscape</td>
<td>Align IP strategies with business goals to implement value creation plans</td>
<td>Adapt strategy to reflect business changes through and beyond IPO</td>
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<tr>
<td>Articulate baseline and target values</td>
<td>Measure and articulate progress of value creation plans</td>
<td>Articulate current and prospective value to stakeholders</td>
</tr>
<tr>
<td>Protect core trade secrets and other IP</td>
<td>Risk transfer insurance and other mitigation strategies</td>
<td>Adapt risk mitigation and transfer strategies for IPO and beyond</td>
</tr>
</tbody>
</table>

- **Strategy**:  
  - Early Stage: Analyse brand owner competitive landscape  
  - Growth: Align IP strategies with business goals to implement value creation plans  
  - Mature: Adapt strategy to reflect business changes through and beyond IPO

- **Valuation**:  
  - Early Stage: Articulate baseline and target values  
  - Growth: Measure and articulate progress of value creation plans  
  - Mature: Articulate current and prospective value to stakeholders

- **Risk**:  
  - Early Stage: Protect core trade secrets and other IP  
  - Growth: Risk transfer insurance and other mitigation strategies  
  - Mature: Adapt risk mitigation and transfer strategies for IPO and beyond
Trade Secret Advisory Solutions

**Trade secret strategy** – Advising clients on role of trade secret protection in broader IP strategy to support business goals, reduce risk and increase enterprise value

**Trade secret management processes** – Helping clients establish processes and guidelines for recording and protecting new trade secrets as they are developed

**Trade secret audit** – Assistance with identifying and cataloging existing trade secrets and evaluating disclosure controls, security procedures and infrastructure

**Trade secret incident response planning** – Develop a robust trade secret incident response plan & playbook; efficiently assess scope of incidents; contain & limit damage; secure & preserve evidence

**Risk mitigation & transfer** – Broking innovative new classes of IP insurance, up to US$ 100 million

**Trade secret valuation** – Providing detailed independent analysis in support of strategic objectives, risk transfer, new investment, etc.

**Trade secret policy and contract review** – Global review of trade secret–specific contract language; recommendations summary report

**Assess digital/physical security processes & personal device policies**

**Personnel / HR advisory**

**Data classification standards** – Advising client re trade secrets in context of best practices around managing other classes of data (e.g., PII and GDPR)

**Culture/Education/Awareness initiatives**

**Trade Secret Registry** – Comprehensive deployment & implementation guidance; full training support

Trade secrets are often under appreciated, resulting in loss of enterprise value.

營業秘密經常被低估，從而導致企業價值損失
Protect Innovation Now
Innovate and build IP assets to grow enterprise value

- Through recession and recovery, re-focus efforts on innovation strategies to put the business in the best position post crisis – Innovate and protect that innovation NOW

Catalog and actively manage Trade Secrets
In rapid innovation environments, trade secrets are the first asset type to be generated and form the early framework for a strong IP portfolio around new products and services

Trade Secret Corporate Risk profile:
assess your current trade secret foundation

- Comprehensive review of existing trade secret business processes for managing and protecting trade secrets throughout lifecycle
  - Review information access and current digital and physical controls ("need-to-know")
  - Employee education and awareness assessment
  - Assess incident response and preparedness plans
  - Review third-party disclosure measures

Registering trade secrets securely is an effective way to create enterprise value.

安全註冊營業秘密是降低風險、創造企業價值的有效途徑
Maximise Exit Value by Articulating IP Value
Quality of IP (QoIP) Report delivers actionable insights to the M&A deal team in deal time

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<th>QoIP Report Outline</th>
<th>QoIP Timeline</th>
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<td><strong>Executive Summary</strong></td>
<td><strong>Day 1</strong> Engage Aon for QoIP</td>
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<tr>
<td>▪ Describe patents, trade secrets, etc.</td>
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<td>▪ Positioning insights</td>
<td><strong>Week 2</strong> Aon Delivers Interim QoIP Report</td>
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<td>▪ Quantitative assessment</td>
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<td>and management presentation</td>
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<td>▪ Patent applications</td>
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<td>▪ Pipeline of innovation</td>
<td>data room</td>
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<td>▪ Product roadmap</td>
<td>▪ Presentation of key findings</td>
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<td><strong>Risks</strong></td>
<td>▪ Competitive assessment and</td>
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<td>buyer nexus</td>
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<td>▪ Litigation environment</td>
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<td><strong>Competitive Assessment</strong></td>
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<td>▪ Known/unknown comparable portfolios</td>
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<td>▪ Assess relative position and strength</td>
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<td><strong>Third-Party IP</strong></td>
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<td>▪ Past and pending litigations</td>
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<td>▪ Key IP and data risks</td>
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</table>

QoIP 可以在您需要的交易时间内提供可执行的 IP 策略
Strategy: Key IP Commercialisation Strategies and Methods

Timely adaptation of appropriate IP disposition strategies maximises enterprise value.

即時調整適當的 IP 配置策略可以最大化企業價值
Teams of Experts

– Aon IP Solutions
Intellectual Property Solutions: Our Team

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- Named a Top 300 IP Strategist by Intellectual Property Asset Management Magazine  
- Founder of IP Street  
- Top 1000 global patent practitioners  
- Federal Reserve Bank of San Francisco Economic Advisory Council Member  
- Entrepreneur, author, educator, and inventor

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- Named a Top 300 IP Strategist by Intellectual Property Asset Management Magazine for past seven years  
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- Founder and CEO, Allied Security Trust; Co-founder and COO, Unified Patents  
- Entrepreneur

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- Former partner and head of IP Strategy of top ranked US patent firm, Lee & Hayes  
- Entrepreneur and Author
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- Partner and ex-Head of Client Strategy Group Makena Capital
- Led BlackRock’s Global Real Estate Client Business
- Co-Lead BlackRock’s US & Canadian $1.5 trillion Institutional Pensions Business
- Ex-Global Head of Barclays Global Investors’ Multi-National Corporate Business
- Ex-Salomon Smith Barney banker

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- Top 1000 global patent practitioners
- Trusted advisor for international transactions
- Inventor

**Guangjie Hopton**
Co-Head of Asia
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- Guangjie Hopton serves as Senior Managing Director, Aon IP Solutions.
- Having most recently served at Alibaba Group in Hong Kong for nearly 14 years, including as Assistant General Counsel for International Corporate of Alibaba Group.
- Experienced in M&A, equity and debt financing, intellectual property and general corporate work.
- Worked on many of the milestone transactions, including the initial Yahoo investment in Alibaba Group and the subsequent buyback of Yahoo’s interest, the restructuring of Ant Financial and the IPO of Alibaba.com Limited on HKEX and NYSE.
Christian Gordon-Pullar
Head of EMEA, Aon IP Solutions
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- 25 years experience in leading IP risk management and IP commercialisation functions
- Former Executive Director and Head of Legal, IP, Technology and Corporate Functions, Asia Pacific at J.P. Morgan.
- Former EVP Partnerships and Commercial for Liquid Group in Singapore
- Former COO and CEO of Standard Chartered Group’s global licensing subsidiary.
- Holder of a Bachelor of Sciences (Hons) degree in Pharmacology
- Qualified as a solicitor of the Supreme Court of England & Wales
- Master of Business Administration (2014) from Temple's Fox School of Business (Philadelphia).

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- Spent 3 years (2016-2019) in New York in various client advisory and innovation roles
- Holder of a Bachelor of Arts (Hons) from University of Birmingham
- Associate of the Chartered Insurance Institute (ACII)

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- MGA leader globally for Aon, based in London
- Former IP underwriter for RJ Kiln & Company, part of Tokio Marine
- 30 years experience in IP and other intangible asset risks, working with start-ups, multi-national corporations and governmental organizations on a global basis
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