Innovative IP Solutions for High Tech Sector
高科技產業
創新智慧財產權解決方案
Friday, 19 June
Please stand by, our webinar is about to begin.

請稍後，線上研討會即將開始。
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.
Presenters

Fortune Shieh
Associate General Counsel
台灣積體電路製造(股)公司 (TSMC)

Poh Chua
Co-Head of Asia
Aon IP Solutions

Brian Hinman
Chief Innovation Officer
Aon IP Solutions
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*

---

Webinar: Innovative IP Solutions for High Tech Sector | 19 June

Poh Chua
Co-Head of Asia
Aon IP Solutions
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) \(\rightarrow\) 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 without 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

Unprecedented Market Disruption 意料之外的挑戰
COVID-19 is reshaping client priorities in 2020

Poh Chua
Co-Head of Asia
Aon IP Solutions

Webinar: Innovative IP Solutions for High Tech Sector | 19 June
IP Solutions for New 2020 Priorities 智慧財產權可以幫助公司解決艱困市場的問題
IP assets are exceptional for addressing priorities of distressed markets

### Priorities

**Cash Flow**
- 現金流

**Liquidity**
- 流動性

**Balance Sheet Protection**
- 保護財報

**Reshape Future**
- 重建未來

### 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

### Aon IP Solutions

**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 利用智財作為質押貸款可以減少融資成本
IP assets used as collateral in various financing options

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

Process

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

Results

Benefits

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.

Poh Chua
Co-Head of Asia
Aon IP Solutions
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.

Seed Asset *(Manoeuver generation for automated driving)*

Autonomous Motor Vehicle

Host Vehicle

Control Unit

Patents of Key Competitors

Patents of Target Company

Priority Date

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

Potential Acquisition

Seed Asset (“Manoeuvre generation for automated driving”)

Seed Patent Landscape

Autonomous Vehicle / Mode

Trajectory

Image Analysis

Location / Map

“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>
<thead>
<tr>
<th>Strategy</th>
<th>Valuation</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Stage</strong></td>
<td><strong>Growth</strong></td>
<td><strong>Mature</strong></td>
</tr>
<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>
</tr>
<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>

企業成長階段

- 企業成長階段

- Early Stage
  - Analyse brand owner competitive landscape
  - Articulate baseline and target values
  - Protect core trade secrets and other IP

- Growth
  - Align IP strategies with business goals to implement value creation plans
  - Measure and articulate progress of value creation plans
  - Risk transfer insurance and other mitigation strategies

- Mature
  - Adapt strategy to reflect business changes through and beyond IPO
  - Articulate current and prospective value to stakeholders
  - Adapt risk mitigation and transfer strategies for IPO and beyond

Poh Chua
Co-Head of Asia
Aon IP Solutions
Maximise Exit Value by Articulating IP Value 併購時利用智財價值最大化公司價值
Quality of IP (QoIP) Report delivers actionable insights to the M&A deal team in deal time

QoIP Report Outline

1. Executive Summary
   - Describe patents, trade secrets, etc.
   - Positioning insights
   - Quantitative assessment

2. Coverage
   - Portfolio subject matter
   - Claim breadth and quality
   - Core assets

3. Opportunities
   - Patent applications
   - Pipeline of innovation
   - Product roadmap

4. Risks
   - Validity, age
   - Litigation environment

5. Competitive Assessment
   - Known/unknown comparable portfolios
   - Assess relative position and strength

6. Third-Party IP
   - Past and pending litigations
   - Key IP and data risks

QoIP Timeline

Day 1
- Engage Aon for QoIP

Week 2
- Aon Delivers Interim QoIP Report
  - Portfolio statistics
  - Positioning highlights
  - Key information for inclusion in CIM and management presentation
  - Discussion with senior analyst

Week 4
- Aon Delivers Final QoIP Report
  - 20-30 page report delivered for data room
  - Presentation of key findings
  - Competitive assessment and buyer nexus

Launch Deal / Open Data Room

Ongoing Support

Poh Chua
Co-Head of Asia
Aon IP Solutions
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
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

Vendor & Private Label Lawsuits

Employee theft

Cyber

"Troll" Risks

Competitor Risks

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?

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

Vendor Risk Management
- 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 unauthorised access

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

Brain Hinman
Chief Innovation Officer
Aon IP Solutions
IP Liability Insurance Trends
智慧財產權責任保險趨勢

Previously
IP insurance was limited (such as from RPX, IPISC, and customised 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 Risk Management** programme to address risk across multiple suppliers
• Technology driven analytics
• Insurance offerings covering indemnification and other contractual provisions

Brian Hinman
Chief Innovation Officer
Aon IP Solutions
### Select IP Litigation Cases:
Patent, trademark, copyright and trade secret litigations

<table>
<thead>
<tr>
<th>Case Title</th>
<th>IP Type</th>
<th>Damages Type</th>
<th>Damages Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sprint Communications Company L.P. v. Time Warner Cable Inc. et al</td>
<td>Patent</td>
<td>Reasonable Royalty</td>
<td>$140.8M</td>
</tr>
<tr>
<td>CARNEGIE MELLON UNIVERSITY v. MARVELL TECHNOLOGY GROUP, LTD. et al</td>
<td>Patent</td>
<td>Reasonable Royalty; Enhanced Damages</td>
<td>$1.535B</td>
</tr>
<tr>
<td>Apple Inc. v. Samsung Electronics Co. Ltd. et al</td>
<td>TM, Patent Contracts</td>
<td>Other/mixed damages type</td>
<td>$931.7M</td>
</tr>
<tr>
<td>Disney Enterprises, Inc. et al v. VidAngel Inc.</td>
<td>Copyright</td>
<td>Statutory Damages</td>
<td>$61.4M</td>
</tr>
<tr>
<td>*Oracle Corporation et al v. SAP AG et al</td>
<td>Copyright</td>
<td>Other/mixed damages types</td>
<td>$426M</td>
</tr>
<tr>
<td>Sony Music Entertainment et al v. Cox Communications, Inc. et al</td>
<td>Copyright</td>
<td>Statutory Damages</td>
<td>$1B</td>
</tr>
<tr>
<td>Epic Systems Corporation v. Tata Consultancy Services Limited et al</td>
<td>Trade Secret, Contracts</td>
<td>Other/mixed damages types, Punitive damages (contract)</td>
<td>$420M</td>
</tr>
</tbody>
</table>
Aon offers unmatched IP liability insurance capacity, with a $120M MGA 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 of 60,000 company data points of IP litigation events
- Ability to quickly analyse 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**

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

**Threats and/or charges of infringement**

$120m Facility (capacity from 7 insurers)

- Litigation Expense, Settlements, and Damages
- Contractual Indemnities (indemnified 3rd parties)
- Scheduled Coverage for Products and Services (or NPEs vs. Competitors)

**Challenges to IP rights**

- Loss Mitigation (Post-incident response)

Brian Hinman
Chief Innovation Officer
Aon IP Solutions
Aon’s Vendor 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.
Aon Vendor Risk Management Solution 供應鏈風險管理解決方案

How it works

Aon’s Vendor Risk Management Solution™ allows organisations to manage intangible risk brought on by vendors in their supply.

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 organisations COI for compliance.
- If an organisation does not have sufficient insurance they can obtain quotes through the platform in real time underwritten by Aon Underwriting Managers.
- Manage vendor risk based on spend, compliance, and risk.

Brian Hinman
Chief Innovation Officer
Aon IP Solutions
Trade Secrets Theft as the Primary Cybercrime Issue

Trade Secrets are intellectual property assets that a company chooses to keep confidential, as opposed to protecting with public legal filings such as patents or copyrights.

- Famous examples include the “Coca Cola Formula”, the Google search algorithm, and the “KFC Blend of Herbs and Spices”

- Trade secrets play an essential role in companies’ brand value and corporate strategy. In a Baker McKenzie report, 82% of respondents said their trade secrets are an important, if not essential, part of their business.

- Per a CREATE.org and PWC study, theft of trade secrets costs US industries an estimated 1-3% of US GDP, or $200 to $500 billion per year.

- It is believed that the implementation of the DTSA will lead to an increase in trade secret litigation.

- There are currently limited to no solutions available in the insurance market for the theft of intellectual property.

Estimated Costs of Cybercrime

- Theft of Intellectual Property - $200-250b
- Business Interruption - $60-85b
- Data Breach - $40-60b
- Incident Response - $35-45b
- FI Fraud - $15-30b
- Other Fraud - $13-19b
- Privacy Violations - $12-17b

Sources: McAfee, Baker MacKenzie, Locke and Lord, FTC, IP Commission, Insurance Information Institute, Lloyd’s, Herjavec Group, Cybersecurity Ventures, FBI; analysis by Aon Benfield Analytics

CREATe.org and PWC, Economic Impact of Trade Secret Theft: A framework for companies to safeguard trade secrets and mitigate potential threats.
Main issues we’re hearing from corporate executives:

- Difficulty in identifying and valuing the ‘crown jewels’
  - Trade secrets typically originate in R&D and product units where TS not generally well documented/managed
  - Lack of education on TS management

- Lack of cataloging/registering trade secret assets
- Data classification policies don’t delineate trade secret assets
- Lack of sufficient security protocols, processes, procedures, data governance
- Data access rights are not controlled
- Onboarding/offboarding of employees does not adequately address treatment of TS assets
- CEO becomes aware of any TS management issues when TS theft incident occurs
  - Too late
Trade secret incidents can lead to severe financial consequences

**Hard losses**
- $Millions or $Billions in lost sales
  - Much of it unknown & unrecoverable
- New product delays
- Lost market share
- Business disruption
- Unique competitive advantages compromised
- Permanent loss of valuable trade secrets due to disclosure

**Intangible losses**
- High % of losses internally triggered
- Suffer reputational damage
- Recruiting & talent retention
- Employee morale & productivity
- Uncertainty
- Ruined careers

*Is Your House in Order?*

*Are trade secret risks your single greatest exposure today?*
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.

Aon IP Solutions

Brian Hinman
Chief Innovation Officer
Aon IP Solutions

Webinar: Innovative IP Solutions for High Tech Sector | 19 June
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
Panel Discussion

Fortune Shieh
Associate General Counsel
台灣積體電路製造(股)公司(TSMC)
fortune_shieh@tsmc.com

Brian Hinman
Chief Innovation Officer
Aon IP Solutions
brian.hinman@aon.com
+1.845.590.5627

Poh Chua
Co-Head of Asia
Aon IP Solutions
poh.chua@aon.com
+1.703.362.9120
QUESTION

What can companies do specifically to improve the chances of success to assert their trade secrets rights?

企業應採取什麼具體行動來成功主張其營業秘密權利？
What do you think is the biggest challenge faced by companies as they think about establishing an effective trade secret management programme?

請問企業於規畫營業秘密管理時，將會面臨的最大挑戰為何？
The Supreme People’s Court of China recently published a Judicial Interpretation on Trade Secret protection issues in China, with comments due on July 27.

Do you think this is an inflexion point in China with respect to trade secret protection? What are your thoughts on this JI?

中華人民共和國最高人民法院最近發佈了關於營(商)業秘密的司法解釋草稿。您認為這是中國對於營業秘密保護的轉折點嗎？您對此司法解釋的看法為何？
Do you foresee a continued rise in trade secret theft litigation cases worldwide? What do you think is the cause of this increase?

您認為全球營業秘密竊取的案件將日益增加嗎？什麼原因造成此增加情況？
Teams of Experts
– Aon IP Solutions
Intellectual Property Solutions: Our Team

Lewis Lee  
Global Head & CEO  
+1 509 979 9260  
lewis.c.lee@aon.com

- Founder and former CEO of top ranked US patent firm, Lee & Hayes  
- 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

Brian Hinman  
Chief Innovation Officer  
+1 845 590 5627  
brian.hinman@aon.com

- Former Chief Intellectual Property Officer and CEO, Philips Intellectual Property and Standards  
- Named a Top 300 IP Strategist by Intellectual Property Asset Management Magazine for past seven years  
- Former VP of Intellectual Property and Licensing, IBM, Verizon, and InterDigital  
- Founder and CEO, Allied Security Trust; Co-founder and COO, Unified Patents  
- Entrepreneur

Dan Crouse  
Chief IP Officer | Head of Consulting  
+1 206 714 6416  
dan.crouse@aon.com

- Former Deputy General Counsel and Head of Patent Group, Microsoft  
- Named a Top 300 IP Strategist by Intellectual Property Asset Management Magazine  
- Former partner and head of IP Strategy of top ranked US patent firm, Lee & Hayes  
- Entrepreneur and Author
Intellectual Property Solutions: Our Team

Matthew Farrar  
Chief Strategy Officer, Capital Markets  
+1 415 419 7165  
matthew.farrar@aon.com

- Has advised multiple Fortune 500 companies on Asset & Capital structuring
- Partner and ex-Head of Client Strategy Group Makena Capital
- Led BlackRock’s Global Real Estate Client Business
- Co-Led 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

Poh Chua  
Co-Head of Asia  
+1 703 362 9120  
poh.chua@aon.com

- Former General Counsel and Chief IP Counsel at Geely Group in Hangzhou, China and TCL Multimedia in Shenzhen, China
- Named a Top 300 IP Strategist by Intellectual Property Asset Management Magazine
- Top 1000 global patent practitioners
- Trusted advisor for international transactions
- Inventor

Guangjie Hopton  
Co-Head of Asia  
+852 2862 4219  
guangjie.hopton@aon.com

- 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 the IPO of Alibaba Group Holding Limited on NYSE.
Christian Gordon-Pullar
Head of EMEA, Aon IP Solutions
+44 (020) 7086 1426
christian.gordon-pullar@aon.com

- 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).

Will Kier
Head of Broking, EMEA
Aon IP Solutions
+44 (020) 7086 0852
will.kier@aon.co.uk

- Former Director within Aon’s Global Broking Centre in London specialising in Financial Lines and Cyber placements
- 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)

Ian Lewis
Global Head IP Underwriting Solutions, AUM/ (MGA)
+44 (020) 70861499
ian.lewis3@aon.com

- 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 organisations on a global basis
Exclusive Webinar - Automotive Sector: Megatrends and Innovative IP Solutions

Important Notice

This presentation was prepared for the exclusive use and benefit of the addressee to whom it is directed and solely for purposes of facilitating a general discussion regarding Aon plc and/or its subsidiaries (“Aon”) and certain of its products and services. This presentation is for discussion purposes only and is incomplete without reference to, and should be viewed solely in conjunction with, the accompanying oral briefing provided by Aon. This presentation contains confidential information and neither this presentation nor any of its contents may be copied or disclosed, in whole or in part, or used for any other purpose without the prior written consent of Aon.

In preparing this presentation, we have relied upon and assumed, without independent verification, the accuracy and completeness of all information available from public sources or which has been provided to, or reviewed by, us. While this presentation has been prepared in good faith, no representation, warranty, assurance or undertaking (express or implied) is or will be made, and no responsibility or liability is or will be accepted by Aon or by its officers, employees or agents in relation to the adequacy, accuracy, completeness or reasonableness of this presentation or any other information (whether written or oral) supplied or otherwise made available in connection with it. All and any such responsibility and liability is expressly disclaimed. The information contained in this presentation is subject to change and no responsibility or liability is assumed for updating this presentation or any additional information provided herewith, or for correcting any inaccuracies in this presentation or such information which may become apparent.

This presentation does not constitute a commitment by any Aon entity to arrange or place insurance or to underwrite any risks or provide any other services.
Thank You!