

The background is a dark blue field filled with out-of-focus light points (bokeh). Overlaid on this are various orange mathematical symbols and geometric shapes, including circles, squares, and lines, some of which appear to be floating or moving. The overall aesthetic is high-tech and intellectual.

Intellectual Property Solutions for M&A and Market Transactions

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, assessing, and creating value around their intellectual property portfolios in a manner that fully captures its value potential. Across the deal life cycle, the implications for M&A professionals are significant as they look to maximize returns on their investments while managing associated risks.

Aon brings a deep understanding of both mergers & acquisitions and intellectual property to develop uniquely tailored solutions that address both opportunity and risk within each deal. Aon brings the best minds and strongest analytical tools to provide a comprehensive approach to intellectual property across a client's intellectual property portfolio by applying our three pillars of strategy, valuation and risk. Our clients are secure in knowing that their deals are managed by a team whose experience and global expertise are unsurpassed in the industry.



Intellectual Property

Strategy • Valuation • Risk



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. Whether your business is anticipating acquisition activity, raising capital,

preparing for an IPO, or evaluating other market-driven events, we develop value capture programs designed to optimize your intellectual property assets to improve outcomes and drive success.

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

Valuation

Intellectual property assets are notoriously opaque and difficult to value leaving those buying or selling a company challenged to set the right price or unlock the value of assets already developed or acquired.

Leveraging a proprietary analytics platform, Aon provides a current assessment of your intellectual property by applying a deep qualitative and quantitative understanding to the assets to develop and articulate holistic valuation models.

Aon's valuation services support you with:

Targeting

Our highly experienced team leverages Aon's proprietary technology to help you identify and prioritize targets based on intellectual property strength and market opportunity, and inform buy-side negotiations.

Negotiating

Aon delivers a sophisticated qualitative and quantitative approach to valuing intellectual property.

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.



Alternative financing

Aon helps you unlock the value of your intellectual property by providing accurate and timely valuation of your intellectual property assets to support a variety of capital management efforts, including intellectual property-backed financing, risk transfer strategies, and intellectual property asset monetization strategies.

Selling

When selling a company or portfolio asset, or taking your company public, Aon can help identify buyers or investors whose business strategies align with the company being sold and help you articulate value to the Street to maximize returns.





Qualitative
Intellectual
Portfolio Review

Coverage,
opportunity,
and risk measures



Quantitative
Review

Delivers valuations,
from liquidation
to going-concern,
through value analysis
of various intellectual
property assets

Risk

Intangible assets have become the foundation of our global economy, requiring a different approach to business risk management. Issues around ownership and potential litigation can be deal-breaking or can significantly erode value after the close of a transaction.

Transaction Risk

Aon brings together a deeply experienced team of intellectual property experts, M&A and tax attorneys, and insurance professionals to offer a single partner that provides the broadest view of risk in the industry to conduct comprehensive deal diligence and to improve deal outcomes.

Aon provides:

Comprehensive Diligence Solutions

- Traditional insurance risk
- Human capital
- Intellectual property
- Cyber
- Source code

M&A Insurance Solutions

- Representations & warranties insurance to address intellectual property chain-of-title issues and seller's historical infringement exposure
- Tax insurance to add certainty to tax positions, including transfer pricing
- Contingent risk insurance to transfer risks, such as a pending infringement lawsuit preventing a deal from closing

Intellectual Property Liability Insurance that

- Offers policies of up to \$120 million to protect your firm against go-forward patent, copyright, and trademark infringement

Expert consulting support for pending intellectual property litigation

#1

Risk/Insurance and Human
Capital Diligence provider



22 offices
across
17 countries

\$38.4 Billion

Limits placed for transaction
liability by Aon in 2018



#1

Transaction liability insurance
industry leader by limit placed
and policies written



300+

dedicated M&A specialist
with diverse backgrounds



60+

Largest intellectual property
team in the industry, including
intellectual property experts, data scientist,
and computer scientists



8,500+ deals

Across due diligence,
transaction liability,
and intellectual property
since 2012

The Aon Advantage

Our clients have access to some of the brightest and most creative minds in the intellectual property and M&A industries. Working closely with you, we help clients redefine their approach to protect their assets and create enterprise value across their intellectual property portfolio.

Leverage expertise of **50,000** Aon professionals

To learn how Aon can help you secure assets and maximize returns, contact:

Tyler Adkerson

Deputy US Sales Leader, M&A and Transaction Solutions
312.381.9933
tyler.adkerson@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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