



Intellectual Property Solutions

Intellectual Property Liability Insurance

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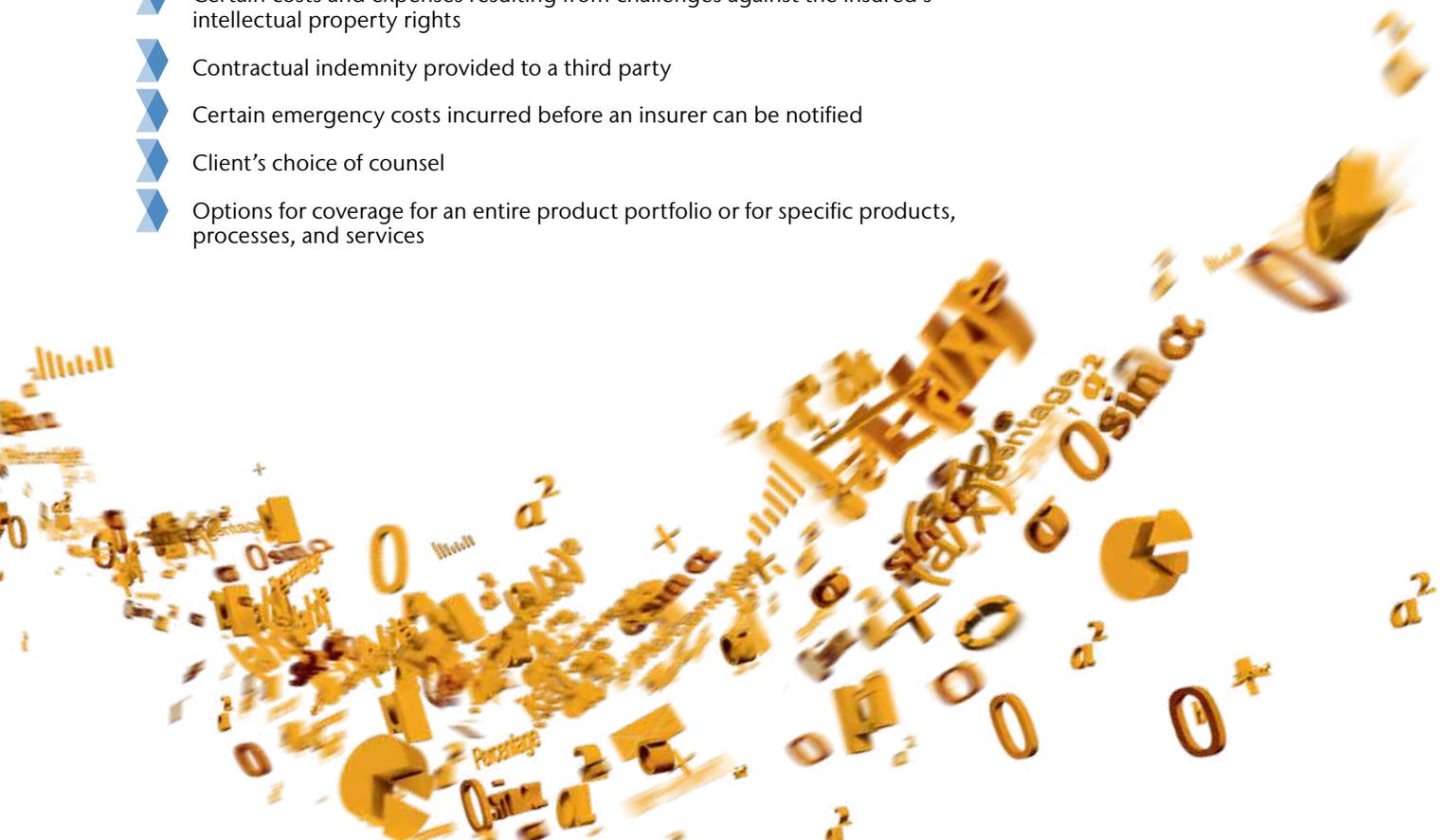
Intangible assets have become the foundation of our global economy, changing the business risk landscape. New threats have emerged as competitors look to increase market share in any way possible, forcing companies to defend themselves against accusations of intellectual property infringement and the threat of litigation from non-practicing entities known as “Patent Trolls”. As a result, businesses are exposed to potentially significant financial losses and reputational damage. Until recently, there has been a gap in the market for risk mitigation solutions that address the losses associated with intellectual property threats.

Impactful Intellectual Property Solutions

To address these significant challenges, Aon created a new breed of intellectual property tools to help our clients mitigate and recover from intellectual property losses. With Aon’s Intellectual Property Liability solution, our clients are now able to protect their businesses against damages and losses resulting from third-party infringement lawsuits.

Through a data-driven approach and meaningful high-limit coverage, Aon’s solution supports clients across size and industry in protecting against alleged patent, copyright, trademark, and other intellectual property infringement claims. Aon’s Intellectual Property Liability insurance offers the following cover:

- ◆ Certain litigation expenses, settlements, and damages
- ◆ Certain costs and expenses resulting from challenges against the insured’s intellectual property rights
- ◆ Contractual indemnity provided to a third party
- ◆ 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



Coverage against significant damages*

Using a data-driven risk model, each client's risk is analyzed to deliver highly customized pricing and coverage tailored to their specific business requirements.

Efficient Policy Placement

Clients experience a streamlined placement process through Aon's standardized approach to managing the data required by underwriters.

Competitive Risk Assessment

Aon helps clients assess the litigation risk within their patent portfolio.

Post-Incident Support

Should a claim be brought, Aon gives you access to deeply experienced intellectual property professionals who will develop a response plan, develop a response plan and create, and create design-arounds to manage exposure to potentially catastrophic risks.

The Intellectual Property Risk Landscape

#3 overall business risk
(source: Aon's 2017 Global Risk Management Survey)

85% of the value of the S&P 500 represented by intangible assets

A record number of
320,003
patents were granted by the US Patent & Trademark Office in 2017—a

5.2% increase from 2016 and more than double the number granted a decade ago

2017 saw the award of a total of
\$763M
in reasonable royalty damages and a total of
\$284M
in lost profits damages

The Aon Advantage Protecting Assets and Creating Enterprise Value

Aon's Intellectual Property Solutions team helps clients protect and maximize their most valuable asset in today's business world—their intellectual property. 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' overarching strategy.

Strategy



Valuation



Risk



*Please note: Policies are placed on annual, claims-made basis.

Contacts

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

For general questions about Aon's Intellectual Property Liability Insurance, please contact one of the following Intellectual Property Solutions team members:

Nick Chmielewski

Head of Broking
Intellectual Property Solutions
312.384.9881
nicholas.chmielewski@aon.com

Ross Drwal

Intellectual Property Solutions
312.381.3387
ross.drwal@aon.com

Peter H. Holz

Intellectual Property Solutions
212.441.2377
peter.h.holz@aon.com

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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