



Intellectual Property
Insurance Services
Corporation

**Guide for Brokers
and New Clients**

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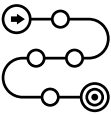
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Our Legacy

IPISC has been the pioneer and worldwide industry leader in intellectual property insurance since 1990. For *over 30 years*, IPISC has provided companies and individuals with insurance solutions that help manage risk associated with the enforcement and defense of intellectual property rights.

IPISC specializes in the protection and support of patents, trademarks, copyrights, and trade secrets. Our expertise in claims management and offering customizable options for our insureds is what sets us apart in the industry.



Why IPISC?

With our tremendous success and longevity, IPISC stands out as the industry leader in intellectual property insurance. We are recognized by top insurance brokers and agents, prestigious IP law firms, successful high-technology companies, and market individuals as the renowned experts in IP litigation risk management solutions.

One thing that sets us apart from the competition is our focus in embracing our four **Core Values** that are highlighted below:

Expertise

We are the world's top IP insurance provider. We hold unmatched expertise in science, law, and insurance, securing clients' rights with superior risk management solutions.

Diligence

We meticulously study risks in every IP policy we underwrite, comprehending products, tech, legalities, and insurability. In IP litigation, we guarantee top-tier legal support for our clients.

Persistence

We persist past any initial obstacles, striving for mutually beneficial solutions in IP infringement disputes. Innovation drives us to explore uncharted paths, regardless of precedent.

Foresight

We seek new opportunities not only for our business but also that of our insureds which promotes entrepreneurship. We support the progress of science and the useful arts through affordable solutions.



Understanding Our Products



ENFORCEMENT INSURANCE:

A unique plaintiff's policy enabling clients to enforce IP rights and reimburses litigation expenses when enforcing IP against alleged infringers.

Included: Multi-Peril Rider



POST-GRANT PROTECTION RIDER:

Provides coverage for inventors by paying the legal costs of responding to AIA (American Invents Act) actions and maintaining the validity of the patent in question.



DEFENSE INSURANCE:

The solution to the gap left in CGL and Cyber policies for IP risks, enabling our insured to defend against charges of IP infringement. Covers litigation costs, settlements, and damages.

Included: Multi-Peril Rider



MULTI-PERIL IP INSURANCE:

A first-party coverage policy covering damages due to the loss of IPISC insured IP litigation. IPISC includes an automatic Multi-Peril Rider on Defense and Enforcement Policies with limits of \$50,000.

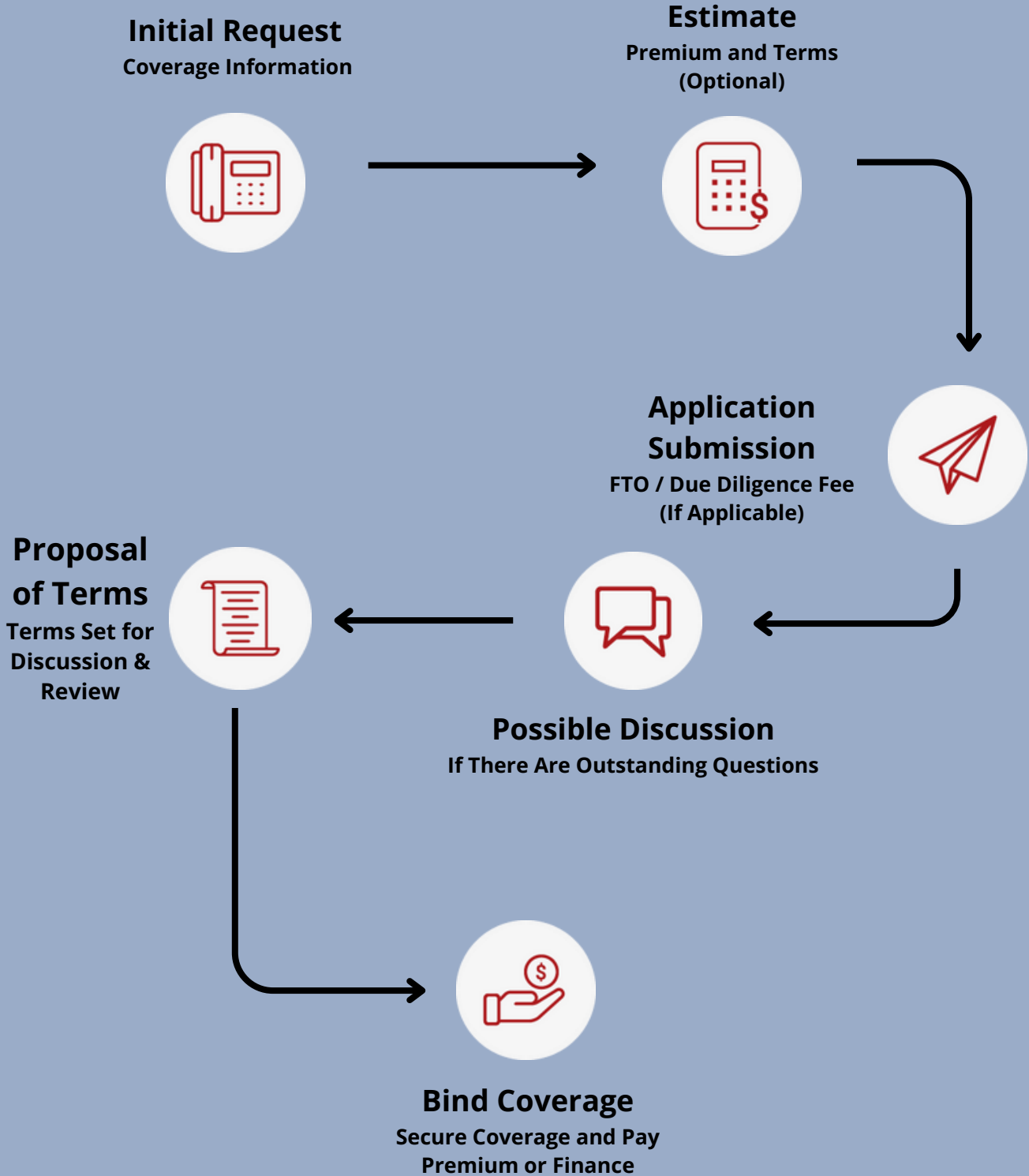


UNAUTHORIZED DISCLOSURE INSURANCE:

Coverage for the unintentional disclosure of a third party's entrusted confidential information – Defense only.



Our Process Overview





What You and Your Clients Need to Get Ahead

IPISC can underwrite and customize the policy (by endorsement) to the client's specific needs, selling only the coverages the client requests or requires within their budget. Having 30+ years of experience allows IPISC to be nimble and creative where needed.

Our in-house sales and underwriting team members include licensed property and casualty insurance agents and licensed patent attorneys with extensive legal and scientific backgrounds and experience.

Distinguishing Qualities For Brokers to Look For:

- **Supportive Services:** Strong customer support and assistance in handling client inquiries and issues
- **Exceptional Underwriting:** Underwriting policies, allowing to meet client-specific needs
- **Ease of Doing Business:** All In-House and Streamlined processes and tools for smoother transactions and efficient services provided
- **Competitive Commissions:** Commission structures that incentivize business growth
- **Partnership and Collaboration:** A collaborative relationship where IPISC supports agents in growing their client base
- **Up to 3-Years in Coverage:** Policies issued with discounted multi-year premiums that set IPISC apart from the current competition



Candidates for Our Products

Intellectual Property (IP) Insurance is a specialized type of coverage that helps protect the assets of a business or individual. Shown below are some eligible entities that might consider obtaining IP insurance.

A Broker's Current Customers Who Have IP Infringement Risk:

- **IP Holders:** Individuals or businesses with patents, trademarks, copyrights, or trade secrets face potential infringement (Enforcement)
- **Companies Producing or Selling:** Any business involved in product/service creation or sales can be accused of infringement (Defense)
- **Media/Cyber Liability Policy Holders:** Those with these policies might lack coverage for "patent" infringement while covering trademark and copyright issues
- **Customers with Various Policies:** D&O, E&O, EPLI, Cyber, Media, and CGL policyholders are exposed to IP infringement allegations (Defense)

Potential New Candidates:

- **Businesses of all sizes** whose products, brands, or innovations may or may not be protected with patents, trademarks, copyrights, or trade secrets
- **Startups, Inventors, and Entrepreneurs** protecting unique inventions/ideas or branding during growth
- **Content Creators** safeguarding creative works like books, music, art, or films.
- **Technology Companies** specializing in software/tech
- **Manufacturers of products/processes** who have risk of being sued for infringement.
- **R & D Firms** creating new technologies, products, or methodologies
- **Pharma/Biotech Companies** investing in drug development
- **Universities/Research Institutions** generating IP through cutting-edge research
- **Service-based Businesses**


IP Defense Insurance Patents, Copyrights, Trademarks

Examples of IP Risk - Equine Industry

The equine industry, like nearly all types of business, relies upon intellectual property to identify its parties, protect its expressions, and reward its innovators.



Trademark Risk:

Churchill Downs®' iconic twin spires logo ( ®) and marketing for the Kentucky Derby® are examples of trademarks that are fiercely protected for marketing of horse racing services. Horse farms and trainers also hold valuable trademarks for their services and goods and would object mightily to others' use of confusingly similar names. Announcer David Johnson sued a movie production for infringing his US registered trademark for "And Down The Stretch They Come" for "announcing and calling horse races."

Copyright risk:

Copyrights are protected in the television, online, radio, and print depictions of the races and their surrounding pageantry. Any producer of media must be careful to avoid improper use of others' copyrighted materials.

Patent risk:

Patents are less visible but can be implicated in the modern operation of the equine business. Technology as basic as horseshoes can be the subject of patent filings for improved materials or ornamental designs. Racetracks that have implemented historic horse racing system games have had to either challenge validity of patents or settle allegations of patent infringement.

IP Defense Insurance Patents, Copyrights, Trademarks

Examples of IP Risk - Construction Industry

Patent Risk:

The risks that are the most unpredictable for the Construction Industry is from software and associated computer data and project management technologies. In addition to copyright risks, there are also significant patent risks. Some examples of different types of in force US patents relating to software/data management for the building and construction trades are:

- Web-based bid analysis, award, and contract
- System and method for managing construction project
- Project management for complex construction projects by monitoring subcontractors in real time; and
- Methods & apparatus for highly automated quality assurance of construction projects

Goods and services are also risks used at the construction site, such as patents issued for:

- Support systems and related methods for maintaining building exteriors
- Fire-rated wall construction product Equipment
- System for controlling construction site vehicles
- Construction site water treatment system and storm drain technologies; and
- Rfid tag and construction site management system.

Another category of risks are “design” patents, such as the design patents listed below for:

- Fence panel
- Bank building structure
- Wall block
- Textured zinc building panel
- Framing member
- Construction block

Examples of recent IP litigation are:

- Computerized laboratory information management system
- System and methods for management of mobile field assets via wireless handheld devices
- Automated pricing system; and
- Concurrent display systems and methods for aerial roof estimation

Copyright risk:

Besides basic blueprints, all “architectural works,” as embodied in any tangible medium of expression, including a building, architectural plans, or drawings are potential copyright infringement risks.



Most Common Industries We Serve

IPISC's network of partnerships and clients are selected by their ability to provide extensive patent protection and adherence to industry best practices.

Professionally managed relationships with both insurance brokers and other IP legal firms allow individuals and companies to have their assets managed across their entire life cycle, without compromising quality, convenience, or security.

Our Most Common Industries Include:

- **Chemical**
- **Biotechnology**
- **Mechanical**
- **Medical**
- **Electrical**
- **Exemplary Technology**



Current Industries With Our Policies

Infringement Defense and/or Enforcement Policies have been issued in the following industry sectors:

- **Aerospace & Defense**
- **Agriculture**
- **Air Freight & Logistics**
- **Apparel** (retail clothing, textiles, designs)
- **Automotive** (retail vehicles & accessories)
- **Banking Services**
- **Beverages**
- **Biotechnology**
- **Botanicals**
- **Building & Construction**
- **Chemicals & Fluids**
- **Cleaning Systems**
- **Construction**
- **Containers & Packaging**
- **Creative Arts**
- **Dental equipment**
- **Dental supplies**
- **Durables** (hotels, offices, etc.)
- **Education & Research**
- **Educational Services**
- **Electrical Equipment**
- **Electronics** (equipment, instruments or components)
- **Entertainment Services**
- **Environment** (cleaning systems/equipment)
- **Exercise Equipment**
- **Food Products**
- **Fossil fuel** (systems/equipment)
- **Hardware**
- **Household Durables** (appliances, fixtures, furniture, etc.)
- **Household Products**
- **Hunting & Fishing** (archery, fishing, guns, related items)
- **Insurance Services**
- **Interactive Media & Services**
- **IT Communications** (equipment)
- **IT Hardware** (storage & peripherals)
- **Leisure & Sport** (pools, surfboards, games, toys, etc.)
- **Life Sciences**
- **Luxury** (jewelry, furs, etc.)
- **Machinery & Manufacturing**
- **Media**
- **Medical equipment**
- **Medical supplies**
- **Metals & Mining**
- **Nutrition**
- **Paper & Forestry**
- **Personal Products**
- **Pet Products**
- **Pharmaceuticals**
- **Professional** (other)
- **Real Estate**
- **Recycling** (systems/equipment)
- **Renewable or Green Energy** (systems/equipment)
- **Road** (vehicular/parts/accessories)
- **Semiconductors** (& Equipment)
- **Software**
- **Specialty Retail - Other**
- **Storage systems**
- **Surgical Devices**
- **Therapeutics**
- **Tools - hand & power**



Key Points About Our Claims

In House Claims Management:

IPISC is not only the pioneer but also the best in class at managing claims - *all done internally*. You or your agent will be able to work directly with IPISC from purchasing the policy through to the conclusion of an IP lawsuit if there is a claim.

Litigation Management:

Services Offered:

- Claim managers aid in litigation strategy
- Keep litigating counsel on track with client's case and billing guidelines
- Invaluable and complimentary to clients

Role in Litigation:

- Assist clients in navigating litigation if requested
- Monitor billing to ensure case-driven tactics are being used, and not fee-driven to keep counsel focused on client's case

Objective:

- Acknowledges clients' business priorities
- Support clients in managing litigation while they handle their business

Lastly and most importantly, IPISC is the most trusted name in the intellectual property insurance market, offering the longest-standing, established insurance products to protect the client during IP litigation.

IPISC Claims Experiences

Claims Advocate Statements and Success Stories

NoSun, LLC



"The insurance policy is a leveler of sorts. When we were sued the plaintiff had no idea that we had insurance. Their intention was to bully us out of the business with threats of expensive litigation. I will never forget the conference call when our attorney on them, 'our client has a 5 million dollar patent insurance policy. It's not their money. Let's go' You could have heard a pin drop. Our experience with IPISC is excellent. They were interested in winning! It was not about trying to take the cheap route or compromise; it was about doing what was right for us. The benefit, of having an insurance policy through IPISC, is the peace of mind that we have knowing that the competition cannot stop you with frivolous claims of infringement. We were thrilled with the legal team that handled our claim," Greg Henson

Octane Fitness Holdings, Inc.



"IPISC is reasonable and fair to work with and has earned our trust. IPISC's litigation management team has managed our claim highly effectively and recommended an excellent legal team that is well versed in IP litigation, One question always comes to mind when working with insurance companies; will they be there for you when you need them- when a claim arises? With IPISC, the answer is- yes. IPISC has been there for us from the beginning of our claim and continued to stand by their commitment every step of the way. It is easy to do business with IPISC. The IPISC team has a combination of excellent customer service, industry expertise, and integrity." Ed O'Connor

Turnasure



"We feel that just having the insurance is a good deterrent. The Early Intervention Services are a benefit to having an enforcement policy through IPISC. The service sends letters on our behalf stating we have insurance to enforce our IP rights, More recently we saw a company advertising our product without our permission, and we asked IPISC's team to send them an Early Intervention letter on our behalf, Our IP policy along with the Early Intervention letters remind possible infringers that this could all be a no-win situation for them, as the patent holder has resources at their disposal to deal with" Jonathan Turner

King Technology of MO, Inc.



"There are several benefits to having IP insurance through IPISC. In our case, our greatest assets are our pieces of intellectual property. We need to be continually prepared to enforce our IP against any adversary. Having the financial support via this type of insurance through IPISC provides us an equal financial footing with our huge competitors. Also, having previously enforced our patents successfully, our competitors take us very seriously. IPISC is great to work with. They are knowledgeable, professional, proactive and very patient. Our account consultant is readily available and speaks in terms that we understand." Herb King

Contact Us



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