



INTELLECTUAL PROPERTY RIGHTS ARE UNCERTAIN

There are no IP "Police" to detect or protect against infringement or charges of infringement. The gaps in CGL, E & O, and D & O commercial insurance policies are woefully inadequate (or non-existent) when it comes to litigation expense mitigation related to IP claims. The often-crippling cost of enforcement or defense is totally the responsibility of the IP owner.

Some facts of interest from 2016 statistics:

- 6,393 patent lawsuits filed
- \$2.8M is the Average patent IP litigation cost to each party
- 1.5 - 3 years on average is the time frame for patent litigation resolution
- \$660,000 is the average cost of Trademark litigation
- \$287,000 is the average cost of Copyright litigation for damages of \$1MM or less
- 88% increase in IP litigation since 2010
- 22:1- ratio of patent lawsuits filed each year vs. stockholder-related (triggering D&O policy) claims
- There are virtually no IP litigation attorneys in the U.S. that will accept a contingency case

Litigation is very costly whether asserting or defending your IP rights. Unexpected claims against your organization can require excessive capital resources be diverted from other business uses to immediately respond to even frivolous claims. The litigation costs, business delays and related expenses can potentially drive your company out of business.

IPISC pioneered the field of IP insurance coverage, and for over 26 years has been here to help!

IPISC's Products and Services provide Business Solutions:

- Transfer the risk
- Protect business cash reserves
- Respond quickly to help fund IP litigation costs, up to \$10M
- Reduce negative consequences to your business of IP litigation
- Adds value to your products and/or IP to potential investors and licensees
- Reduces dependence on investor or owner assets to operate
- Levels the competitive playing field
- Helps prevent or minimize loss of market share
- We offer customization of policy terms to fit any business requirements
- We stand beside the policy holder through the entire litigation process to final judgement of the claim or policy limits are exhausted.
- "IP Insured through IPISC" branded logo for your packaging and marketing as a deterrent
- Complimentary Early Intervention response to litigation threats
- Litigation management services – For both Defense and/or Enforcement
- Litigation advisement services for Enforcement of infringement or encroachment on insured IP