Providing a 360° Insurance Solution for IP Protection.
Patents, Copyrights, Trade Marks and Designs bestow rights upon their owners to protect intellectual property. Infringement of IP by a third party can however result in costly legal action which for many IP owners can result in either serious disruption in their operation, or be financially unviable.

Willis is able to offer a range of IP Insurance products to address the entire range of IP assets. Underwritten through Lloyds of London Insurance Underwriters, and with over 30 years experience in servicing the global IP insurance market, the range of products offered provide security for your IP that can be the underpinning foundation of your companies existence.

WHAT IP INSURANCE IS RIGHT FOR ME?

Select the Willis IP product from the table that best addresses your needs or contact our office to discuss your requirements.

<table>
<thead>
<tr>
<th>Feature</th>
<th>PatentEnforcer</th>
<th>IP Enforcer</th>
<th>IP Guard</th>
<th>IP Protector</th>
<th>RepSure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infringement of held patents</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Infringement of held patents, copyrights, trade marks and designs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Defending your infringement of patents, copyrights, trade marks and designs</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Transference to a third party following sale of IP covering infringement of held patents, copyrights, trade marks and designs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>Invalidity, title and ownership disputes</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
</tr>
<tr>
<td>Trade Secrets</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
</tr>
<tr>
<td>Contractual indemnity to customers and distributors</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
<td>Optional</td>
</tr>
<tr>
<td>Directors and Officers indemnity</td>
<td>Optional</td>
<td></td>
<td>Optional</td>
<td></td>
<td>Optional</td>
</tr>
<tr>
<td>Number of patent families which can be included</td>
<td>Up to 10 patent families</td>
<td>&quot;No limit - as declared&quot;</td>
<td>&quot;No limit - as declared&quot;</td>
<td>&quot;No limit - as declared&quot;</td>
<td>&quot;No limit - as declared&quot;</td>
</tr>
<tr>
<td>Cover available up to the following limits</td>
<td>$200k - $1m</td>
<td>$4m</td>
<td>$15m*</td>
<td>$15m*</td>
<td>$15m*</td>
</tr>
</tbody>
</table>

Regions: Option for Australia, Worldwide excl USA & Worldwide incl USA
Freedom to choose your own legal representative

* Higher Limits of Indemnity available upon request.
PatentEnforcer™
PatentEnforcer™ is a cost effective insurance solution designed specifically for Small & Medium Enterprises (SME’s). It provides insurance protection against the legal and professional fees and expenses incurred when pursuing infringers of your Patent rights, whether in court or not.

IPEnforcer™
IPEnforcer™ provides Intellectual Property owners with the financial resources to fund the substantial costs involved when pursuing infringers of their Intellectual Property Rights (Patents, Copyrights, Trade Marks and Designs).

IPGuard™
IPGuard™ provides a market leading form of Intellectual Property (Patent, Design, Copyright and Trade Mark) Infringement Liability Insurance. It has been designed to protect against the potentially ruinous damages and the substantial legal costs involved in Intellectual Property infringement actions.

IPProtector™
IPProtector™ provides the most comprehensive protection against almost all forms of Intellectual Property (Patent, Design, Copyright and Trade Mark) risk, whether it is enforcing rights, defending allegations of infringement or Intellectual Property related contractual disputes.

RepSure™
RepSure™ provides security and peace of mind to those involved in the sale or purchase of Intangible Assets. It has been designed specifically for the Representations and Warranties applying to Intellectual Property Rights (Patent, Design, Copyright and Trade Mark), whether it is the sale or purchase of a single asset, a portfolio of assets or as part of a corporate sale or merger.

PATENT INFRINGEMENT FACTS
A recent Australian university study* into patent infringement in Australia found the following:

- 28% of inventions were subject to copying directly connected with the value of the invention
- Of the 50% who sent cease and desist letters, only 4 in 10 cases were effective
- Respondents to the survey advised that the inability to enforce a patent was due to a combination of cost, the size of the infringing company and if the infringing company was based overseas

Costs to legally enforce a patent in Australia can range from up to $30,000 for cease and desist actions through to and beyond $2m if it proceeds to full court action. Legal action internationally can well exceed these figures.

* Patent Infringement in Australia: Results from a survey. Beth Webster IPRIA
WILLIS IP 360° SOLUTION

Your IP may be the cornerstone of your business however Willis IP appreciates that you have a range of risk exposures and insurance requirements that also require servicing.

With offices in each state linked into our global network of over 300 offices, Willis IP can provide your business with a 360° insurance solution tailored to your specific needs.

As a business grows, so does its need to protect its assets and activities against loss or damage. Willis IP will work with you to identify and address your current needs, and provide advice as your operation grows both here and internationally.

The following list is just an example of the specialised insurance solutions that we can provide:

- Patent & IP Insurance
- Business and Property Insurance
- Goods in Transit
- Public & Product Liability
- Corporate Travel
- Motor Vehicle/Fleet
- Cyber Liability
- Clinical Trials

FINANCIAL LINES

Willis has placed and designed Executive and Professional Risk policies since these coverages incepted almost 100 years ago. Our specialists have significant expertise in every facet of executive liability coverage including:

- Directors & Officers (D&O)
- Management Liability
- Employment Practices Liability
- Professional Indemnity/Errors & Omissions
- Crime & Fidelity
- Medical Malpractice
- Cyber Liability

CONTACT US

For all inquiries regarding how Willis IP can service your insurance needs, please contact the Willis representatives below:

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