

# Intellectual Property Solutions

Securing Intangible Assets

**Intangible assets** have become the foundation of our global economy, changing the business risk and opportunity landscape.\*

The potential costs, disruption of revenue streams, and damage to brands make intellectual property one of the greatest areas of risk a company can face. Until recently, there has been a gap in the market for risk mitigation and transfer solutions that address intellectual property. To close this gap and help our clients secure these critical assets, Aon created a new breed of intellectual property tools to help our clients with strategy, valuation, and risk.

Aon's suite of Intellectual Property Risk Solutions includes:



Intellectual Property  
Liability Insurance



Trade Secret  
Management



Intellectual Property  
Risk Assessment



Intellectual Property  
Business Interruption  
Insurance



Intellectual Property  
Enforcement Coverage



Source Code  
Diligence



## Intellectual Property Liability Insurance

New threats have emerged as competitors look to increase market share in an ever-evolving marketplace, forcing companies to defend themselves against accusations of intellectual property infringement by competitors, patent assertion entities, and nonpracticing entities more commonly known as “patent trolls.” Now, Aon is able to help our clients to protect their businesses against costs resulting from third-party infringement lawsuits (e.g., patent infringement).

Through a data-driven and analytics approach, Aon’s Intellectual Property Solutions support clients across size and industry in protecting against alleged patent, copyright, trademark, and other intellectual property infringement claims. Aon’s Intellectual Property Liability group can place global intellectual property liability risks, with a primary limit of indemnity insurance up to \$120M, offering the following cover:

- ◆ Certain litigation expenses, settlements, and damages
- ◆ Coverage for intellectual property-related contractual indemnities provided to third parties
- ◆ Certain costs and expenses resulting from challenges against the insured’s intellectual property rights
- ◆ 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



## Trade Secret Management

Trade secrets have become a significant class of intellectual property assets, increasingly making them a target for theft. Despite the significant value they represent to a business, most companies fail to effectively manage and secure them properly. Aon is pioneering solutions that can identify and mitigate trade secret theft risk by providing blockchain-based asset management tools, best-practices advisory services, and insurance.

Our solutions include:

- Trade Secret Audit and Management Consulting  
Prioritize and value your trade secrets; implement best practices for their security
- Trade Secret Registry  
Without the need to reveal the competitive details, clients can register their trade secrets to create a legal framework that demonstrates ownership







## Intellectual Property Risk Assessment

Aon assesses the likelihood and potential impact of third-party claims, analyzes potential loss of intellectual property and its financial toll on your business, and helps you understand the competitive intellectual property landscape. We provide a full range of qualitative and quantitative risk management solutions to secure your intellectual property portfolio.

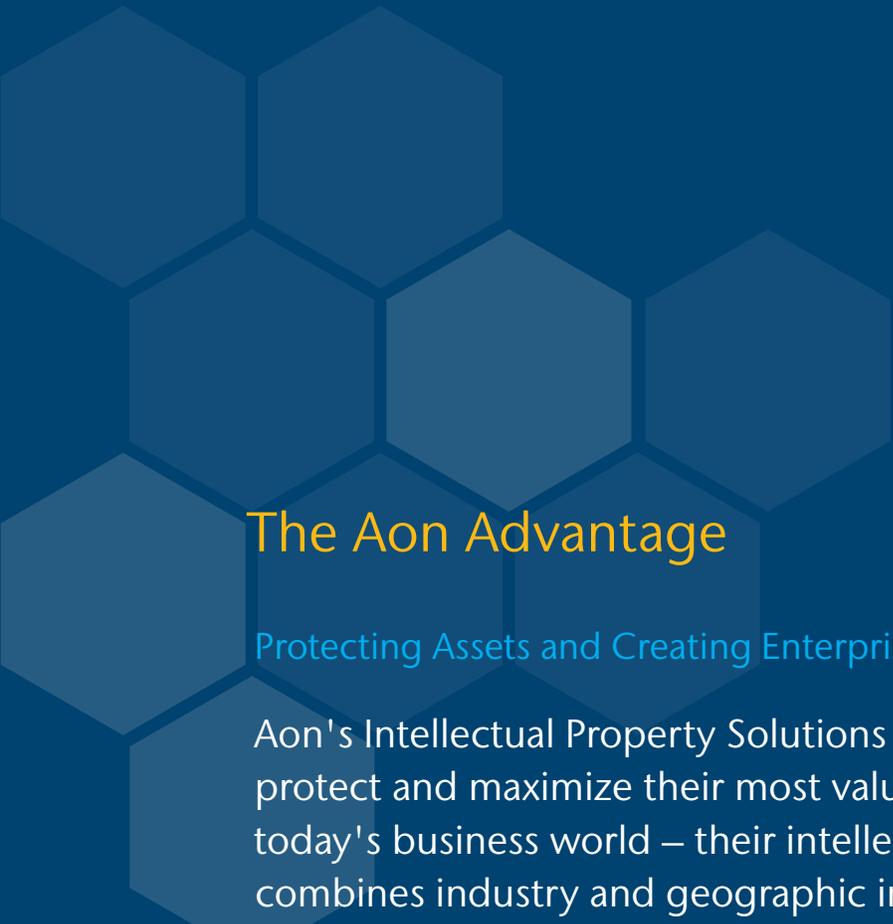
### **Our intellectual property risk management services include:**

- Patent portfolio quality assessment
- Inbound licensing risk management
- Competitive intellectual property landscape analysis
- Total cost of intellectual property risk assessment
- Patent asset benchmark analysis
- Deep-dive assessment and relative valuation of intellectual property portfolios of M&A targets
- Third-party intellectual property claims assessment
- Trade secrets
- Assessment and valuation
- Quality code assessment



## Source Code

Buying a software company presents unique risks around the source code being purchased. Through a rigorous process, Aon examines your target's source code to help identify red flags around source code ownership, quality, and vulnerability. Aon can also help you assess your target's software developers by evaluating the quality and quantity of each developer's work product.



## The Aon Advantage

### Protecting Assets and Creating Enterprise Value

Aon's Intellectual Property Solutions team helps clients protect and maximize their most valuable assets in today's business world – their intellectual property. Aon combines industry and geographic intellectual property thought leaders, and proprietary analytic tools to support intellectual property strategy, valuation, and risk across a client's business. We go beyond looking at the legal frameworks to align current and future intellectual property assets with a business's overarching strategy.

## Learn More

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 Solutions, please contact one of the following team members:

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## 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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[www.aon.com/intellectualproperty](http://www.aon.com/intellectualproperty)

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