

IP Insurance Solutions

Issue	Scenario	Problem	Solution
IP Infringement	A small consumer electronics company is launching an innovative new product and expects to draw attention from the industry	The company operates in a litigious industry and a patent infringement dispute could place a significant financial burden on the company	An IP Liability Insurance policy is issued to cover any defense costs, settlement or damages awards
IP Validity	An apparel company creates a brand name for a new line of shoe	There is concern that competitors with similar brand names may claim that there is a likelihood of confusion and attempt to invalidate the brand name	An IP Liability Insurance policy is issued to protect the apparel company's brand name
IP Indemnification/license agreements	A start-up sport equipment company seeks to partners with a large, established golf equipment manufacturer to sell its technology	The large golf equipment manufacturer requires an indemnification for losses arising from allegations that the start-up's technology infringes any third party IP	An IP Liability Insurance policy is issued to cover the professors' IP indemnity obligation
IP Reps in a Transaction	A company being acquired gives a few representations in the SPA with regard to the status of the IP	Post close the buyer discovers the IP is not as clean as the seller advised	An RWI Policy purchased by the buyer will cover a breach of those representations.