

Special Report, "How to Protect IP" in *Insurance Journal* featuring IPISC

IPISC's President, Robert Fletcher, was featured in the September edition of *Insurance Journal* in the Special Report, "How to Protect IP." In the article, "CEOs, Insurers Finally Ready to Embrace Intellectual Property Insurance?", Mr. Fletcher said, "Though they may not realize it, almost all companies from small to mid-size to large have an IP risk and need [IP insurance](#) to protect their market share and deter exuberant or frivolous charges, especially in light of the current IP trends."

Enterprise Risk Management & Intellectual Property Risk

Enterprise Risk Management (ERM) is a crucial risk management technique for companies, whether a start-up enterprise or a large, well established company. ERM deals with every potential risk surrounding a company. It is crucial to any effective ERM plan to have a comprehensive understanding of every exposure to the company, as well as the certainty that these exposures are properly managed through the proper risk management products. Insuring companies' obvious, or perceived, "popular risks" does not completely solve companies' potential risk issues. A proper ERM plan should ensure that a company is not taking on unnecessary, additional risk.

Learn more about IPISC in the September 2013 edition, special section of *Rough Notes*

"Enabling Insureds to protect their livelihood and technology by providing them the basic financial strength necessary through affordable insurance," is why IPISC continues to be the trusted leader in [insuring intellectual property](#) (IP) and products. The insurance enables the policy holders to effectively and reasonably navigate a costly and lengthy IP infringement lawsuit.

IPISC attending the 2013 Annual AIPLA Meeting in October

Robert Fletcher, president of [IPISC](#), will be attending the 2013 Annual AIPLA (American Intellectual Property Law Association) Meeting taking place in Washington, D.C., October 24-26. Mr. Fletcher serves on the IP insurance subcommittee; a committee dedicated to promoting discussion and providing education on the subject of IP insurance.

IP Infringement Exposure by Industry: Nutrition Industry

Virtually all nutrition-based companies possess IP that, in many cases, may be critical to their bottom line. Recent studies have found up to 80 percent of a company's value may reside in its IP. Companies can no longer afford to ignore the importance of insuring this asset. Although companies are becoming better educated regarding the lack of true IP coverage in other policies, many companies are simply unaware their commercial general liability (CGL) policy may not be providing coverage for their most valuable asset: IP. IP exposure can be a significant risk, yet many are not proactively advising or being advised about the availability of IP insurance.

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