

## What CFOs Need to Know About Managing IP Risk

Discover the importance of managing a company's Intellectual Property risk in "[Intellectual Property Insurance- What CFOs Need to Know](#)." IPISC is the world leader in intellectual property [insurance](#) and services. Our track record of results, including enabling clients to pursue cases all the way to the [Supreme Court](#), demonstrates our ability to protect vital, intangible business assets. Patents and trademarks are important, but ultimately worthless without the means to [enforce](#) them, or to [defend](#) companies from predatory IP lawsuits. We do the research and extend the resources to give complete peace of mind. Read the article [here](#).

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## IPISC Risk Analysis Services

Like our clients, IPISC has applied our considerable intelligence and problem-solving skills to create an entirely new category of [risk assessment products](#). We do the research and extend our [resources](#) to give you complete piece of mind through diligent risk assessment.

Options Available:

1. Stand-alone Risk Analysis Report for your field of technology
2. Risk Analysis Report and IP Insurance for the products, services and/or processes reviewed
3. Ongoing Risk Analysis Services for your products before taking them to market

Learn more [here](#).

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## Do you know the statistics?

- **\$2.8 million** – Average cost of Patent Infringement Litigation
- **Business Disruption** – Lawsuits average 1 ½ to 3 years
- **Patent Lawsuits growing** – since 2010 up 40%
- **5,134 Patent Infringement Lawsuits** filed in 2014
- **CGL's 'Advertising Injury'** clause **DOES NOT** cover Patent Litigation

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## IPISC Insured Testimonial: *No Sun, LLC, IP Defense Insurance Claim*

Greg Henson, President/CEO of [No Sun, LLC](#) said of his recent claim [experience](#) with IPISC, "The insurance policy [IPISC's Defense Policy] is a lever of sorts. When we were sued, the plaintiff had no idea that we had [insurance](#). Their intention was to bully us out of the business with threats of time consuming and expensive [litigation](#). I will never forget the conference call when our attorney dropped the bomb on them, 'our client has a 5 million dollar patent insurance policy. It's not their money. Let's go.' You could have heard a pin drop."

Greg goes on to say, "Our experience with [IPISC](#) is excellent. They were not only interested in settling the claim on our behalf, they were interested in winning! It was not about trying to take the cheap route or compromise. It was about doing what was right for us. The benefit, of having an insurance policy through IPISC, is the peace of mind that we have knowing that the competition cannot stop you with frivolous [claims](#) of infringement. We were thrilled with the legal team that handled our claim."

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## IP Insurance Webinar: *March 25th, 2015*

Join us Wednesday, March 25<sup>th</sup>, 2:00 p.m. – 3:00 p.m. EST for a free IP insurance webinar. [Register HERE](#).

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