

Intellectual Property Protection delivers:

Insurance:

- Limits of Indemnity up to £500,000.
- Protection in the High Court, Patent County Court and in jurisdictions throughout the world.
- Clear and unambiguous wordings tailored to your specific requirements.

Helpline:

- Legal experts available 24/7/365.
- Practical help and guidance on matters relating to your business.
- A single point of contact who you can speak to as often as you like.

BusinessCare:

- Information at the click of a mouse.
- An easy to use online legal resource centre.
- Online interactive document creation with legal experts on hand to check for compliance.

You know **who** to call first

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<http://www.fsa.gov.uk/register/home.do> or telephone the FSA on 0845 606 1234

Intellectual Property Protection



**Pursuing those who infringe your
Intellectual Property Rights**





Intellectual Property Protection for business owners



A significant proportion of your company's value lies within its Intellectual Property. Intellectual Property Protection offers legal protection to businesses who are involved in developing or safeguarding assets critical to their companies' success.

Do you have an Intellectual Property Protection Plan?

What would be the effects of an unchecked infringement of your Intellectual Property?

Did you know?*

- Only 25% of firms have IP insurance.
- 40% of patent holders and 34% of trademark owners have been involved in a dispute in the last 5 years.
- 33% of firms think IP disputes are more likely in the future.

*Intellectual Property Enforcement in Smaller UK Firms. A report for the Strategic Advisory Board for Intellectual Property Policy (SABIP), published by the IPO, October 2010.

Do you own or license any of the following?

- Patents
- Trade and Service Marks
- Unregistered Trade and Service Marks
- Registered Designs
- Unregistered Design Rights
- Copyright
- Passing Off
- Unfair Competition

We will develop the Intellectual Property Protection solution to suit your business needs.



Nothing is more destructive ... of a business than registering Intellectual Property Rights which cannot be enforced.*



* adapted from The World As I See It - Albert Einstein 1921

Intellectual Property Protection can cover:

- A range of registered and unregistered Intellectual Property Rights.
- Infringements occurring throughout the world.
- Litigation proceedings in the High Court, the Patent County Court or foreign jurisdictions.

Intellectual Property Protection provides:

- Limits of Indemnity of up to £500,000.
- Bespoke terms and conditions suited to your specific needs.
- Clear and unambiguous policy wording.
- Cover is available for different types of Intellectual Property Rights.
- A telephone helpline available 24/7 offering legal advice on matters relating to your business.
- Access to BusinessCare – our legal and business support package.

Intellectual Property Protection will enable you to:

- Pursue those who infringe your Intellectual Property Rights.
- Protect yourself against an accusation that a threat to enforce your Intellectual Property Rights is unwarranted.
- Defend an application for a declaration of non-infringement.