

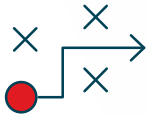
AON | INTELLECTUAL PROPERTY SOLUTIONS

Aon Intellectual Property outlines below its EMEA capabilities with respect to Intellectual Property Strategy, Valuation and Risk.

With \$19 trillion, or nearly 85% of the value of the S&P 500, represented by intangible assets, investment in intellectual property (IP) has changed the global landscape across industries and regions.

Many companies, however, have been slow to adopt new approaches to managing and valuing their IP portfolios in a manner that fully reflects the true contribution of IP to the company's enterprise value.

Aon delivers IP solutions to help clients develop, protect and articulate their most valuable assets in today's business world – their Intellectual Property – to create enterprise value.



STRATEGY

Historically, the lens through which IP strategy was created examined the strengths of the legal framework for patents, copyrights, trademarks, designs and trade secrets. However, in today's highly interconnected, complex marketplace, ownership is only one aspect of a much larger picture. The volume and scope of a company's IP also requires a commercial understanding of the complex outlook for related IP and of the products, services and processes that the IP supports.

Aon works with clients to grow enterprise value by developing an IP-based value-creation methodology that aligns with the business strategy; this includes:

- Competitive and industry landscape evaluation
- Due diligence for Buy-side and Sell-side transactions
- Review inventory of IP assets to align with current business strategy
- Forward-looking IP-build strategy
- C-suite reporting and advocacy



VALUATION

By leveraging its proprietary analytics platform, Aon can assess and value your IP in an accurate and timely manner to support a variety of capital management efforts, including IP-backed financing, risk transfer and IP asset monetisation strategies. This approach leverages the expertise of more than 130 IP experts and 8 of the IAM* 300 IP strategists.

- Qualitative review – Provides an in depth understanding of the assets in the IP portfolio, their role in the business acquired, and their relevance in the context of the broader IP and business landscape.
- Quantitative review – Assess and advocate the financial value of the IP portfolio, applying a deep qualitative understanding of the underlying assets to develop cost, market, and income valuation models and overlaying a proprietary Coverage, Opportunity and Risk (COR) methodology to inform a valuation that more accurately reflects the IP value and its contribution to enterprise value.



RISK

The potential legal costs, business and revenue disruption from IP disputes make IP one of the most significant areas of risk a company may face. These risks are particularly prevalent in the early stages of a company's life cycle and when expanding into new territories.

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 clients secure these critical assets, Aon has created several risk evaluation, risk management and risk transfer tools:

- IP Risk Assessment
- IP Infringement and Validity Insurance
- Trade Secret Management (TSM)
- Source Code evaluation and code quality review

IP RISK ASSESSMENT

- Overview of industry litigation trends.
 - Benchmarking of client IP profile against the relevant industries to provide view of the company's relative risk.
 - Analysis of the IP devaluation risk via invalidation, public release or legal changes.
 - Assessment of Tier 1 vendor relationships to establish the potential impact of contractual indemnity arrangements.
 - Analysis of expected loss before and after application of insurance.
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TRADE SECRET MANAGEMENT (TSM)

Aon's pioneering TSM solutions identify and mitigate trade secret theft risk by providing blockchain based asset management tools; including:

- Trade secret audit and management consulting – advisory services to help clients prioritise and value their trade secrets and implement best practices to reduce trade secret loss or theft.
 - Trade secret registry –Clients can register a unique identifier to demonstrate ownership and evidence the date of creation to satisfy the basic requirements of burden of proof.
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IP INFRINGEMENT AND VALIDITY INSURANCE

- Coverage for litigation expenses, settlements and damages.
 - Coverage for IP related contractual indemnities provided to third parties.
 - Coverage for costs and expenses resulting from challenges against the insured's IP rights.
 - Coverage for emergency costs incurred before an insurer can be notified.
 - Coverage for an entire portfolio, business or for specific products, processes and services.
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SOURCE CODE

Examination of your target's source code ownership, code quality, serviceability, scalability and vulnerability against risk of litigation from IP infringement.



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