

September 2014 | Volume 2 | Issue 9

Protect your Company from Patent Litigation with IP Insurance: *ExpertBeacon.com*

The reality is intellectual property (IP) lawsuits are expensive and time consuming. More than ever, it is important that companies, regardless of size, recognize that there is an affordable and essential insurance [solution](#) available to help fund and manage the high cost of patent litigation. Learn how to [protect your company](#) from patent litigation with IP insurance. Continue reading the article [here](#).

IP Insurance Mythbusters: *Myth #1- "IP insurance is too expensive"*

The "IP Insurance is too expensive" myth is unreliable and overused. It is a fact that successful companies, and companies with innovative IP, are more likely to be involved, either offensively or defensively, in an IP lawsuit. When the average cost to litigate a patent infringement lawsuit is \$2.8 million, the [cost](#) of insurance should not even be an issue. The real question should be, what is it worth to [companies to have the ability to survive and stay in business](#). Learn more [here](#).

Insuring Products of the Mind: *Insurance Journal, Sept. 22, 2014 issue*

The rapid growth in patent infringement litigation in 2013 – almost 6,500 cases, or an increase of 25 percent over 2012, according to [PricewaterhouseCoopers](#) – might appear to be a strong motivator for at-risk businesses to buy [intellectual property insurance](#). But the complicated world of IP and the insurance market that covers this unique class has yet to overcome long-standing barriers to buying, the experts say. That's not to say opportunity doesn't exist in this niche. Learn what IPISC's President, Robert Fletcher, has to say; continue to the article [here](#).

IPISC Product Spotlight: *Defense Insurance*

Companies that make, use, sell, offer for sale or import most goods and/or services in commerce are vulnerable to charges of intellectual property (IP) infringement by competitors and "patent trolls," which makes IP Defense Insurance a critical risk management tool to protect, manage and grow market share.

IPISC's [Defense](#) Policy Features:

Scheduled coverage for manufactured products, services, works and/or processes
Complimentary [Litigation Management Services](#) automatically included with the policy
Limits available up to \$5 million (USD), higher limits may be available
Defense policy terms available up to 3 years
Worldwide territory coverage available
MIP coverage of \$50K or 10% of policy limits, whichever is less, included with the policy

IP Insurance Webinar: *October 22nd, 2014*

Join us Wednesday, October 22nd, 2:00 p.m. - 3:00 p.m. EDT for a free IP insurance webinar. Register [here](#).

Follow IPISC! 

Marketing Contact: *Karrie Lewis, klewis@patentinsurance.com, 502-491-1144*