



Insured Success Story King Technology of MO, Inc.

King Technology of MO, Inc. dba King Innovation (King), is a leader in the irrigation and electrical markets, tracing its roots back to the 1940's with Lloyd Herbert King, Sr.'s entrepreneurial endeavor to meet surging post-war aluminum demands. Later, King Sr. moved to the swimming pool and irrigation industries, along the way patenting revolutionary draining systems for the irrigation market.

Today, King is led by King Sr's son, Herb King, who has continued the company's innovative tradition by becoming the leader within the irrigation and electrical markets, in which corrosion-protection is required. King is one of the largest privately-held independent suppliers to its markets. With over 100 issued and/or pending patents and 30+ trademarks, King's innovation and commitment to excellence has set new industry standards, and is widely recognized for its superior reputation in the industry.

Because King has served the irrigation industry for nearly 50 years, they have had a relationship with many of the same customers during this time. They are very customer oriented and they consciously strive to grow and maintain their customer base. "Our goal is for every customer to become a raving fan. We listen to our customers and want to help solve their problems."

Initially, King was a small manufacturer competing against market giants. Even though King has excellent patent attorneys who had well documented the broad claims of the innovative technology developed, Herb knew that sometimes having the patent wasn't enough. He had heard many stories of small companies lacking resources to defend themselves against larger companies with more resources. In 1994, King purchased its first Intellectual Property (IP) Abatement Insurance policy through IPISC to insure its patents, covering products that are the company's livelihood, against potential infringers.

King knows first-hand the value of IP insurance, having purchased both offensive and defensive types of IP insurance over the years. In 1995, King experienced patent infringement of one of its largest income producing patents by one of its competitors. This left King no choice but to take legal action to protect itself, a process which lasted several years. Without the insurance, King would not have been able to successfully enforce its patents. King was pleased with the lucrative settlement and the ease and efficiency of working through the claims process with IPISC. The insurance helped King mitigate the potential high costs and consequences associated with IP litigation, as well as preserve the value of the company.

King boasts, "IPISC has been great to work with. Our account representative, Bill Ritter, is knowledgeable, professional, proactive and very patient. He is readily available, and speaks in terms that we understand. The application process is simple and renewals have recently become much easier."

"There are several benefits to having intellectual property insurance," says King. "In our case, our greatest assets are our pieces of intellectual property. We need to be continually prepared to enforce our IP against any adversary. Having the financial support via this type of insurance through IPISC provides us a more equal financial footing with our huge competitors. And today, having previously enforced our patents successfully, our competitors take us very seriously."

King's mission is to be recognized as the leading brand in the irrigation, electrical, consumer and utility markets. "We will continue to develop innovative products that meet our customer's requirements and provide financial stability and growth opportunities for our employees and shareholders."

Contact King Innovation at: 800-633-0232

42 N Central Dr., O'Fallon, MO 63366
www.kinginnovation.com, ncrigler@kinginnovation.com