



WELCOME! *New IPISC Team Member- Pat Guenther*

IPISC is excited to announce that Pat Guenther has been added to our team as IT Manager. Pat has broad experience leading IT teams in a range of settings. His experience spans domestic and international assignments in both Fortune 500 and entrepreneurial companies. Pat has a Masters of Mathematics from the University of Louisville and a B.S. in Mathematics and Computer and Information Science from Murray State University.

Fun facts about Pat: He says that he is, "really shy, reserved and an introvert," we don't think so. He has a Maine Coon cat named Charlie and he'd rather be playing golf! Contact Pat at pguenther@patentinsurance.com or 502-855-5327.

Why IPISC has the #1 Protection Secret for Trademarks: *Intellectual Property Insurance*

IPISC's proven insurance [policies](#) stand behind companies with the funds to put up a strong defense against charges of trademark infringement and to help enforce trademark rights against infringers.

Learn why IPISC's Intellectual Property (IP) insurance policies are "[The #1 Trademark Protection Secret of 2015](#)" in the January 1, 2015, issue of *Trademark Opposition Lawyer*. Read the article [HERE](#).

Dealing with IP issues in M&A Deals: *IPISC has the solution*

IP rights play a big part to both buyers and sellers of innovative companies. IP-specific insurance can act as an important [risk transfer tool](#) in most M&A deals, and can play a major role in transferring the risk from both the seller and the purchaser to an insurance carrier established to accept such risk. A transferrable [IP-specific insurance policy](#) can eliminate the need to escrow a portion of the purchase price to cover IP infringement risks.

Learn why IP insurance is the solution for dealing with M&A deals in *Corporate Counsel*, "[The Financial Impact of IP in M&A deals](#)." Read the Article [HERE](#).

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."

Contact: Greg Henson, President/CEO | Ph: 816.795.1414 | greg@heartlandtan.com

IP Insurance Webinar: *February 25th, 2015*

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

Top Reasons You Should Attend This [Webinar](#) to Learn About Patent Insurance

1. Commercial policies do not offer coverage for patent infringement [litigation](#)
2. Patent litigation [expenses](#) average \$2.8 million
3. All companies are vulnerable to infringement accusations
4. Levels the field against better-funded Patent Trolls and Competitors
5. Patent [insurance](#) is affordable and available

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