

# Your IP questions answered!

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# Key areas

- IP infringement
- Are your clients insured?
- Standalone IP insurance
- Common challenges
- Q&A



# Most common forms of IP

## Patent

Provides the right to prevent others from making, using or selling an invention

## Trademark

A recognisable word, name or symbol which identifies and distinguishes products or services

## Copyright

Grants the creator of an original work exclusive rights for its use and distribution

# Patent infringement

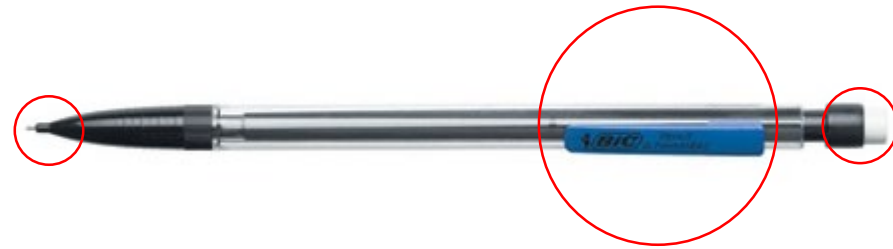


Key:



Your product

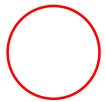
# Patent infringement



Key:



Your product



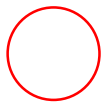
Third party  
patent rights

# Patent infringement

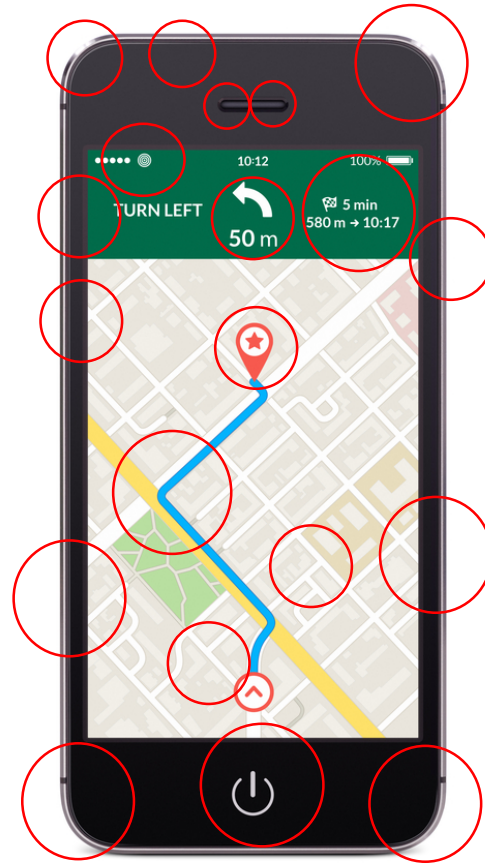
Key:



Your product



Third party  
patent rights

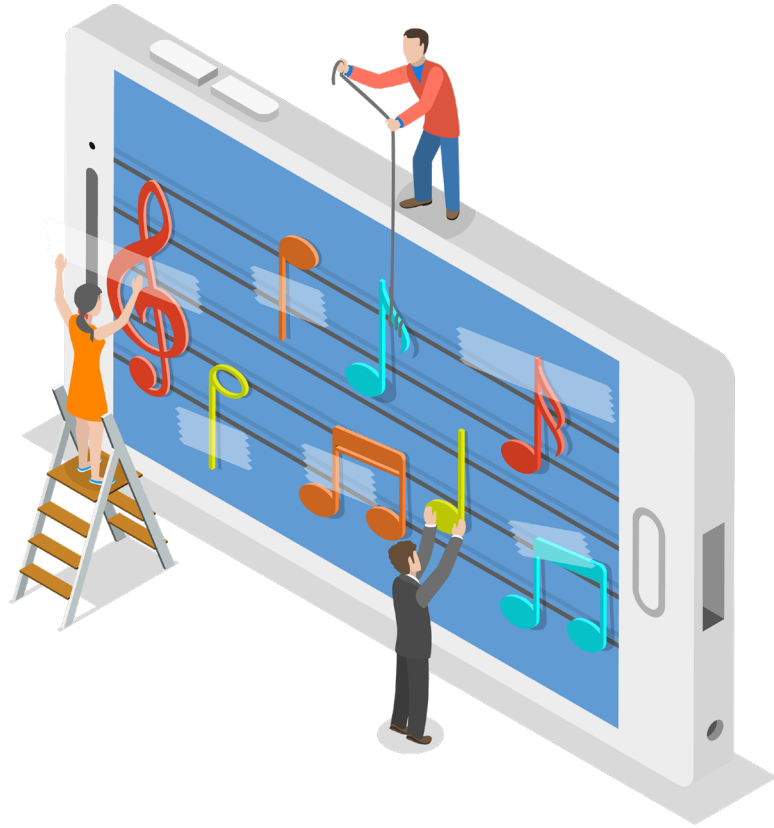


# Trademark infringement

- Registered Trademarks
- Unregistered trademarks



# Copyright infringement








# Are your clients insured for IP infringement?

## Cover in other insurance policy wordings

- Errors & Omissions Insurance
- Commercial General Liability
- Professional Liability Insurance
- Media Liability Insurance
- Representations & Warranties Insurance

## Check list

-  Perils
-  Insured activities
-  Trigger



What is standalone  
intellectual property  
(IP) insurance?

# Standalone IP insurance coverages



Defence



Pursuit of  
infringers

# Defence

## Legal costs

- Legal fees – investigation, correspondence, representation
- Disbursements

## Settlement Agreements

- Licenses
- Settlements

## Damages awarded by a court against you

- Royalties
- Profits

# Common Challenges

“We don’t have any IP, so we can’t infringe”

“We do have IP, so we can’t infringe”

“Our patent protects our product”

“We came up with the idea, so we can’t be infringing”

“Our patent attorney confirmed our product is unique”

“I’m already covered”

# What's next?



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Get in touch for Quick Indications!

[IP@cfcunderwriting.com](mailto:IP@cfcunderwriting.com)

Now, let's answer your IP questions!

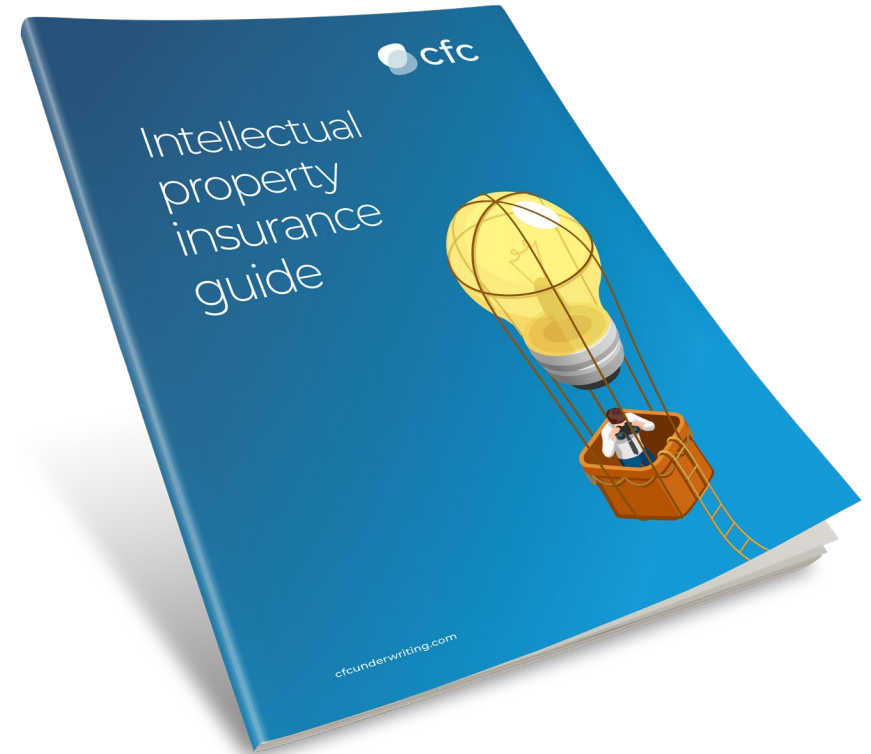
# Other IP resources

Watch our other webinars here:

[IP insurance in the Supply Chain](#)

[How to build an IP infringement Risk Management Plan](#)

Have you seen our new IP insurance guide?



[Click Here](#) to download a copy!

Please contact us if you  
have any questions

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