



# Patent Infringement Insurance

How to Sell



Insurance | Risk Management | Consulting

The Gallagher Way.  
Since 1927.

ajgcyber.com

Your clients have questions.

The following exchanges will equip you with the answers.

## **Is patent litigation really considered a business risk?**

Yes, it is. In the last eight years, more than 20,000 companies have faced patent infringement suits. Makers, users and sellers of technology are all at risk.

## **Patent insurance is really only needed for companies that have patents, isn't it?**

Plaintiffs can claim that the defendant's activities infringe on their patents, regardless of whether the defendant has patents of its own.

## **Isn't patent litigation on the decline?**

Look at it this way: as with anything else, litigation rates fluctuate with the times. Thousands of defendants are caught in these campaigns each year. Would your business be in a position to pay millions for a patent infringement lawsuit?

## **Doesn't patent insurance require lengthy applications and weeks of technical analysis to quote?**

With the Gallagher platform, quotes are just minutes away by answering a few simple questions. We've engaged a quality carrier that can precisely quantify and accurately price a company's risk.

## **Isn't patent insurance expensive?**

We offer premiums as low as \$2,500 for \$1 million in coverage.

## **Doesn't patent insurance have a limited scope?**

The Gallagher patent infringement solution caps a company's expenses and also saves time spent in litigation. It can even help avoid it altogether.

## **Aren't companies' lawyers best at dealing with patent litigation and proving non-infringement?**

Patent litigation can be a time-consuming and expensive process, often including significant legal expenses. Building on over 10 years of experience managing patent risk, our experienced claims and risk mitigation teams have helped save clients an average of 60% of out-of-pocket costs and 50% of time in litigation to date.

Assistance with counsel selection and access to preapproved panel counsel saves time and provides qualified legal support at reasonable rates. No other carrier offers this support or has comparable experience.

The information contained herein is offered as insurance industry guidance and provided as an overview of current market risks and available coverages and is intended for discussion purposes only. This publication is not intended to offer legal advice or client-specific risk management advice. Any description of insurance coverages is not meant to interpret specific coverages that your company may already have in place or that may be generally available. General insurance descriptions contained herein do not include complete insurance policy definitions, terms, and/or conditions, and should not be relied on for coverage interpretation. Actual insurance policies must always be consulted for full coverage details and analysis.

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