

## **Introducing Intellectual Property Rights Insurance**

Intellectual Property is one of your most valuable assets. In today's business world, protecting those assets against third party infringement can be both complex and expensive. The same is true when it comes to protecting yourself against claims from others that you have infringed upon their patents, trademarks or other forms of intellectual property.

Our policy works in two vital ways. Firstly, it provides comfort to all stakeholders in a business that infringement allegations can be defended efficiently and without affecting the bottom line unnecessarily. It also protects a company's investments in intellectual property by affording it the opportunity to pursue infringers as this course of action is sometimes necessary to retain the value of business.

## **Broad Cover**

Our innovative insurance product covers companies of all types for their intellectual property infringement exposures. Features Include:

- Comprehensive cover for all intellectual property, including patents, trademarks, copyright and trade secrets
- · Covers all products and services of the insured
- Legal costs of defending infringement allegations and the payment of damages or settlement awards
- · Legal costs of pursuing an infringer and the cross-undertaking of any damages arising from doing so
- · Cover for contractual obligations to indemnify licenses of customers
- Cover for directors and officers as joined defendants
- Business continuity during infringement action
- Product recall due to infringement action
- Currently suitable for any non-US domiciled company
- Worldwide cover as standard

## **Limits, Excess and Premiums**

- Limits of liability available up to £10,000,000
- Excesses available from as low as £10,000
- Premiums start from as little as £5,000

## **Our Service Commitment**

We recognise that companies want to buy their insurance quickly and simply. That's why at Maxima, we will handle your enquiry efficiently and seek to meet your insurance requirements.