

## **Intellectual Property: Elusive Opportunities and Emerging Threats in a Rapidly Evolving Landscape**

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# Intellectual Property Insight

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- Copy of these slides
- Recording of this webinar
- IP whitepapers, sponsored by OneBeacon
  - "Intellectual Property Risk Management: IP Valuation and Protection"
  - "Thriving in the Idea Marketplace: Protecting IP from Escalating Threats"
  - "The Battle to Survive the Digital Age: Monetizing Online Information"
- Major IP lawsuits and details (fee)

## Today's Panelists



Paul Romano, OneBeacon President



Michelle Worrall Tilton, Vice President and Product Manager, Media Liability



David Molitano, Vice President, Tech and Miscellaneous E&O Division



Blake Keating, Assistant Vice President, Media Professional Liability Claims

## What is Intellectual Property (IP)?

**Products of the mind that enjoy certain property rights**

- Patents
- Copyrights
- Trademarks
- Industrial designs
- Trade secrets.

***According to the World Intellectual Property Organization (WIPO), investment in knowledge creation has more than doubled in the past 15 years, rising to \$1.1 trillion in 2009.***

## Threats to IP

- Inadvertent infringement
- Theft
- Piracy
- Counterfeiting

***According to the International Anti-Counterfeiting Coalition, counterfeiting is a \$600-billion-a-year problem.***

## Protecting IP

### Legal protections:

- Patents
- Copyrights
- Trademarks
- Industrial designs
- Trade secrets
- International protection available through various treaties, agreements and registration mechanisms

## Protecting IP

### Risk management:

- Keep IP out of the wrong hands
  - Control access
  - Conduct due diligence of potential partners
- Use DRM and other protection mechanisms
- Record copyrights and trademarks with U.S. Customs and Border Protection
- Be relentless in attacking IP piracy

## Monetizing Information

**Challenge: Making a profit from information online when many consumers expect it to be free.**

- Internet-based publishing, broadcasting and search portals
  - 2,300 companies; \$34 billion annual revenue
- Competition from free online information, often pirated
  - Need to diligently protect information and combat piracy
  - The Pirates Bay a recent high-profile example
- Varied and innovative business and revenue models
  - Subscriptions, advertising, sponsorship, “pay-per-view,” “cost-per-click,” etc.



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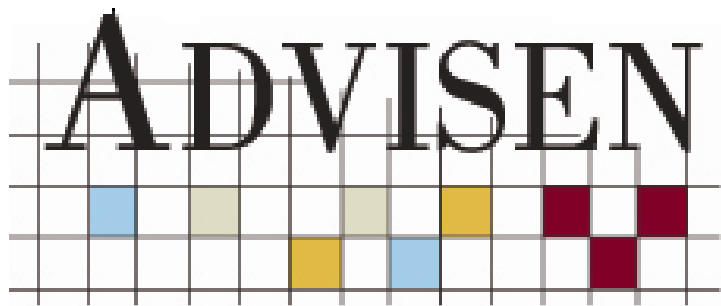


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