

CASE STUDY

How HUB Helped an International Technology Company Protect and Defend Its Intellectual Property

Executive Summary

A large, international technology company was interested in raising capital through alternative risk and collateral protection strategies utilizing the company's patents and intellectual property. HUB was able to review the company's current and future patents to determine overall patent strength, infringement risks and insurability. The results of the infringement risk study highlighted areas of concern that would impede the ability to leverage the patents to secure capital while identifying ways to minimize risk to the company. HUB provided a stand-alone patent enforcement policy option and executive guidance on future patent development and protection.

INDUSTRY: Technology
OPERATIONS: Offices in the US and Canada with operations in India
LOCATION: SILICON VALLEY, CA

CHALLENGE

HUB discussed the potential to insure the patent(s) in order to access capital at a more attractive cost. In researching the strengths of the patents, concerns surfaced that the patents may not have been as strong as company initially believed. There was an increased risk to patent infringement and the need to protect intellectual property. Additionally, the CFO believed that their long-standing insurance partner had appropriate coverage in place to protect the company's patent and intellectual property; however, HUB identified a significant coverage gap in their policy.

SOLUTION

The HUB team worked with the CFO to conduct a complete patent and intellectual property assessment, which outlined program deficiencies and opportunities to strengthen their balance sheet. HUB provided a stand-alone patent enforcement policy option and executive guidance on future patent development and protection.

RESULTS

With this new patent and intellectual property strategy and plan, HUB was able to provide alternative options to raise capital and strengthen the company's balance sheet. Additionally, HUB has been appointed as the strategic risk advisor and broker to ensure no other gaps in coverage remain while offering a more strategic approach to their risk management.

At HUB International, we advise you on how to enhance your EPS (Earnings per Share) by focusing on your most critical assets: Employees, Physical Assets and Stakeholders.



Key Risks



Obstacles To Growth



Key Assets