

Intellectual Property Solutions

Redefining the Business of Intellectual Property

With \$19 trillion, or nearly 85% of the value of the S&P 500 represented by intangible assets, investment in intellectual property has changed the global landscape across industries and regions. Many companies, however, have been slow to adopt new approaches to managing and valuing their intellectual property portfolios in a manner that fully captures value.

Aon Intellectual Property Solutions helps clients protect and maximize their most valuable asset in today's business world—their intellectual property. Aon brings the best minds and strong analytical tools to provide a comprehensive approach to intellectual property strategy, valuation, and risk management across a client's business. We go beyond looking at the legal frameworks to align current and future intellectual property assets with a business' overarching strategy.

Aon Intellectual Property Solutions

IP Strategy

We work with you to enhance enterprise value by creating an IP-based value creation strategy that aligns with your business strategy, and we help you communicate that enhanced value to investors. Whether your firm is anticipating acquisition activity, raising capital, preparing for an IPO or evaluating other market-driven events, we develop value capture programs designed to optimize your IP's contribution to the event's success.

Risk Management

From assessing the likelihood and potential impact of 3rd-party claims, to analyzing potential loss of IP and its financial toll on your business, to understanding the competitive IP landscape, we provide a full range of risk management solutions to secure your intellectual property portfolio. Our Risk Management services include:

- Patent portfolio quality assessment
- Competitive IP landscape analysis
- Patent asset benchmark analysis
- Deep dive assessment and relative valuation of IP portfolios of M&A targets
- Third-party intellectual property claims assessment

IP Valuation

Leveraging a proprietary analytics platform, we assess and value your intellectual property portfolio in an accurate and timely manner to support a variety of capital management efforts, including IP-backed financing, risk transfer strategies, and IP asset monetization strategies. Aon can:



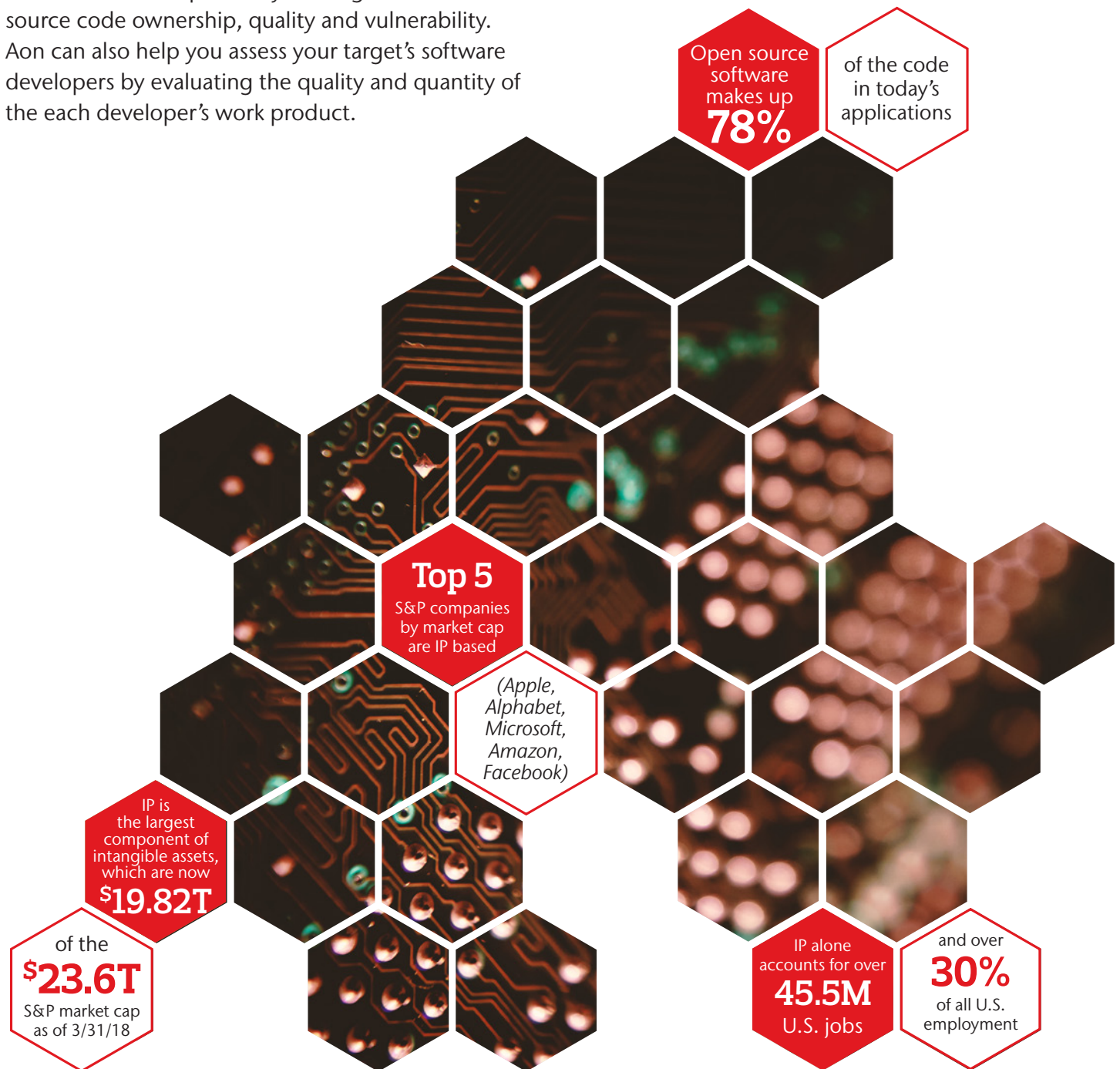
Analyze current intellectual property valuation, including applying a deep qualitative understanding to the assets to develop cost, market, and income valuation models



Support efforts to obtain financing from traditional and alternative lenders

Source Code Diligence

Buying a software company represents unique risks around the source code being purchased. Through a rigorous process, Aon examines your target's source code to help identify red flags around source code ownership, quality and vulnerability. Aon can also help you assess your target's software developers by evaluating the quality and quantity of the each developer's work product.



The Aon Advantage: Our Team

Our clients have access to some of the brightest and most creative minds in the Intellectual Property industry. Working closely with you, we help clients redefine their approach to maximizing intellectual property portfolio value.

Lewis Lee

*CEO | Global Head
Intellectual Property Solutions*

Lewis is ranked as a top 300 IP Strategist and a top 1000 Patent Attorney worldwide by Intellectual Asset Management Magazine (IAM). He was co-founder of nationally recognized IP law firm, Lee & Hayes, pllc. Over his 30-year career as a patent lawyer, he has focused on helping clients build global IP portfolios that enhanced enterprise value. He has also innovated software tools that leverage IP data analytics to help clients assess and value IP portfolios, develop worldwide IP strategies, and ascertain strategic and competitive IP positions. Lewis is a recognized thought leader, inventor, and author.

Dennis Gaughan

Chief Strategy Officer | Intellectual Property Solutions

Dennis helps develop, communicate, and implement the group's strategies so that all stakeholders understand its strategic plan and how it carries out the group's goals. He has over 25 years of experience in finance, law, and public service. Dennis was previously a law firm partner representing Asian financial institutions, a hedge fund manager that built and implemented the strategies of the business while managing operational and portfolio risk, and a CIA case officer.

Dan Crouse

*Senior Managing Director |
Chief Intellectual Property Officer
Intellectual Property Solutions*

Dan is ranked as a top 300 IP Strategist by Intellectual Asset Management Magazine (IAM). He is an intellectual property attorney with over 30 years of experience advising clients on IP strategy and assisting them in developing and managing their IP assets for optimal business return on investment. Dan served as Deputy General Counsel at Microsoft where he managed the Microsoft Patent Group and was one of the key architects of the original Microsoft patent portfolio development strategy.

Brian Hinman

*Senior Managing Director | Chief Innovation Officer
Intellectual Property Solutions*

Brian is ranked as a top 300 IP Strategist by Intellectual Asset Management Magazine (IAM). With more than 30 years of experience in the field of innovation and intellectual property, he has held various positions within Fortune 50 companies and large multi-national corporations. Most recently, Brian served as Chief Intellectual Property Officer and CEO, Philips Intellectual Property and Standards, for Royal Philips in the Netherlands. Brian is a recognized global leader in IP, having held positions as Vice President of IP and Licensing for IBM, Verizon, and InterDigital, and is also an entrepreneur, having founded Allied Security Trust and co-founded Unified Patents.

Poh Chua

*Senior Managing Director | Head of Asia
Intellectual Property Solutions*

Poh is ranked as a top 300 IP Strategist by Intellectual Asset Management Magazine (IAM). He is a sought-after patent attorney and adviser on international transactions, advising on matters regarding intellectual property, M&A, joint ventures, integration of newly acquired subsidiaries and investment in new technologies. Poh served as General Counsel and Chief IP Counsel to Geely Automotive Group in Hangzhou, China, as well as TCL Multimedia in Shenzhen, China.

Stu Stiles

*Senior Managing Director | Chief Operating Officer
Intellectual Property Solutions*

Stu is ranked as a top 300 IP Strategist by Intellectual Asset Management Magazine (IAM). Most recently, he served as the CEO of IP Street, Inc, a big-data software as a service-based IP analytics company, which provided the portfolio quality foundation to assessing and valuing intellectual property. Prior to IP Street, Stu was CEO of Ecova and for more than 25 years, he has held senior management positions in several other companies.

Contact Us

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About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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