

An aerial photograph of a beach. The top half of the image shows turquoise water with white foam from breaking waves. The bottom half shows a wide, sandy beach with a warm orange-brown hue. A small, dark square object is visible on the sand near the water's edge.

amplisure

Amplisure

**Australasia's leading team of intangible
asset risk and insurance advisors.**

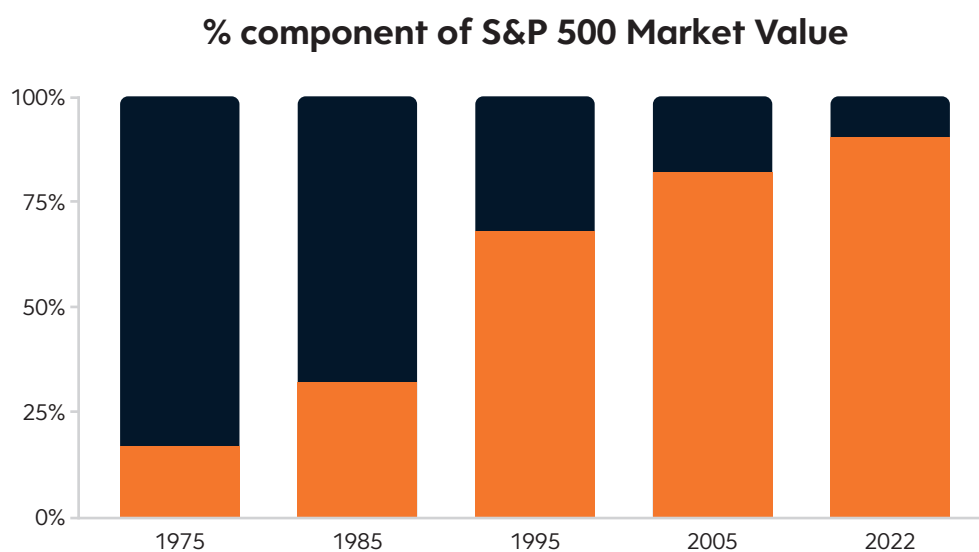
www.amplisure.com.au

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Why Intangible Assets Matter.

Most companies can easily track their office equipment and company cars. But when it comes to something far more valuable - intangible assets - many don't know where they stand. This leads to both missed opportunities and hidden risks.



Intangible assets are the backbone of most organisations - from fast-scaling start-ups to market-dominating multi-nationals. From 1975 to 2022, the relative market capital of intangible assets has increased from 17% to around 90%!

“Intangible assets often represent 90% of the value of a company, yet typically only tangible assets are insured. This means companies could be putting 90% of their enterprise at risk.”

- Meena Wahj, Amplisure



About Amplisure

How will intangible asset insurance shape your growth?

At Amplisure, our mission is to create the most seamless and intuitive experience for quantifying, purchasing and administering intangible asset insurance. Our online portal and platform makes it more convenient for you to manage your policies.

Our team includes patent attorneys and intangible risk specialists that intimately understand intangible assets (intellectual property (IP) and intellectual capital). This has allowed us to grow into a leading insurance risk management team.

Intellectual Property

- Patents
- Trademarks
- Designs
- Copyright

Intellectual Capital

- Trade Secrets
- Know-How
- Software
- Data

Who we work with

- Inventors, SMEs, Multinationals
- Professional Firms
- Insurance Brokers

Amplisure's exclusive relationship with specialist underwriters from Lloyds of London makes our service bespoke and cost-effective. We are able to broker tailored insurance products for clients ranging from individuals to large multinationals.

Amplisure is an independent company and does not provide IP filing or legal services.

Call us on **1300 681 610** or visit **www.amplisure.com.au**

How it Works.



Our Products

IP is complicated, and that's why it is essential to partner with an IP insurance broker firm that understands intangible assets and the latest insurance products. We partner with inventors, SMEs, multinationals, professional service providers, and other insurance brokers.

Our insurance policies can be tailored to suit your client's needs but will generally cover costs for enforcing or defending IP actions. For policy holders, our policies allow you to be represented by your IP firm, and for IP service providers, our policies allow you to represent your client.

Pricing

A common misconception is that insurance for IP is expensive. As Australasia's only dedicated IP insurance broker firm, we can identify premiums as low as \$5,000 per year for \$500K - \$1m coverage.

If you are concerned that your IP may be targeted by copycat products and you cannot afford to stop them, please contact us today.

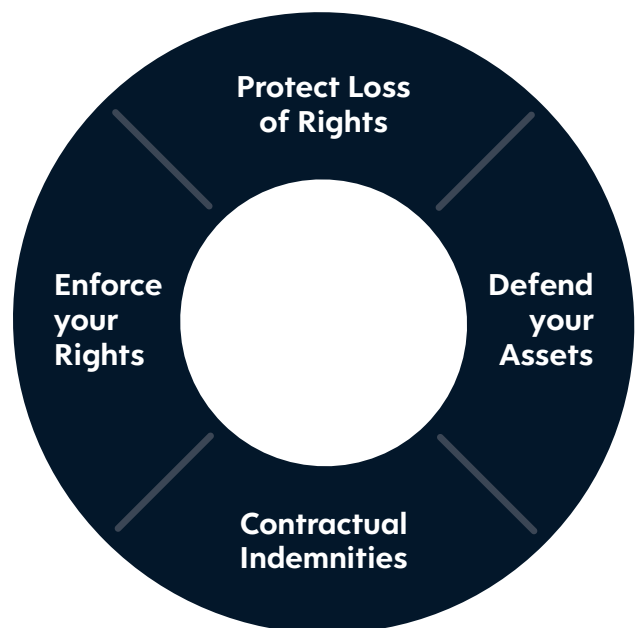
We will tailor a solution that fits you and your budget.

Our Products

The Pillars of Protection.

Assets you can protect with IP Insurance

- Patents
- Trade Marks
- Designs
- Copyright
- Trade Secrets
- Know-How
- Software



Enforce your Rights

Cover for expenses paid in enforcing your rights against third parties. This includes adverse and assertion costs, as well as counterclaims.

Contractual Indemnities

Monetary payment for the loss of income incurred from contractual termination.

Defend your Assets

Cover the costs of defending IP claims brought against you, including legal costs, damages, and counterclaims.

Protect Loss of Rights

Monetary payment if you lose IP rights due to invalidation or an injunction imposed against you.



Why IP Insurance.

Managing intangible assets has never been more important.

Secure cash flow

Litigation is expensive and can have a detrimental impact on a business. Our IP insurance policies can cover the cost of litigation, allowing you to defend your rights. Being able to afford to enforce your rights increases your competitive position.

Our logo - your protection

We can provide a certification label & logo to add to your marketing literature to indicate to potential infringers that you have an insurance policy in place. This makes third parties aware that resources are available to defend and enforce your IP.

Reassures lenders and investors

IP insurance is a great way of giving confidence to your investors and lenders. It shows sophistication and planning around your intangible assets - something most organisations struggle to manage. IP insurance also gives lenders comfort that resources are available to defend, protect and enforce your IP rights.

Leverage agreements and negotiations

IP insurance enables you to leverage a strong position when negotiating a deal or agreement, or when you are in litigation. The benefit of an insurance policy is that you are less likely to have to settle on unfavourable terms. Negotiating and litigating from a position of strength can also generate better licensing opportunities and negotiation terms.

Indemnify customers and licensees

Licensees and customers often expect you to indemnify costs of intellectual property disputes. IP insurance provides peace of mind and often gives access to much larger customers and markets that have legal requirements for insurance.



How it Works.

Obtaining Cover

1. Contact us (1300 681 610)
2. Submit online application (www.amplisure.com.au)
3. Proposal of terms provided
4. Bind coverage

Maximise no claim bonus opportunities by obtaining coverage early.

Making a Claim

1. Contact us
2. We liaise with underwriter
3. We receive underwriter approval
4. Insurance claim approved

Our Network

Amplisure is part of the Rapid360® network – a curated alliance of closely collaborating and deeply experienced expert providers working together to accelerate your entire commercialisation process. Rapid360® lets you benefit from true experts working from a common and secure framework.

Visit www.rapid360.com.au.

Our Team.

Meena Wahi - Director



Meena is a nationally recognised insurance advisor with extensive experience in providing risk solutions and insurance advice to innovative Australian businesses and SMEs. Her experience has seen Meena quoted in articles from LexisNexis, the Company Director Magazine, and the Wall Street Journal. Meena has firsthand experience in the research of IP insurance markets in London along with well established underwriter relationships. She has been instrumental in having IP insurance tailor made to the Australasian market in partnership with London underwriters.

Matthew Yeates - IP Advisor (Non-executive Director)



Matthew has over a decade's worth of experience in technology development and intangible asset management, and has been awarded IAM 300 as being a world leader in intangible asset management. His experience spans various industries including consumer goods, retail, oil & gas, consumer electronics, mining, construction, software, insurance and pharmaceuticals. He operates where finance, business, intellectual property and legal meet – driving technology-focused capabilities through frameworks and monetisation strategies. Matthew has worked for some of Australia's largest IP firms.

If you are concerned that your IP may be targeted by copycat products and you cannot afford to stop them, please contact us today. We will tailor a solution that fits you and your budget.



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