



## **Introduction to Intellectual Property Insurance**

### **Course Description**

This course provides an excellent introduction to the risks relating to Intellectual Property. It includes an analysis of the risks involved, the legal background, and the insurance products available.

### **Target Audience**

The course will be of interest to brokers, insurers and lawyers who wish to develop a more technical knowledge of the law and insurance practice relating to Intellectual Property risks.

### **Course Objectives**

On completion of the course the delegates will:

- understand the legal background and various types of intellectual property risk;
- understand the rights, risks and exposures relating to intellectual property;
- be familiar with the types of cover available;
- be aware of the factors insurers consider in the assessment and pricing of risk.

### **Course Content**

- What is intellectual property
  - Patents
  - Trademarks
  - Copyright
- Types of intellectual property risk
- Defending rights and enforcing rights
- Coverage – defence costs, reimbursement and infringement abatement
- Proposals and underwriting considerations
- Policy Forms

### **Trainer Jonathan Besso-Cowan BSc MBA PhD FCII**

Dr Jonathan Besso-Cowan is a business trainer, academic and entrepreneur in insurance. He has specialised in non-marine insurance, reinsurance and accounting training and has published material on regulation at Lloyd's and risk management. Educated in music (Guildhall), chemistry (Manchester) and business (London Business School and New York University), he entered the insurance broking sector in the City in 1980 receiving his FCII in 1982. He was for many years a Registered Insurance Broker and became Chief Executive of a Lloyd's Broking firm. Recently he obtained the Investment Management Certificate of the UK Society of Investment Professionals and is registered by the FSA for Discretionary Fund Management. His PhD, on dilemma resolution in intercultural management teams, was awarded in 2003 by Cranfield University.

**Duration** Half day

**Date** 12<sup>th</sup> October 2010

**Time** 9.30 am – 1.00 pm

**Venue** IMC Training Rooms, 16 St Clare Street, London EC3N 1LQ

**Fee** **£195.00 +VAT** (including refreshments and buffet lunch)

**Bookings** To reserve a place on this course please contact Tony Gregory  
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