



Crown Jewel® Protector (CJP)

The World's First Trade Secret Insurance



According to Ocean Tomo, 90% of the value of the S&P 500 (estimated at \$38 Trillion) is said to be intangible/intellectual property assets. Trade secrets are the fastest growing and most critical intellectual property asset category, yet there has been inadequate emphasis on identifying, managing, and protecting those assets in a meaningful way. Crown Jewel® Insurance has developed a formal Trade Secret Asset Risk Management (TSARM) process, including a ground-breaking first-party insurance coverage- a game-changer in the insurance industry!

- **Pre and Post Loss TSARM:**

- Identification and tracking via blockchain
 - Blockchain creates a perfect record, available instantaneously, used to support the grant of a TRO or ex parte seizure, and also used in litigation if necessary. Currently, many cases get dismissed pretrial due to lack of proper documentation/evidence, which this software cures.
 - The Discovery process is drastically shortened and the insured can save 50% or more in litigation expenses by using this system properly.
- Security & enforcement assessment/recommendations
- Fair Market Valuation
- Dark Web Monitoring
- Claims management, IP enforcement and litigation services
 - In cases where one or more experts were used, the average damages were approximately \$24 million versus only \$4 million when no expert was used.

- **Key Benefits:**

- Insurance coverage provides critical financial protection in the event of misappropriation of a company's most valuable assets.
- Trade secrets are MONETIZED:
 - Increasing the overall value of the company.
 - Allowing for lenders and investors to deploy capital using these assets backed by insurance proceeds as collateral (During M&A Transactions or stand alone).
- Reduces litigation time and expense.
- Funds enforcement expenses.
- Provides visibility and protection to company Boards, Executive Leadership and investors.

What is a Trade Secret?

All forms and types of financial, business, scientific, technical, economic, or engineering information, including patterns, plans, compilations, program devices, formulas, designs, prototypes, methods, techniques, processes, procedures, programs, or codes, that

- The owner thereof has taken "reasonable measures" to keep such information secret –and–
- The information derives independent economic value, actual or potential, from not being generally known, and not being readily ascertainable through "proper means".

Trade Secret Misappropriation - Median Cost to litigate a single IP asset⁴

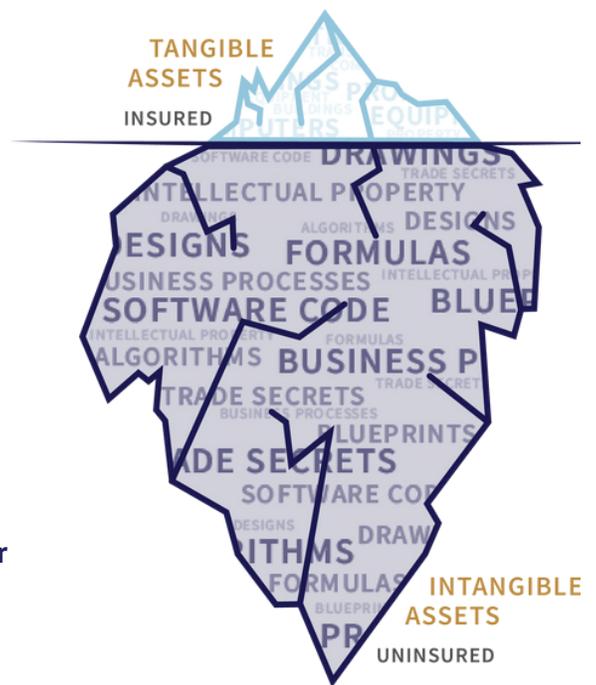


- Average time to litigate is 2.7 years and the average cost is \$4.1 million (in cases \$10-25 mil at risk) (AIPLA 2021 Economic Survey).
- The largest trade secret verdict of 2022: \$2 Billion (Case: PPG Indus. v. Jiangsu Tie Mao Glass Co)
- Federal court trade secret claims increased from 476 claims in 2016 to 1,008 in 2020. (2020 Stout Report)
- Plaintiffs prevailed at trial only 68% of the time. (2020 Stout Report)

Graph Source: AIPLA 2021 Report of the Economic Survey

Crown Jewel® Insurance has divided the TSARM Process into two phases:

- Phase 1 is a Trade Secret Risk Management Audit which is designed to help clients identify assets which may qualify as trade secrets, value those assets, assess legal/technical security, and determine the limits of insurance potentially required.
- Phase 2 is ongoing security monitoring and CJP Trade Secret Insurance placement. Our bespoke policy wording alleviates funding constraints following a crisis event. The policy pays for our expert resources to provide mitigation services and/or to indemnify the insured for the pre-agreed value of the covered Trade Secrets if they are misappropriated.



Trade Secret Risk Management Audit (Phase 1)



Benefits of Completing Trade Secret Management Audit Phase 1

- Trade Secrets identified and documentation ready to use as evidence if misappropriation occurs
- Expert valuation of IP assets immediately increases company value
- Provides transparency and protection to Senior Leadership and the Board e.g. oversight responsibilities
- Increases confidence of potential buyers around security and viability of IP assets

Next Up Phase 2: Risk Mitigation and Litigation Readiness

- Security Scan/ Dark Web Monitoring
- Threat Assessment
- Negotiation and placement of Crown Jewel® Trade Secret Insurance
- Post Breach
 - Forensics/Investigation
 - Asset Recovery
 - Litigation
- Post-breach expenses are paid for as part of the insurance premium