



## **Camberford Law Intellectual Property Launch**

**24th February 2010** FirstAssist Legal Protection have today announced the launch of a new Intellectual Property Scheme in partnership with Camberford Law.

This scheme has been developed utilising FirstAssist's technical expertise and it will provide clients with access to justice following the unauthorised use of their commercial innovations, concepts or trademarks which has resulted in financial loss.

The Intellectual Property Scheme is available exclusively via Camberford Law, further enhancing their extensive portfolio of specialist insurance packages for the broker market.

The Intellectual Property insurance market is currently underserved. By linking in with FirstAssist, Camberford Law can offer more choice to small businesses who need this cover. This is great timing for brokers seeking new revenue streams in the current economic climate and where client retention is ever more critical and dependent on the brokers' ability to recommend vital new services via Camberford Law.

Commenting on the new partnership Simon Carter, Director at Camberford Law, said:

"As businesses expand and develop new innovations to counter the effects of economic change and increased competition, it is more important than ever that they protect their intellectual property. Securing trademarks and patenting their innovations are important, but perhaps even more critical is the protection against infringement and illegal use.

The Legal Expenses scheme we have launched in partnership with FirstAssist means we can offer a range of clients the means to access justice, enabling them to protect their new concepts and ultimately their future success.

FirstAssist's exceptional customer service strengthens our proposition further by providing immediate, straight forward solutions to our clients in what is traditionally a complex area".

Andy Glynne, Head of Product and Pricing at FirstAssist said:

"We are delighted to further strengthen our longstanding relationship with Camberford Law in the IP market, enabling us to demonstrate our expertise in addressing the complexities presented by this niche area. We look forward to further developing the IP facility via Camberford Law whom have extensive experience in distributing non standard risks to their network of clients and sub-brokers".

This development is another example of FirstAssist's appetite to work with partners to develop propositions that meet their clients' needs.

**-Ends-**

**Notes to editors:**

FirstAssist is a leading player in 'Before the Event' legal expenses insurance. The firm provides legal protection products to insurers, banks, building societies, brokers, affinity groups and law firms

Products include:

- Personal and Commercial Before the Event Legal Expenses Insurance policies sold both stand alone and as part of home, motor, travel and commercial insurance and banking packages by some the UKs leading insurers, brokers and banks
- BusinessCare, a survival kit for business owners sold both stand alone and as part of a Commercial Legal Protection Package

**Registered Office information**

FirstAssist Legal Protection is a trading style of FirstAssist Legal Expenses Insurance Limited. FirstAssist Legal Expenses Insurance Limited is registered in England and Wales No. 6016173. Registered Office is: Marshall's Court, Marshall's Road, Sutton, Surrey SM1 4DU. FirstAssist Legal Expenses Insurance Limited is authorised and regulated by the Financial Services Authority. FSA register No. is 498099. FirstAssist Legal Protection policies are underwritten by Great Lakes Reinsurance (UK) PLC Registered in England and Wales No. 2189462. Great Lakes Reinsurance (UK) PLC is authorised and regulated by the Financial Services Authority. FSA Register No. is 202715..

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