

New Programs Aim at Preventing Patent Troll Challenges

Unified Patents, Inc. has announced the launch of two new programs tailored to startups: **Secured by Unified** and **Protect: Membership with Insurance**. Together, these products are intended to reduce emerging technology companies' risk of being targeted by costly patent litigation, such as from Non-Practicing Entity (NPE) or "patent trolls."

The first-of-its-kind Secured by Unified logo program lets any Unified member include a logo on its homepage indicating it is a Unified Patents member, and is thereby protected by Unified's patent assertion deterrence services. And with Protect: Membership with Insurance, Unified now offers a new membership tier for companies earning annual revenues less than \$20 million that provides many of the benefits of Unified's full membership at a fraction of the cost – and, most importantly, includes the world's least expensive patent litigation insurance, the company said **in a release**.

"Secured by Unified provides a smart solution for startups that have been lacking an efficient, effective and affordable way to deter against frivolous litigation from patent trolls," said Application Developers Alliance Acting President Jake Ward. "We hope this new program sends a loud and clear warning to NPEs that asserting dubious patents in Unified's protected zones comes with enormous potential downside, and that they should think twice before bringing a lawsuit."

Read the release.