

There's a Reason Leading Retail Companies Are LOT Network Members.



THEY DON'T WANT TO BE PATENT TROLL TARGETS...

Because of the convergence of retail and technology, patent trolls are able to target the retail sector **more aggressively** than before.



Experts predict that the new government administration is likely to strengthen overall patent rights – increasing the risks of being sued by a patent troll, also known as a patent assertion entity (PAE).

That's why so many leading retailers and their partners have joined LOT Network. LOT's unique approach of immunizing member companies against the patent troll threat makes it the **fastest growing, most cost-effective solution** out there.

...AND NEITHER DO YOU

Retail companies that haven't joined LOT are suddenly at a significant disadvantage. Why? Because trolls are already able to **isolate and target** those who aren't in the network, even suppliers. And the longer you delay joining LOT Network, the fewer assets you're protected against.

There is no downside: all the traditional uses of patents are unaffected by joining LOT Network.

MEMBERS INCLUDE

THE \$80B PATENT TROLL PROBLEM IS REAL	Nearly 1000 COMPANIES have transferred patents to patent trolls in recent years.	10K+ companies have been sued at least once by a patent troll.	The average cost of defending a patent troll lawsuit is \$3.2 MILLION.	Firms that are forced to pay a patent troll spend \$211 MILLION less on R&D.
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