

## **IPotential Names Bill Beyda as Chief Technology Officer**

**SAN MATEO, CA – July 30, 2008** – IPotential, LLC, the premier provider of complete intellectual property strategy and patent monetization services, today announced the addition of Bill Beyda to the executive team as Vice President and Chief Technology Officer.

Beyda is an experienced Silicon Valley executive with a distinguished 24-year career in engineering, technology, IP creation, patent licensing and portfolio management. He is also a prolific inventor holding 171 issued U.S. patents. Beyda will be responsible for spearheading IPotential's in-depth technical analysis efforts, including managing its extensive cadre of external technical experts in support of IPotential's three areas of business: Strategic Consulting, Patent Brokerage and Patent Licensing.

"Assisting innovators with getting the most from their patent assets requires a great deal of technical expertise as well as extensive experience in executing patent transactions," said Ron Epstein, CEO of IPotential. "Bill's expertise in managing innovation and technology, combined with his executive engineering experience, and decades of exposure to the invention life-cycle as both an inventor and a portfolio executive, uniquely positions him to understand and analyze our customer's inventions in the proper perspective."

"IPotential's compelling business model, demonstrated success and talented team made the decision to join an easy one," said Beyda. "I am excited to have the opportunity to increase the company's technology knowledge and bandwidth. We have the top legal, technical, and business talent available in the IP field which will allow us to deliver the results our customers deserve."

Beyda most recently served as Vice President of Technology and Innovation with Siemens Communications. Previously, he was Vice President of Research and Development for Siemens Communications nationwide. In both of these roles, in addition to inventing and managing complex engineering efforts, Bill was responsible for technical management of the Siemens U.S. patent portfolio and was involved in numerous licensing and patent sale transactions. He began his engineering career at ROLM, which was acquired by IBM, where he served in several technology and management roles.

Beyda is a Senior Member of the IEEE and the author of the text book, *Data Communication: From Basics to Broadband*, now in its fourth edition and in use at universities around the world.

### **About IPotential, LLC**

IPotential is the technology industry's premier provider of complete intellectual property strategy and patent monetization services. IPotential, founded in late 2003, is dedicated to bring the same level of experience and expertise in patent transactions and strategy as had previously been available only to the largest technology companies. Our management team has more than 100 years of IP strategy and transaction experience at leading Silicon Valley companies and law firms. Its brokerage service is the leading market maker for technology patents. With experience in buying, selling and licensing thousands of patents, IPotential helps its customers understand and navigate the complicated legal, business and technical process required to generate the maximum value of their patent portfolios. For more information, please see <http://www.ipotential.com/>.

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