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Press Release

Source: IPotential, LLC

Hill Branscomb and IPotential Announce Multi-million Dollar Patent Sale

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Portfolio covers DVD menu selection and web-based satellite image map use technology

SAN FRANCISCO--(BUSINESS WIRE)--Oil industry veteran and inventor Hill Branscomb today announced the multi-million dollar sale of a fundamental patent portfolio covering DVD scene selection and satellite image map navigation technology to an undisclosed buyer. The transaction, which was brokered by [IPotential, LLC](#), was made on behalf of Digital Video Structures, Inc. (DVSI) and Mr. Branscomb, the sole inventor of the portfolio. Terms of the purchase agreement were not disclosed.

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"I am very pleased with the successful sale of this patent portfolio," said Branscomb. "It is extremely gratifying to be recognized for the hard work and inventions captured by this portfolio and I'm grateful to IPotential for all of their diligent work locating the buyer and negotiating the sale."

IPotential, LLC, a leading provider of complete intellectual property strategy and patent monetization services, was the exclusive representative of the portfolio on Branscomb's behalf.

"A key IPotential goal is to provide individual inventors the opportunity to receive the recognition they deserve for their assets," said [Ron Epstein](#), the founder and CEO of IPotential. "We are very satisfied with the substantial and deserving sale price of Mr. Branscomb's unique portfolio, and we are proud to be a part of the negotiation and transaction."

Branscomb, an early innovator in the 1980's in the field of digital multimedia navigation and access, set out to develop a computerized visualization solution that would enhance his oil exploration and lease acquisition business by replacing the cumbersome manual mapping process. His resulting inventions provide the means to automatically assemble video images and multimedia data into a practical presentation format. Today, this technology is ubiquitous in the scene selection menus used on nearly all DVDs, and used by nearly all on-line mapping applications where users can click on a point on a satellite image, causing the map to be re-centered on that point and providing a zoomed-in image.

An early version of the patented solution Branscomb developed was used by the Atlanta Olympic Organizing Committee in presenting their successful bid for the 1996 Olympic Summer Games.

About Hill Branscomb

Branscomb's career covers a broad range of entrepreneurial business interests and technology developments, ranging from the oil exploration industry to multimedia presentations and entertainment. He devoted the first 10 years of his career to oil and gas lease acquisition and deal development. In 1987, he began innovative work that lead to the development of sophisticated software applications for use in the integration and presentation of multimedia data for use in the oil exploration industry. Branscomb was issued patents covering these inventions. Currently, his primary business focus is the development of oil and gas exploration deals.

About IPotential, LLC

IPotential is the technology industry's premier provider of complete intellectual property strategy and patent

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monetization services. Its brokerage service is the leading market maker for technology patents. With experience in buying and selling thousands of patents, IPBS helps its customers through the complicated legal, business and technical process of selling or buying patents. IPotential's management team has more than 80 years of IP strategy and transaction experience at leading Silicon Valley companies and law firms. For more information, please see <http://www.ipotential.com/>.

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