

IPotential Announces Record Patent Sales of \$104 Million in 2007 *Company Adds Two Senior IP Executives to its Staff*

SAN MATEO, Calif. – February 19, 2008 – IPotential, the premier provider of complete intellectual property strategy and patent monetization services, today announced a record year for its Patent Brokerage business in 2007, completing 29 transactions that produced more than \$104 million for its customers.

“With more than \$100 million paid to patent owners, including two transactions each raising more than \$10 million, IPotential is very pleased to deliver these outstanding results to our customers in 2007,” said Joe Chernesky, IPotential’s President and Chief Operating Officer. “With more than 110 separate patent sales and purchasing transactions completed since 2003, it is clear that we are now the clear leader in identifying the true value of technology patents and bringing those quality patents to the companies and patent investors who demand them.

“While last year’s results were outstanding, they are in line with a trend we have been watching for several years. Our results demonstrate that patent owners – investors, corporations and individuals – are now able to obtain significant monetary value from the sale of their patents and applications, and that they are no longer left with the unfortunate choice of having to either assert their patents or let the value of their patents go to waste.”

IPotential, founded at the beginning of 2004, 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, such as IBM, AT&T and Microsoft. In its consulting practice, IPotential assists companies in understanding how to use their patent holdings and their investments in patent programs to maximize shareholder value. Equally as valuable a service, IPotential works closely with its customers to fend-off unnecessary or unreasonable assertion licensing demands.

IPotential’s CEO, Ron Epstein, commented on the Company’s achievements in 2007, “I am delighted by the continuing success and the overall growth of our service offerings, including the tremendous results of our brokerage business, the increasing list of Fortune 500 companies which have turned to us for assistance in navigating the patent monetization marketplace and our growing licensing business. Our ability to consistently obtain great results for our customers, both in generating revenue from their patent portfolios and in reducing their exposure to others’ patents, is a result of our industry leading knowledge, experience and focus on bottom line results for our customers.

“In line with our unprecedented growth, we have added two more senior IP professionals to our staff. Zack Higgins joins IPotential as our Director of Patent Strategy and Analysis and Mark Wilson joins as our Vice President, Marketing and Business Development. The hiring of these two experienced professionals has been

one more step in IPotential's rapid growth over the last 12 months, which has seen IPotential grow from three professionals to 10. I would expect that we will continue to add top quality professionals to our staff as our business continues to grow and evolve."

Zack Higgins has 11 years of experience in patent strategy, analysis and litigation. Before joining IPotential, he was a partner at Kirkland & Ellis and an associate at Morrison & Foerster. Higgins managed all aspects of patent cases regarding diverse technologies for Fortune 500 and other companies. He successfully represented plaintiffs and defendants in a range of jurisdictions including the Eastern District of Texas, and helped secure total victory in the largest patent case in the history of the International Trade Commission. Higgins also counseled clients regarding patents and other intellectual property in contexts including licensing, potential litigation and patent portfolio analysis. He graduated from Harvard Law School, cum laude, and earned his B.A. in history and international studies from Yale University, cum laude, with distinction in both majors.

Mark Wilson is a seasoned Silicon Valley executive with more than 20 years experience in marketing, IP management and patent licensing. Prior to joining IPotential, he served as licensing director in Hewlett-Packard Company's IP Licensing group with emphasis in developing and managing outbound licensing programs. Before HP, Wilson was vice president, IP Management with PCTEL, responsible for assertion licensing, business analysis and portfolio management. Before his specialization in IP management, Wilson developed a broad and deep background in high technology marketing, product management and operations working with leaders in the computer and semiconductor industries. He held vice president positions at Quantum Corporation, IBM and Cirrus Logic. Additionally, he was a marketing director with Fujitsu America, VeriFone and NARUS, Inc. Wilson earned his MBA from Boston University and his BSEE from the University of Massachusetts.

About IPotential

IPotential is the technology industry's leading strategic intellectual property service provider. Its independent brokerage, IPotential Patent Brokerage Services (IPBS), is the 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. Its founders have more than 25 years of patent transaction experience at leading Silicon Valley companies. For more information, please see <http://www.ipotential.com/>.

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