

GLOBAL ELECTRONICS INDUSTRY PROFESSIONALS PLAN TO PURCHASE PATENTS OVER THE NEXT YEAR DESPITE RECESSION

San Mateo, Calif. – April 21, 2009 – An industry pulse, taken at the second annual Intellectual Property Symposium held on March 31 - April 1, 2009 in Silicon Valley, revealed that global electronics industry professionals plan to continue to buy patents despite the downturn in the economy. The poll of corporate, legal and engineering executives, from large, mid- and small-cap technology companies, who attended the symposium, was conducted jointly by IPotential, LLC. and Semiconductor Insights.

The survey revealed that tech companies are increasingly realizing the value of purchasing patents. While 32 percent of the respondents had purchased patents in the past year, 64 percent said that they were open to purchasing patents in the coming year, with 39 percent reporting that they plan to buy and an additional 25 percent considering the possibility.

When asked what the obstacles were to buying patents, the majority responded that access to quality patents was their biggest barrier, with price and due diligence being close secondary considerations.

“Companies are increasingly coming to realize that patents are more than an employee recognition program and something “lawyers do,” said Ron Epstein, Founder and CEO, IPotential. “Patents are financial assets that have the power to affect shareholder returns. With this realization comes a recognition that the failure to focus on patents in the past leaves real gaps in many companies patent portfolios, and that these gaps can be filled by patent purchases. Fortunately, in this economy, there are a lot of really good patents coming on the market that smart purchasers can get at very good prices.”

“No longer merely plaques to hang on the wall – patents are real business assets,” said Mike McLean, Vice President, Professional Services, Semiconductor Insights. “In recent years, we have seen most tech companies shift their patent strategies to include purchasing quality patents, as they are increasingly offered more buying opportunities from patent owners. Patent owners are frequently turning to brokers, such as IPotential and Semiconductor Insights, who offer the complex business, technical and legal expertise needed for selling patents in this emerging market.”

About IPotential, LLC

Based in Silicon Valley, IPotential LLC is the technology industry’s leading provider of complete intellectual property (IP) strategy and patent monetization services. Founded in 2003 to provide patent owners with the expertise in patent transactions and IP strategy as typically available at top multinational technology companies, IPotential has brokered over \$265 million worth of patents in over 137 transactions. The company serves patent owners of all types, including individual inventors, small to large enterprises, and private equity investors, worldwide. For more information, visit www.ipotential.com.

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