



PATENT BROKERAGE SERVICE



IPotential was founded to provide patent owners with access to the level of patent monetization expertise that was previously available only to large, established technology companies like IBM, AT&T and Microsoft. Today, IPotential is the world's largest patent brokerage. IPotential has closed more patent purchasing transactions, for more money, than any other patent broker, we believe. A large majority of our transactions close for over \$1 million, including four sales for over \$10 million each. IPotential is able to accomplish these results because we know what it takes to get the best possible price for patents.



IPotential is uniquely positioned to achieve the results that patent owners want and deserve, because we consistently deliver the three key elements required to get potential buyers to act:

- (1) **Access to buyers** - We put the patent purchasing opportunity in front of the actual decision makers (usually patent attorneys and technologists) at scores of potential buyers.
- (2) **Information** - We provide these decision makers with clear, accurate, and targeted information that details the scope of the patents, relevant products and the impacted revenue – information that is necessary to allow potential buyers to confirm (rather than determine) the value of the patents.
- (3) **Process** - We proactively identify and resolve any encumbrances or other issues that could affect the clear transfer of title - before the patents are offered to potential buyers.