

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.



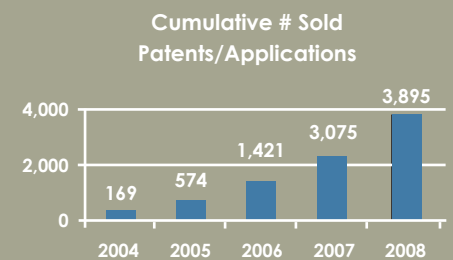
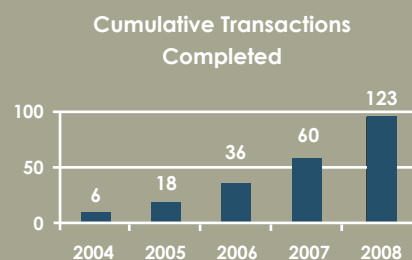
Contact Us: To discuss your patent monetization needs, or for more information on IPotential's world class, results-oriented patent brokerage services, please call **650.572.9500**, email us at **inquiry@ipotential.com**, or visit our website at **www.ipotential.com**.

Our expertise saves buyers precious time and budget in getting to a “yes” decision to purchase patents. With over 110 years of IP transactional experience in the technology industry, IPotential executives have formed direct relationships with the patent purchasing decision makers at hundreds of prospective buyers – including technology companies, patent investors, and licensing entities, etc., worldwide. We have developed the type of personal trust relationships that give us direct access to these decision makers, because we have worked closely with them for many years across hundreds of transactions.

Patents are complex business assets. A highly skilled integration of legal, technical, and business expertise is required to analyze and clearly articulate the value of your patents. IPotential has the know-how and resources required to complete this important analysis and present the results effectively to all prospective buyers. Our management team has extensive experience in all aspects of intellectual property strategy and management, which we developed through years of decision-making, line management roles at leading companies like Intel, Boeing, HP, Siemens and Brocade.

IPotential has achieved unparalleled success in getting the best price for patents, and our customers know it. Our customers recognize that we do indeed find the best price the market has to offer, because they work with us through our comprehensive sales process. That is why, over 98% of the time, our customers close the transactions we find for them. The best measure of a patent broker is its results – here are our key results:

- \$265,157,000 in transaction value since inception in 2003
- Seven transactions closed for \$5 million or more each, including four over \$10 million
- Over 3900 patents and applications sold
- References - many satisfied customers who are delighted to discuss their sales experience



IPotential works on a success fee basis, generally, where we receive a share of the value we create for our customers. We take on and own the process for understanding and demonstrating the value of your patents. We also pay for our costs associated with the sales process. Therefore, we are as selective about choosing the patents that we represent as you should be about choosing a broker.