

IPotential Announces 5th Consecutive Year of Record Patent Sales
Company Adds Senior IP Executive to Growing Silicon Valley Office

SAN MATEO, Calif. – January 29, 2009 – IPotential, the premier provider of complete intellectual property (IP) strategy and patent monetization services, celebrated its 5th year in business today announcing a record year for 2008 across its three lines of business:

Patent Brokerage Services - Completed our 137th patent sale transaction in 2008 producing a cumulative \$265,000,000 paid to patent owners since inception. The volume of completed sales represents a 30% growth in the total number of transactions completed year over year. We also saw the average sales price of transactions increase, with a growth of 42% in the number of transactions over \$2,500,000 and 33% growth in the number of transactions over \$10,000,000. The company continued its successful expansion in the Bankruptcy and distressed asset market, where the company brokered the sale of the Pilot Networking Services fundamental patent on the concept of a firewall for \$1,000,000 – 10X above the bid received by the Trustee prior to engaging IPotential.

Patent Licensing Services – Expanded the company’s licensing business with the signing of licensing management agreements with three new companies, including Fractal Antenna pioneer Fractus Corporation. The company is also increasingly working with companies seeking assistance to fend-off unnecessary or unreasonable assertion licensing demands.

Strategic Consulting Services – Increased the number of engagements by more than 22%, including several Fortune 500 companies and patent investors all seeking advice on how to use their patent holdings and towards maximizing shareholder value. IPotential’s leadership in IP strategy was demonstrated with the continued expansion of the semi-annual Chief IP Counsel Summit event, with the Chief IP Officers of over sixty companies participating.

“We are very pleased to deliver these outstanding results to our customers in 2008,” said Joe Chernesky, IPotential’s President and Chief Operating Officer. “We are passionate about ensuring our customers obtain the maximum price for their patent portfolios while bringing quality patents to the companies and patent investors who demand them most, further validating our position as the world’s leading patent broker.”

IPotential’s continued rapid growth in customers, monetization capabilities and patent transactions since inception in late 2003 is an indication of industry leadership and has solidified its role as a market-maker in the emerging, multi-billion dollar global patent market. The company has a solid track in each of the five years of its existence of attracting top talent and consistently obtaining great results for patent owners of all types, both in generating revenue for their patent portfolios and in reducing their risk exposure to others’ patents.

The company today also announced the addition of former HP executive Michael Pierantozzi to the executive team as Vice President of Corporate Development. Pierantozzi is an experienced technology executive and entrepreneur with a diverse 20-

year career in strategy, operations, technology, and IP management. He will be responsible for leading IPotential's new business development efforts and deliver strategic advisory services to customers worldwide. He will also play a key role in expanding IPotential's IP services value proposition.

"We are delighted to welcome Michael to our growing team," said Ron Epstein. "The company has experienced over 100% revenue growth year over year for 5 straight years, and we expect significant growth again in 2009. We are able to do this because we deliver real value to our clients, helping them get the most from their IP and helping them solve their IP issues. Our team of talented and experienced professionals is the difference. Michael's long track record in the tech industry and deep expertise in IP strategy and transactions at Fortune 500 companies will make a great addition to the team."

Pierantozzi joins IPotential from his independent IP business strategy consulting firm, Andiamo Associates where he focused on helping technology companies improve their IP management results. Previously, he served as Managing Director of IP Licensing Operations and Strategy at Hewlett-Packard Company. There, he implemented IP business strategies that contributed to HP's IP Licensing business, including the launch of an IP acquisition program and the formation of the Allied Security Trust to help the company defend itself against potential patent threats. Previously, he was an entrepreneur inside HP launching new businesses formed around patented innovations developed at HP Labs, including Internet Imaging and Computing Utility Services (i.e. "Cloud Computing"). He received his M.S. degree in Engineering from Stanford University and his B.S. degree in Mechanical Engineering from Drexel University.

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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