

## **IPotential Announces Record Month – Patent Brokerage Generates \$29.1 Million, Completes Eight Transactions**

**SAN MATEO, Calif.—(August 28, 2007)** -- IPotential, the technology intellectual property (IP) experts, today announced a record month for its Patent Brokerage business, completing eight transactions totaling \$29.1M during the month of July, bringing to a close the highest volume month in IPotential's four-year history.

"With nearly \$30M paid to the patent owners, including two transactions each raising more than \$10M, IPotential is very proud to provide our customers, the patent owners, with these outstanding results," said Joe Chernesky, IPotential's Chief Operating Officer. "While July's results were remarkable, they are in line with a trend we have been watching for several years now. Our results demonstrate that patent owners – investors, corporations, government, and individuals – are now discovering that they have the ability to obtain significant monetary value from the sale of their patents and patent 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's CEO, Ron Epstein, reinforced the success of the Patent Brokerage side of their business, "I am delighted by the continuing success and the overall growth of our Patent Brokerage division. Our ability to consistently obtain these kinds of results for patent owners is a result of our industry leading knowledge and experience. Our constant focus and dedication on results is only enhanced by our existing relationships with hundreds of patent buyers and our experience in articulating the value of each patent we represent to those potential buyers."

### **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 clients 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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