



IPotential Launches Patent Brokerage Services, Bringing Liquidity to Patent Marketplace

SAN MATEO – July 27, 2005 – IPotential, the leading provider of strategic intellectual property services, today announced the launch of IPotential Patent Brokerage Services (IPBS), the first independent brokerage that uniquely combines the requisite business, technical and legal expertise needed to help buyers and sellers complete transactions in the rapidly growing technology patent marketplace.

IPBS is bringing liquidity to a market that previously has been limited by the complexity of patents, the relative inexperience of most patent sellers, and the broad expertise required for proper valuation. Bringing together over 25 years of experience in patent transactions, IPBS helps sellers increase the likelihood of a sale and get the best price possible through its proven 5 Step process for selling technology patents. This process has allowed IPotential to achieve a superior track record of closing greater than 95% of its transactions as well as generating significantly higher prices over initial offers for its sellers.

“We engaged IPBS to sell a number of patents that were no longer strategic to our business,” said Amyl Ahola, CEO of TeraStor. “They knew the patent marketplace well and offered the patents to a number of companies that were interested in them. They took charge of the process from the beginning and successfully closed a transaction that exceeded our expectations.”

As the architects of the first corporate patent purchasing program while at Intel Corporation, and having assisted numerous other technology companies in developing their patent purchasing programs, the founders of IPBS understand from experience what buyers look for in technology patents. Before offering patents for sale, IPBS identifies those aspects of the patents that would attract the most interest. It then creates a

marketing program uniquely highlighting the value to relevant buyers and resolves issues that would make the patents less marketable. This significantly helps buyers by providing them with sufficient information to make a speedy decision as well as clarifying unknown variables that could reduce a patent's value.

“Most patent owners don't really understand all of the dynamics that determine the market value of a technology patent, and they don't have access to a multitude of prospective buyers,” said Ron Epstein, CEO of IPotential. “We apply our vast expertise and industry contacts to help buyers and sellers take advantage of the new patent marketplace. By clarifying the true market value of the patent, we are able to obtain the best price for sellers and uncover new valuable opportunities for 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 over 25 years of patent transaction experience at leading Silicon Valley companies. For more information, please see <http://www.ipotential.com/>.

Contacts:

Joe Chernesky
IPotential - www.ipotential.com
Phone: (650) 572-8825
E-mail: joe@ipotential.com

Ilene Adler
PR@vantage - www.pr-vantage.com
Phone: (415) 984-1970 x102
E-mail: iadler@pr-vantage.com