



Openshark Chooses IPotential Patent Brokerage Services For Sale of Wireless Technology Patents

IPBS's value added services result in a 60-percent higher price than original offer

SAN MATEO, CA. – September 13, 2005 – IPotential Patent Brokerage Services (IPBS), the leading technology patent brokerage, today announced that Openshark, Inc., a mobile email and messaging technology company, has selected IPBS for the sale of wireless technology patents. IPBS successfully closed the deal at a 60-percent higher price than what was offered before engaging IPBS.

Openshark chose IPBS after being approached to sell patents that were no longer of strategic importance to its business. IPBS thoroughly evaluated the patents in order to clarify their true market value and resolved issues that may have inhibited the final sale, such as prior art or joint ownership. This allowed potential buyers to more clearly see the patents' value and marketability. It also reduced potential risks to would-be buyers.

IPBS then, began marketing the patents to other possible buyers. By demonstrating the use of the patents in products currently on the market, IPBS was able to show the value of the patents and attract interest from multiple prospective buyers. Negotiations resulted in a final sale at a 60-percent higher price than the original offer.

“IPBS brings indispensable knowledge and vast industry contacts,” said Tony Tong, CEO of Openshark, “They managed the entire sales process from evaluation and marketing to negotiation and closing. We would not have been as successful without their help, I would certainly recommend them to others.”

“The Openshark sale shows, once again, that the marketplace for buying and selling patents is expanding rapidly and is a viable option for patent owners, large and small, to get real value from their patents,” said Joe Chernesky, COO of IPotential, “IPBS opens

the door to that marketplace, with unprecedented access to buyers and sellers as well as the business, technical and legal expertise needed to complete a patent sale transaction.”

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

(650) 572-8825

joe@ipotential.com

Jason Aiken

PR@vantage - www.pr-vantage.com

(415) 984-1970 x110

jaiken@pr-vantage.com