

The logo features the word "EXPONENT" in red, uppercase, sans-serif font, followed by "IP" in a smaller, grey, uppercase, sans-serif font. The text is centered within a horizontal grey bar. To the left of the bar is a large black left square bracket, and to the right is a large red right square bracket. A thin red circle is partially visible behind the left side of the grey bar.

EXPONENT^{IP}

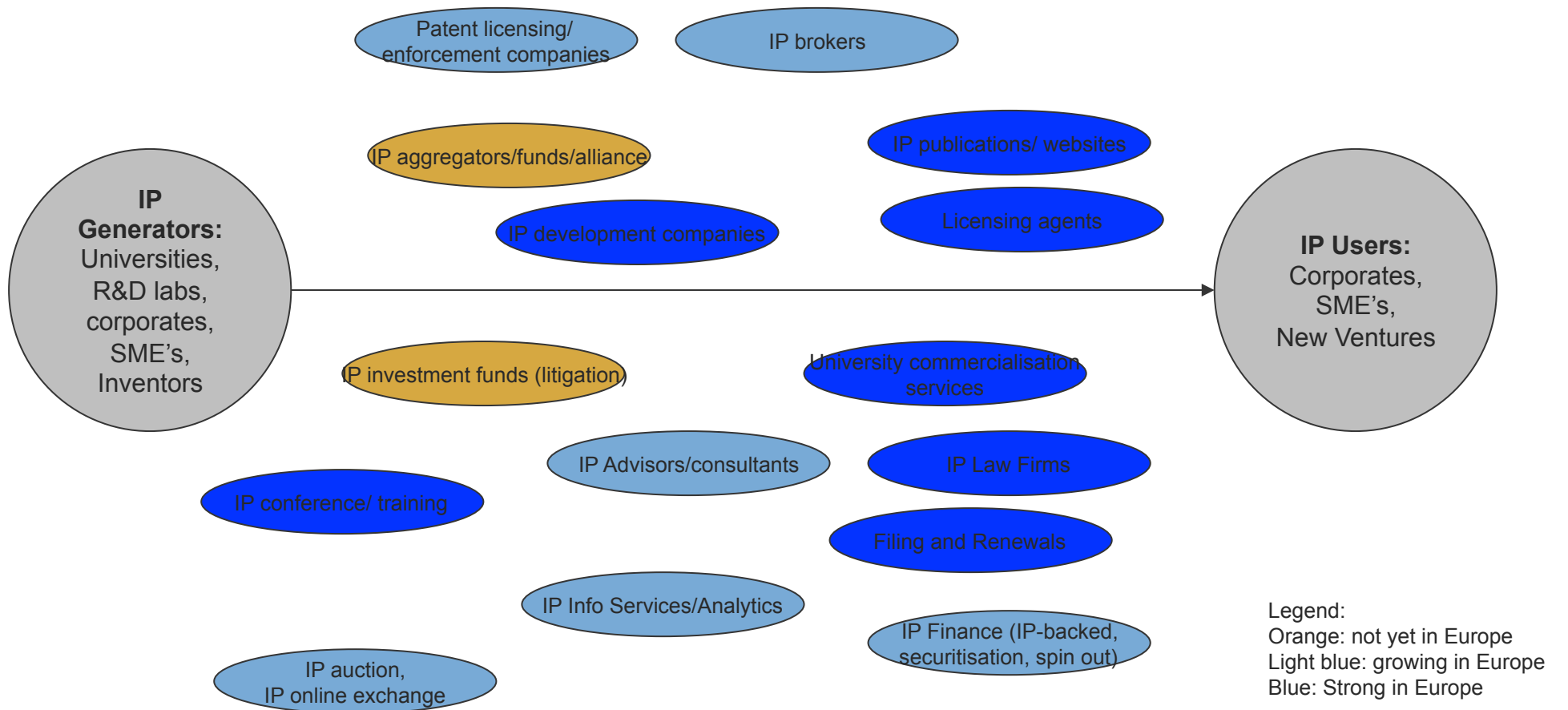
Managing IP Webinar

26 February 2009

[Exponent IP Ltd]

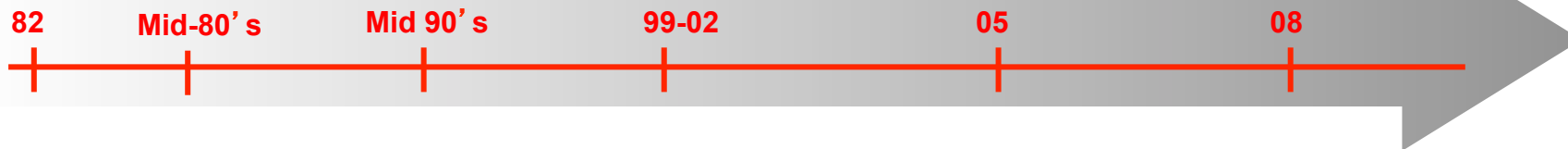
- We are a global IP transaction consultancy, with an Euro-centric slant
- We work alongside clients to achieve better value results from their IP
- We share risk and reward – hybrid fees and contingency
- Neither a pure consultancy nor a pure broker
- We offer an integrated approach for the pre-brokerage and brokerage stages

[The IP ecosystem]



[A changing IP market place]

- Little incentive to extract value from IP created by R&D as difficult to enforce patents
- 1982: Japanese companies start to dominate electronic industries and US strengthen court system to make better patent enforcement possible
- Mid-90' s: IBM licensing technology assets including patents. In 2002, IP licensing revenues at IBM reached \$1.5bn. Other follows
- 1998: Dow Chemicals, Ford, Dupont benefit from \$m tax saving through patent 'donation' .
- 05-: increased filings globally, increased litigations increase IP budget requires and lead companies to looking for efficiencies in portfolio management
- 05-: IP seen as another investment asset class an become tradable – funds, brokers



- Thorn-EMI buy Inmos in 85 for £50m, sell the company in 86 for an equity in SGS Thomson but keep IP rights and then license SRAM patents for £140m
- TI stick license its semiconductor portfolio to Japan – 10% royalties
- 99: Rembrandts in the Attic by Kevin Rivette and David Kline
- 99: Yet2.com, IP marketplace. QED licensing
- 00: Tech downturn
- 00: Intellectual Ventures start investing in inventions
- 00-02: Japanese firms start pro-active licensing outside Japan
- 06: First patent auction
- 07: Existing market and intermediaries make IP sale a real commercialisation option
- **08: Exponent IP**

[Services]

- Portfolio Triage
 - Categorisation of portfolio into core/non-core, licensable/sellable
- Licensing Candidate Generation
 - Generation of ‘warm’ licensing leads
- Patent Brokerage
 - Sale of patents to carefully selected and pre-qualified candidates
- IP Investor Finder
 - Assistance provided to companies looking for IP-centric investors