

Ocean Tomo Auctions Fall 2007 Sponsorship Program



OCEAN TOMO®
FALL 2007 LIVE
IP AUCTION
October 24th & 25th
Palmer House Hilton • Chicago

www.OCEANTOMOAUCTIONS.com

About the Auction

"3Com is very pleased with the efforts and results from the first two Ocean Tomo auctions. Ocean Tomo has staffed their auction team with a number of expert intellectual property professionals who bring many years of experience to the transactions. The Ocean Tomo staff does an excellent job of finding and delivering qualified buyers to the auction. As a seller of patents, their professionalism and expertise have led to two very successful sales of 3Com's patents."

—Richard Baker, Director of Intellectual Property Licensing, 3Com Corporation

"I have found previous Ocean Tomo auctions to be well worth attending, for several reasons. The attendees have included not only buyers and sellers of patents, but also outside lawyers, corporate officials, IP service providers, and many others. The auctions themselves have been first rate affairs, as have the accompanying banquet events. The workshops that predate the auction give good insights into recent trends in the law, particularly in the area of calculation of damages. Overall, the auctions have been watched closely by the U.S. intellectual property community."

—Allen E. Hoover, Attorney, Banner & Witcoff

Ocean Tomo Auctions has established itself as the leader in the live auctioning of Intellectual Property through the successful delivery of both its landmark event in April 2006, which resulted in over \$8.5M in transactions and the follow-on events in October 2006 and April 2007, which resulted in over \$23M and \$11M of transactions respectively.

The Ocean Tomo Live Intellectual Property Auctions have received considerable national as well as worldwide media attention, including features and appearances on CNBC, Bloomberg TV, *The Wall Street Journal*, *Barron's*, *Forbes*, *Red Herring*, *BusinessWeek*, *CNET* and many other publications.

Over 400 key decision makers in the intellectual property and financial communities attend the auctions and related IP workshops, including a unique blend of C-level executives, Fortune 500® company IP professionals, SMEs, savvy investors, professional inventors, IP thought-leaders and press. Past participants include large multinational companies such as IBM, Motorola, Honeywell, 3COM, Siemens, AT&T, Dow, Boeing, Kimberly Clark, BellSouth, Agere, Freescale Semiconductor, and many others.

Sponsorship of The Ocean Tomo Fall 2007 Live Intellectual Property Auction positions your company at the cutting-edge of innovation. It provides your company with exposure to over 100,000 intellectual property and investment professionals through our targeted mailings, strategic partnerships and unique on-site networking opportunities.

Few venues can provide your company direct access to key executives with approximately \$10 million to \$50 million dollars in buying power. Take advantage of this important business development opportunity to build relations with key clients and partners and network with the "Who's Who" of the global IP marketplace.

For further information on sponsorship or to create a customized sponsorship that meets the unique needs of your organization, please contact Wendy Chou at 312.377.4862 or wchou@oceantomo.com.

Level Sponsorship Packages

"[Patent auctions] with many different sellers and buyers is a new wrinkle in the increasingly complex and contentious world of intellectual property...The concept could forge a new path to profits for patent holders, short of resorting to the litigation that is often necessary to persuade infringers to pay license fees."

—*The Wall Street Journal*

"[The] NTP...case spotlights the often extraordinary value of intellectual property. But realizing the value in the vast patent collections of big corporations isn't always easy...Ocean Tomo may have a solution."

—*Barron's*

"The auction attracted a 'Who's Who of the intellectual property industry, as well as a lot of brokers new to the industry," reports Kevin Rivette, IBM's intellectual property strategy vice-president.

—*Notre Dame Business Magazine, Fall '07*

Platinum Sponsor - \$25,000

- Chairmanship of 1 workshop track, 3 strategic speaking slots and contribution to program development;
- Corporate logo and 100-word description with designation as Platinum Sponsor on all pre-event collateral;
- 2 full-page color advertisements in auction catalogue;
- Corporate banner ad displayed on event homepage and corporate logo and 100-word abstract on sponsor web-page with cross link to your company website;
- Email blast to your clientele promoting your company as an auction sponsor and offering a special discount to attend the auction;
- 15% discount off IP listing and registration fees for your company's clientele;
- 15 complimentary auction catalogues;
- 15 complimentary auction passes;
- 2 reserved tables at The Gala Dinner;
- Recognition of your company's contribution and support during the auction opening introduction;
- Corporate logo featured prominently as a Platinum Sponsor on all on-site event signage and corporate banner (where permitted) with your corporate logo displayed in highly visible area;
- 8' x 10' premium exhibit space; and
- Opportunity to distribute company materials and/or promotional products at event registration table or in welcoming packs.

Gold Sponsor - \$15,000

- 2 strategic speaking slots and contribution to program development;
- Corporate logo and 75-word description with designation as Gold Sponsor on all pre-event collateral;
- Full-page color advertisement in auction catalogue;
- Corporate logo and 75-word description featured as a Gold Sponsor on the sponsor web-page with cross link to your website;
- Email blast to your clientele promoting your company as an auction sponsor and offering a special discount to attend the auction;
- 15% discount off IP listing and registration fees for your company's clientele;
- 10 complimentary auction catalogues;
- 10 complimentary auction passes;
- 1 reserved table at The Gala Dinner;
- Corporate logo featured prominently as a Gold Sponsor on all on-site event signage and corporate banner (where permitted) with your corporate logo will be displayed in highly visible area;
- 8' x 10' premium exhibit space; and
- Opportunity to distribute company materials and/or promotional products at event registration table or in welcoming packs.

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Level Sponsorship Packages

"We're pleased to have been a part of Ocean Tomo's innovative business model to monetize and extract value from our intellectual property. K-C had the privilege of having the first technology lot sold in the "first ever live patent auction". We're glad we were among many best in class companies involved in a pioneering approach to create value from intangible assets."

—Kimberly Clark Worldwide

Event Sponsorship Packages

"The Ocean Tomo Patent Auction has created new challenges and new opportunities for companies who understand the importance of intellectual property. Such companies are now beginning to realize that factors critical to the success of their business must now be viewed within the context of a global marketplace for intellectual property."

—Lewis E. Hudnell, III, Principal, Fish & Richardson P.C.

Silver Sponsor - \$10,000

- 1 strategic speaking slot;
- Corporate logo and 50-word description with designation as Silver Sponsor on all pre-event collateral;
- Full-page color advertisement in auction catalogue;
- Corporate logo and 50-word description featured as a Silver Sponsor on the sponsor web-page with cross link to your website;
- Email blast to your clientele promoting your company as an auction sponsor and offering a special discount to attend the auction;
- 15% discount off IP listing and registration fees for your company's clientele;
- 8 complimentary auction catalogues;
- 8 complimentary auction passes;
- Corporate logo will appear as a Silver Sponsor on all on-site event signage; and
- 1 exhibit space with skirted 6' table.

The Gala Dinner Sponsor

Full Sponsor: \$30,000

Cosponsor: \$15,000

- Opportunity to make introductory remarks at The Gala Dinner;
- Corporate logo and 100-word description with designation as The Gala Dinner Sponsor on all pre-event collateral;
- 2 full-page color advertisements in auction catalogue;
- Corporate logo and 75-word description featured as The Gala Dinner Sponsor on the sponsor web-page with cross link to your website;
- Email blast to your clientele promoting your company as an auction sponsor and offering a special discount to attend the auction;
- 15% discount off IP listing and registration fees for your company's clientele;
- 10 complimentary auction catalogues;
- 10 complimentary auction passes;
- 2 reserved tables at The Gala Dinner;
- Corporate logo featured prominently as The Gala Dinner Sponsor on all on-site event signage and corporate banner (where permitted) with your corporate logo displayed in highly visible area;
- Opportunity to distribute company materials and/or promotional products at The Gala Dinner; and
- 1 exhibit space with skirted 6' table.

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Event Sponsorship Packages

“Ocean Tomo’s auction has generated a great deal of interest in public auctions...for monetizing patent assets, by creating a more liquid and public marketplace in which patents can be sold...[Public patent auctions] unquestionably signal a strong interest ...in the development of a robust public market for patents.”

–*The National Law Journal*

“ Traditionally, patent deals have been shrouded in secrecy and burdened by steep transaction costs. The primary method of extracting value...has been licensing patent rights, [which is] often arduous and...expensive. Auctions could help foster the emergence of a liquid market for buying and selling patents.”

–*BusinessWeek*

VIP Reception Sponsor

Full Sponsor: \$15,000

Cosponsor: \$7,500

- Ability to extend invitations to 15 guests to the exclusive VIP reception prior to the Gala Dinner;
- Corporate logo with designation as the VIP Reception Sponsor on all pre-event collateral;
- Full-page color advertisement in auction catalogue;
- Corporate logo featured as the VIP Reception Sponsor on sponsor web-page with cross link to your website;
- 15% discount off patent listing and registration fees for your company’s clientele;
- 8 complimentary auction catalogues;
- 8 complimentary auction passes;
- Corporate logo will appear as the VIP Reception Sponsor on all on-site event signage;
- 1 exhibit space with skirted 6’ table; and
- Opportunity to distribute company materials and/or promotional products at the VIP Reception.

Welcome Pack Sponsor - \$10,000

- Corporate logo with designation as Welcome Pack Sponsor on all pre-event collateral;
- Full-page color advertisement in auction catalogue;
- Corporate logo included as Welcome Pack Sponsor on sponsor web-page with cross link to your website;
- 15% discount off patent listing and registration fees for your company’s clientele;
- 6 complimentary auction catalogues;
- 6 complimentary auction passes;
- Each auction attendee will receive a bag with your company name and logo;
- Corporate logo included as Welcome Pack Sponsor on all on-site event signage; and
- 1 exhibit space with skirted 6’ table.

Luncheon Sponsor - \$10,000

- Corporate logo with designation as Luncheon Sponsor on all pre-event collateral;
- Full-page color advertisement in auction catalogue;
- Corporate logo included as Luncheon Sponsor on sponsor web-page with cross link to your website;
- 4 complimentary auction catalogues;
- 4 complimentary auction passes; and
- Corporate logo included as Luncheon Sponsor on all on-site event signage.

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Event Sponsorship Packages

“Auctions will enhance the market for patents because they will permit multiple purchasers to bid on a patent thereby ensuring the highest return to the seller...The determination of the fair price of the patent will not be the blind man’s bluff exercise that often characterizes two-party negotiations... The true value of the patent can be measured by the interest of multiple buyers.”

–*The Daily Deal*

“There was enough response to [Ocean Tomo’s patent auction] that buyers and sellers...could mesh... And that would be good for everyone. Legitimate entrepreneurs and investors are generally willing to pay more for patents than trolls, so a faster and more efficient market should help alleviate the growing problem of patent abuse.”

–*San Jose Mercury News*

Cyber Center & Wireless Access Sponsor - \$7,500

- Corporate logo with designation as the Cyber Center & Wireless Access Sponsor on all pre-event collateral;
- Corporate logo included as the Cyber Center & Wireless Access Sponsor on sponsor web-page with cross link to your website;
- 3 complimentary auction catalogues;
- 3 complimentary auction passes; and
- Corporate logo will appear on all cyber terminals and on-site event signage.

Breakfast Sponsor - \$5,000

- Corporate logo with designation as Breakfast Sponsor on all pre-event collateral;
- Corporate logo included as Breakfast Sponsor on sponsor web-page with cross link to your website;
- 2 complimentary auction catalogues;
- 2 complimentary auction passes; and
- Corporate logo included as Breakfast Sponsor on all on-site event signage.

Networking Refreshment Break Sponsor - \$5,000

- Corporate logo with designation as Break Sponsor on all pre-event collateral;
- Corporate logo included as Break Sponsor on sponsor web-page with cross link to your website;
- 2 complimentary auction catalogues;
- 2 complimentary auction passes; and
- Corporate logo included as Break Sponsor on all on-site event signage.

Exhibit Space

Corporate: \$2,500

Individual Inventor: \$1,000

- 1 exhibit space with skirted 6' table.

For further information on sponsorship or to create a customized sponsorship that meets the unique needs of your organization, please contact Wendy Chou at 312.377.4862 or wchou@oceantomo.com.

Sponsorship/Exhibition Program Application

To secure your sponsorship/exhibit space please mail/fax this application with payment to Ocean Tomo Auctions, LLC at the address below. Sponsorships/exhibit spaces are awarded on a first-come, first served basis. Please print or type.

LEVEL SPONSORSHIP PACKAGES

- Platinum Sponsor - \$25,000**
- Gold Sponsor - \$15,000**
- Silver Sponsor - \$10,000**

EVENT SPONSORSHIP PACKAGES

The Gala Dinner Sponsor

- Full Sponsor: \$30,000*
- Cosponsor: \$15,000*

VIP Reception Sponsor

- Full Sponsor: \$15,000*
- Cosponsor: \$7,500*
- Welcome Pack Sponsor - \$10,000**
- Luncheon Sponsor - \$10,000**
- Cyber Center & Wireless Access Sponsor - \$7,500**
- Breakfast Sponsor - \$5,000**
- Networking Refreshment Break Sponsor - \$5,000**

EXHIBIT SPACE

- Corporate - \$2,500**
- Individual Inventor - \$1,000**

Ocean Tomo Auctions, LLC
 200 W. Madison St.,
 37th Floor
 Chicago, IL, 60606

Nicole D'Hondt
 IL Auctioneer Lic. No. 041.0001366
 312.327.4400

Payment Information

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Send a copy of this contract with payment to:

Ocean Tomo Auctions, LLC
 200 W. Madison
 37th Floor
 Chicago, IL 60606
 Attn: Wendy Chou

p: 312.377.4862
 f: 312.327.4401