



OCEAN TOMO AUCTIONS

A Proven IP MarketplaceSM

SPONSORSHIP OPPORTUNITIES



OCEAN TOMO[®]
INTELLECTUAL CAPITAL EQUITY[®]

UPCOMING LIVE IP AUCTION EVENTS

Fall 2008
October 29-30
Trump International, Chicago

Spring 2009
March 26-27
The Ritz-Carlton, San Francisco

Summer 2009
June 11-12
Four Seasons Hotel, Hong Kong

SPONSORSHIP OPPORTUNITIES

Ocean Tomo Auction events are 2-day events that include a 1 1/2-day conference on cutting-edge intellectual property matters, a cocktail reception and gala dinner as well as the live auction. They are first-class events held at five-star properties and historical dinner venues with approximately 500 IP and business professionals in attendance, including Fortune 500 IP and licensing professionals, C-level executives from small and mid-size companies, investors, individual inventors, attorneys and press.

With the unique profile of the attendees and event proceedings, Ocean Tomo events offer a tremendous business development opportunity. Whether your firm chooses to participate as a silver, gold or platinum sponsor or, alternatively, to host an event, sponsorship raises the visibility of your firm through both pre-event and on-site promotions. It offers an opportunity to build relations with key clients and partners and network with the “Who’s Who” of the global IP marketplace.

Sponsoring the event positions your company at the cutting-edge of global innovation, provides you with direct access to key decision-making executives, and allows your company to gain exposure to over 100,000 intellectual property and business professionals through our targeted mailings, strategic partnerships and unique on-site networking opportunities.

To inquire about sponsoring or speaking at future Ocean Tomo events, please contact **Wendy Chou at 312.377.4862 or wchou@oceantomo.com**.

WHO ATTENDS

C-level Executives
Intellectual Property Professionals
Corporate Counsel
Business Development Professionals
Licensing Managers
Venture Capital Professionals
Private Equity Professionals
Individual Inventors
Attorneys
Software Providers
Consultants
Analysts
Press

	Platinum [^]	Gold	Silver	Gala Dinner	Cocktail Reception	Welcome Pack	Luncheon	Cyber Center & Wireless Access	Refreshment & Breakfast	Networking & Refreshment Break
Cost	\$25,000	\$15,000	\$10,000	\$30,000/ \$15,000*	\$15,000	\$10,000	\$7,500	\$7,500	\$5,000	\$5,000
Number available	3	6	10	1/2	2	1	2	1	2	3
Speaking slots	•	•	•	•	•	•				
Logo on pre-event collateral & website	•	•	•	•	•	•	•	•	•	•
Description on pre-event collateral & website	100 words	75 words	50 words	100/75 words	75 words	75 words	50 words	50 words		
Logo on event signage	•	•	•	•	•	•	•	•	•	•
Advertisement in auction catalogue	2 pages	1 page	1 page	2/1 page(s)	1 page	1 page				
Promotional email blast to clientele	•	•	•	•	•	•				
15% off IP listing & registration fees	•	•	•	•	•	•				
Complimentary auction event passes	12	8	6	15/8	6	4	2	2	1	1
Complimentary auction catalogues	15	10	8	20/10	8	6	4	4	2	2
Reserved Gala Dinner tables	2	1		2/1						
Exhibit space	•	•	•	•	•	•				
Opportunities to distribute materials	•	•	•	•	•	•				
First Right of Refusal	•	•		•	•	•				

[^] Platinum sponsors will be considered for a chairperson role. Also includes first choice of exhibit space.

* Gala Dinner sponsorship is \$30,000; co-sponsorship is \$15,000.

WHAT THEY'RE SAYING ABOUT OCEAN TOMO AUCTION EVENTS

"Ocean Tomo Auctions are unique events in the world of intellectual property. Ocean Tomo has become the standard in the sale of IP assets, and I personally look forward to every auction with excitement. The auctions are not only excellent for their networking opportunities and the quality of their speakers, but the friendliness and professionalism of the OT staff make the experience extremely enjoyable."

—*Olivier Huc, Questel DigiPat*

"Ocean Tomo consistently delivers premier events to the intellectual property community. Between the excitement of the live auction, the excellent workshops, and the outstanding opportunities to network with other top IP professionals, attendance at the Ocean Tomo auctions is an important element of the job for IP leaders."

—*Richard Baker, 3Com*

"Ocean Tomo and their patent auctions have shown us, through results, the way to creating more liquid markets for patents, benefiting both buyers and sellers. The old world of illiquid, back-room patent deals are quickly becoming a relic of the past. Patent auctions, IP deals and thought leadership are all about critical mass, which Ocean Tomo delivers on a global scale."

—*George Hoyem, Blueprint Ventures*

"Ocean Tomo's Auction is one of the most innovative developments to affect the IP community during the last decade. It has single-handedly created an efficient marketplace for monetizing intellectual property assets. The excitement with respect to the Auction has permeated the entire IP community, including individual inventors, start-up companies and large corporations that continue to embrace and support the event."

—*Michael Carrillo, Neal, Gerber & Eisenberg*



▲ Spring 2008 IP Conference

ABOUT OCEAN TOMO AUCTIONS

Ocean Tomo's model of a multi-lot, live auction for IP was created to introduce the marketplace to a forum for facilitating the open and public exchange of IP. The auction was designed to bring a sense of urgency and closure to IP

transactions, create a center for IP liquidity, and effectuate transparency for a market in which none had historically existed.

In April 2006, Ocean Tomo conducted the world's first live multi-lot IP auction featuring 78 lots of patents which resulted in transactions both on and off the auction floor. To date, the firm has held seven auctions across the U.S. and Europe realizing approximately \$100M in transactions across various industries and technology areas, benefiting sellers and buyers globally. Sellers of IP offered in

past auctions include individual inventors, small and mid-sized companies, large multinational corporations, academic institutions and investors.

The Ocean Tomo Live IP Auction has become referred to by many leading industry professionals as a "forum of commerce" and the auction events have been featured on CNBC, Bloomberg TV, The Wall Street Journal, Barron's, Red Herring, BusinessWeek, Reuters and many more national and trade publications.

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▲ Spring 2008 Live IP Auction