

OCEAN TOMO

# TRANSACTIONS



Ocean Tomo Transactions offers a purpose-built continuum of proven solutions to monetize and acquire patent, trademark, copyright, trade secret and domain Intellectual Property (IP). Each Ocean Tomo service or market platform is designed to efficiently close sell-side, buy-side and license-based transactions. An Ocean Tomo professional will provide the information you need to choose the right option for your business including:

#### PRIVATE SALES

Sell your IP with our investment banking service to potential buyers hand-picked by our team of experts and pre-approved by the IP owner.

#### PRIVATE AUCTIONS

Offers from all financially qualified bidders are accepted and terms are often negotiated with each buyer to meet their business requirements.

#### PRIVATE ACQUISITION

Work exclusively with industry operating companies to present a "first-offer" on all qualified IP within a defined field.

#### OCEAN TOMO BID-ASK MARKET (IN BETA)

Interested buyers submit an anonymous bid through the market, prompting direct contact to the registered assignee.

Across our Transactions Business Unit, Ocean Tomo has the right solution for all high-quality, market-clearing IP. Ocean Tomo is uniquely qualified to successfully diligence and close transactions through our extensive transactional experience as well as our ability to leverage the broader insight and relationships of Ocean Tomo as a firm – a network unmatched in the IP space. Ocean Tomo's relationships include personal contacts with senior IP and C-level executives at the largest operating companies as well as the nation's most respected venture capital and private equity firms. In addition, our Expert Testimony, Valuation, and Strategy practice groups provide a broad network of technical and legal experts that we access to ensure that IP quality is kept high. No matter what technology or IP asset you need to buy, sell, or license, Ocean Tomo and our industry-leading team have the experience you need.

Collectively, Ocean Tomo professionals have:

- Successfully closed transactions where disruptive technology played a key role, with cumulative value in excess of \$750 million;
- Completed over 1000 engagements involving IP worth in excess of \$10 billion including over 300 valuation and 500 financial damages expert testimony engagements;
- Served as a trusted advisor involving the biggest IP transactions in history;
- Originated more successful IP monetization solutions than any other firm, including creation of the world's oldest and most successful live patent auction; and
- Broad technical expertise, including software, consumer electronics, computing equipment, components, telecom, communication services, media, semiconductor, storage, displays, automotive, internet, security, imaging, cloud computing, analytics, biotech, medical devices, and more.

Ocean Tomo is independent, privately owned and does not acquire patents to assert or license.



## Ocean Tomo Private Sales

The Ocean Tomo Private Sales team works with IP owners seeking to sell high-value, market-ready IP portfolios where one or more of the following criteria are important:

- Large expected value between \$2.5 million and \$50 million or more
- Confidentiality of offer driven by strategic concerns of seller
- In depth diligence requiring substantial knowledge transfer
- A controlled or limited number of potential buyers meeting strict seller criteria

Our engagement team includes multiple Managing Directors and/or Directors who are assigned based on the technology for sale. Execution periods are expected to range from as short as 90 days to nine months or more depending on the requirements of the seller and the characteristics of the portfolio. Ocean Tomo is once again the premier service for selling such portfolios leveraging both the firm's transaction track record as well as the experience of our newest team members. Ocean Tomo is Like No Other™ combining brand recognition, a large professional network and in-office access to the world's leading IP valuation appraisers, patent damage expert witnesses, and IP-focused investment bankers.

## Ocean Tomo Private Auctions

Our Private Auctions practice combines the rigor of Private Sales with the competitive bidding inherent in a real-time auction. Private Auctions bring together a measured number of "finalist bidders" for meetings with the seller and then concludes in a definitive sale through proven auction methods such as round-robin bidding. Private Auctions are used when one or more of the following criteria are important:

- Significant expected value of between \$2.5 and \$50 million or more
- In depth diligence requiring substantial knowledge transfer
- A more discrete sale process than a live public auction
- A limited universe of likely interested buyers than a live public auction

Our focus on quality and market-ready IP portfolios combined with Ocean Tomo's trusted industry reputation translate into buyers taking the opportunities we present very seriously. Our team has significant experience in evidence of use preparation / review and can help develop evidence of use for patents through its consulting network, unique crowd sourcing program, and high-caliber legal partners. Through our many years of buy-side experience, we know what the market demands and what drives value. Using our Private Auctions platform, you can expect your patent portfolio or other IP assets to sell for the highest price in the shortest time.

## Ocean Tomo Live Auctions

Our Live Intellectual Property Auctions practice sources and selects high-value, market-ready IP portfolios and presents them to a network of engaged buyers via telepresence remote access in a live open-cry auction format, where one or more of the following criteria are important:

- Small to mid-sized portfolios worth up to \$10 million or more
- Seminal and current IP
- Documented or obvious value
- Few, if any, encumbrances on the IP
- Clear and relevant value to multiple buyers

Eight years after pioneering the live open-cry IP market, Ocean Tomo now operates its second generation auction platform based on input from the corporate buyer and seller community. All IP included for sale passes a rigorous screening process in order to assure quality. External technical experts and counsel are engaged to review the patents to ensure knowledgeable input on patent value market applicability through quality independent evidence-of-use (EOU) preparation. Submissions from patent owners looking to sell their patents are now being accepted at [transactions@oceantomo.com](mailto:transactions@oceantomo.com). Buyers who wish to register to bid or who have questions may contact Ocean Tomo at [newmarkets@oceantomo.com](mailto:newmarkets@oceantomo.com).

# Ocean Tomo Private Acquisitions

The Ocean Tomo Private Acquisitions team works with clients to make targeted buys of quality, hard-to-access IP portfolios where one or more of the following criteria are important:

- Buying program is \$10 million or more
- Anonymity of buyer
- Liability reduction or new technology acquisition
- Seminal IP at attractive prices

Ocean Tomo Private Acquisitions is uniquely positioned to source IP that is technically, legally, and commercially sound by leveraging our transaction experience to our work with companies, universities, and labs on a broad range of critical IP-related needs. Our industry leading understanding of IP enables you to spend more time building the portfolio you want and less time wasted on reviewing sub-par portfolios. If desired, Private Acquisitions can leverage our vast consulting and legal network and unique crowd sourcing program to develop and vet evidence of use.

On a highly selective basis, Private Acquisitions can provide you with an exclusive "first-offer" on qualified IP in well-defined technology areas, which places you in the middle of Ocean Tomo's extensive deal flow. Our team consists of world-class buyers who understand how to sift through the massive IP landscape to locate, diligence, negotiate, and present you with only attractive acquisition opportunities, making the entire process easy and cost-efficient for you.

## Ocean Tomo Bid-Ask Market

The Ocean Tomo bid-ask market will be an active market that provides buyers access to every US patent and application and sellers access to a broad community of active buyers. Ocean Tomo's bid-ask market is the right solution for buyers and sellers of patent portfolios where one or more of the following criteria are important:

- Small patent portfolios worth up to \$1 million or more
- Few, if any, encumbrances on portfolios
- Low transaction cost
- Hassle-free process

Ocean Tomo's bid-ask market will be a highly efficient platform that is able to quickly clear patent transactions through a unique blend of technology and professional services. Buyers are able to effortlessly find the patent or application they want through the market's powerful search engine that mines Ocean Tomo's industry-leading, proprietary database. Once the right asset is located, buyers can easily post anonymous bids whereupon sellers are promptly notified of such offers.

Likewise, sellers are able to reach a committed community of buyers by posting "asks" that are quickly communicated to potential buyers. Buyers and sellers can then electronically negotiate to close the transaction. The ultimate magic in the market lies in the ability for an Ocean Tomo transaction professional to actively mediate to close price gaps and successfully complete transactions. This Ocean Tomo platform provides active buyers and sellers with a dynamic marketplace that is easy-to-use, cost-effective, and efficient at closing IP transactions.



### CONTACT

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Mr. Trueman works closely with IP owners to help them monetize their IP through innovative and effective transaction platforms. He has a reputable history of offering IP licensing, transaction, business development, and strategy consulting services across a diverse set of industries and has led teams helping companies monetize IP, grow existing businesses and successfully launch new ventures.



OCEAN TOMO®  
INTELLECTUAL CAPITAL EQUITY®



# OCEAN TOMO<sup>®</sup>

## INTELLECTUAL CAPITAL EQUITY<sup>®</sup>

### About Ocean Tomo

Ocean Tomo, the Intellectual Capital Merchant Banc<sup>™</sup> firm, provides companies with financial services related to intellectual property and intangible assets including financial expert testimony, valuation, strategy consulting, patent analytics, investment advisory, innovation management consulting and transaction brokerage.

Our Opinion, Management, and Advisory Services are built upon more than three decades of experience valuing intellectual property in the most rigorous of venues – State, Federal and international courts. Our financial, market and technical experts provide a unique understanding of the contributory value of proprietary innovation. This is the cornerstone of our business. This insight permeates every practice and client engagement.

Collectively, Ocean Tomo professionals have:

- Completed over 1000 engagements involving IP worth in excess of \$10 billion including over 300 valuation and 500 financial damages expert testimony engagements;
- Successfully closed hundreds of IP sale transactions with a cumulative transaction value well in excess of \$750 million;
- Served as a trusted advisor involving the biggest IP transactions in history;
- Originated more successful IP monetization solutions than any other firm, including creation of the world's oldest and most successful live patent auction.

Our track record of results spans more than 100 different industry segments. Because our past success provides the best indication of our capabilities, we are proud to feature a few representative engagements and encourage potential clients to seek references from past clients.

Headquartered in Chicago, Ocean Tomo has offices in Greenwich, Houston, Irvine and San Francisco.

Subsidiaries of Ocean Tomo include: Ocean Tomo Investment Group, LLC, a licensed broker-dealer under Federal and State securities law (brokercheck.finra.org Broker Check CRD #: 172912); OTI Data Networks, LLC and Patent Marking, LLC.

Ocean Tomo assists clients – corporations, law firms, governments and institutional investors – in realizing Intellectual Capital Equity<sup>®</sup> value broadly defined.