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Innovative Web Based Systems & Services Patents Relating to Email Systems and Web Browsing Enhancements Offered at Ocean Tomo Live Auction on March 27th in San Francisco

Offerings Include a System for Alerting Email Senders When Their Message Has Been Accessed and Technology Allowing Computer Users to View Multiple Web Pages Simultaneously

CHICAGO, IL – February 9, 2009 – Ocean Tomo Auctions, LLC – the auctions arm of Ocean Tomo, LLC, the leading Intellectual Capital Merchant Banc® Firm – today announced it will offer for sale several patents related to Web Based Systems & Services technologies. Lots include technologies relating to electronic mail systems, web browsing, information processing, targeted advertising and security. The Lots will be offered at [The Ocean Tomo Spring 2009 Live IP Auction & Conference](#) on March 27th in San Francisco, CA.

“The Lots included in the Web Based Systems & Services category cover a wide range of technologies, from security for web service providers to targeted advertising to enhancements for communication via the Internet,” said Andrew T. Ramer, President of Ocean Tomo Auctions. “These Lots would be valuable acquisitions for email software companies, Internet service providers and mobile advertising companies, among others.”

The Web Based Systems & Services category includes technologies relating to enhancements for email services. Lot 11, for instance, offers technology allowing a sender or user’s contact information to be assembled by email software even if the user did not initially include the information, enabling more detailed spam filtering and lead generation for bulk mailers. In addition, Lot 12 discloses technology including a system and method of alerting senders when an email message has been accessed by the recipient.

Offered in Lot 9 is a technology relating to the ability of a computer interface to display multiple web pages simultaneously. This technology provides a more effective and timesaving method of web browsing by allowing users to view and navigate multiple sites at once, while manipulating the arrangement of the pages on screen.

Web Based Systems & Services Lot Summaries

Lot	IP Assets Included	Description
4	US Patent 7,467,411 and related foreign counterpart	Security and fraud protection for service providers
5	US Patent 5,819,269; US patent application 09/121,172	Dynamically categorizing and filtering messages
6	US Patent 6,202,072 and related foreign counterpart	System for processing Standardized General Markup Language and plain text
7	US Patent 6,513,052	Targeted advertising over global computer networks
8	US Patent 7,437,293; US patent applications 12/241,738;	Data transmission system with enhancement data

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9	US Patent 6,922,815; US patent application 60/252,203 and related foreign counterparts	Display system for facilitating interaction with web sites
10	US Patent 5,815,663; US patent application 08/731,493	Distributed message posting system using pointers
11	US Patent 6,018,761; US patent application 09/454,502	Context gathering system for electronic mail programs
12	US Patent 6,178,442 and related foreign counterparts	Electronic mail system and electronic mail access acknowledging method

These patents may be useful to software developers, Internet service providers, networking companies, business-to-business service providers, web publishers, database developers, advertisers and media providers. Forward citing companies include Microsoft, Xerox, Alcatel-Lucent, Canon, International Business Machines, AT&T, Hewlett-Packard, and Sony.

For more information on any of the Web Based Systems & Services Lots please contact us at 312.377.4851 or auctions@oceantomo.com. For event information and to register to bid please visit www.IPMarkets2009.com.

About Ocean Tomo Auctions

Ocean Tomo Auctions has received global recognition as the leader in the live auctioning of intellectual property assets. It has been featured in numerous international publications including The Financial Times, The Wall Street Journal, BusinessWeek, Barron's, Red Herring, and Reuters. Over the past three years since inception, Ocean Tomo has hosted eight live IP auctions which have transacted millions, benefiting sole inventors, SMEs, large corporations, investors, and others. Hundreds of influential IP and business professionals attend and participate in the auction events which are held three times a year in the U.S., Asia and Europe.

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