



OCEAN TOMO™  
INTELLECTUAL CAPITAL EQUITY®

**FOR IMMEDIATE RELEASE**

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**OCEAN TOMO ANNOUNCES LAUNCH OF INTELLECTUAL  
PROPERTY ALTERNATE DISPUTE RESOLUTION SERVICES**

*Three Neutrals with over 80 Years of Combined IP Law Experience and with  
Over 100 Successful IP Mediations to Form Initial IP ADR Team*

**Chicago, IL – September 14, 2006** – Ocean Tomo, LLC, the Intellectual Capital Merchant Banc® firm, announced today that it has launched an Alternate Dispute Resolution (ADR) service to help resolve intellectual property (IP) disputes. The IP ADR service will complement the firm's Risk Management practice group and draw from the expertise found within Ocean Tomo's IP expert services, surveys, valuation, analytics and sales & acquisition practice groups.

The firm also announced that Messrs. Jack Waddey, Don Logerwell and Kevin Casey have joined Ocean Tomo's Chicago, San Francisco and Washington, DC Metro offices, respectively, as IP ADR neutrals. "This impressive team has over 80 years of combined private practice IP law experience, has successfully mediated over 100 IP cases, have experience representing clients before the U.S. Patent and Trademark Office and are well respected members of the bar," said Raymond Millien, General Counsel of Ocean Tomo. "These three gentlemen form the core of Ocean Tomo's IP ADR neutrals team, and we expect to add more neutrals throughout all of our offices in the near future to arbitrate, mediate or co-mediate patent, copyright, trademark and trade secret cases."

An ADR service was a natural expansion of Ocean Tomo's service offerings because the average IP litigation can cost in the seven-figure range and one of Ocean Tomo's objectives is to work closely with IP owners in understanding and leveraging their intellectual property assets.

"As an Intellectual Capital Merchant Banc, our goal is to make IP a more liquid asset class. Thus, recognizing that IP litigation can often be an inefficient means of monetizing such assets, we want to offer our clients a service to more quickly resolve disputes in a more business-like manner. We believe this can only result in IP being a more liquid and higher-value asset class," said James E. Malackowski, President and CEO of Ocean Tomo. "All of our mediators and arbitrators will have the ability to call upon Ocean Tomo's 65+ IP professionals with IP survey, valuation, analytics and sale transaction experience to assist in settling these disputes. This level of service is unparalleled in the industry."

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Ocean Tomo expects that this new service will benefit plaintiffs suing to prevent infringement of their IP as well as defendants charged with infringement, who each deserve a speedy, fair, well reasoned, and economical resolution of their disputes. Ocean Tomo also expects to develop specialized IP ADR rules and contract clauses for future cases. These rules will include the first-ever IP arbitration proceedings with provisions for an appeal.

For more information about Ocean Tomo's IP ADR service, please contact Raymond Millien, General Counsel, at 312.327.4400 or [rmillien@oceantomo.com](mailto:rmillien@oceantomo.com), or visit <http://www.oceantomo.com/adr>.

### ***About Ocean Tomo, LLC:***

*Ocean Tomo, LLC ([www.oceantomo.com](http://www.oceantomo.com)) was established in 2003. The firm specializes in understanding and leveraging intellectual property assets and provides advice in IP-related mergers and acquisitions, valuations, expert services, analytics and IP auctions. Ocean Tomo has offices in Chicago, San Francisco, Palm Beach, Orange County and Washington, DC. In May of 2006, Ocean Tomo was appointed as Back-Up IP Manager for an approximately \$1.8 Billion trademark royalty rights securitization – the largest IP securitization ever. Subsidiaries of Ocean Tomo include: Ocean Tomo Capital Fund, LP -- a \$200 million private equity investment fund; and Ocean Tomo Asset Management, LLC -- an SEC Registered Investment Advisor offering hedge funds utilizing IP-based investment strategies.*

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