



OCEAN TOMO[®]

INTELLECTUAL CAPITAL EQUITY[®]

ESTABLISHED IN 2003, OCEAN TOMO, LLC, IS THE LEADING INTELLECTUAL CAPITAL MERCHANT BANC[™] FIRM. THE COMPANY PROVIDES FINANCIAL PRODUCTS AND SERVICES RELATED TO INTELLECTUAL PROPERTY, INCLUDING EXPERT TESTIMONY, VALUATION, RESEARCH, RATINGS, INVESTMENTS, RISK MANAGEMENT AND TRANSACTIONS. OCEAN TOMO ASSISTS CLIENTS – CORPORATIONS, LAW FIRMS, GOVERNMENTS AND INSTITUTIONAL INVESTORS – IN REALIZING INTELLECTUAL CAPITAL EQUITY[®] VALUE BROADLY DEFINED.

EXPERT SERVICES

FINANCIAL TESTIMONY

IP disputes involve complex economic issues that must be clearly communicated to judges and juries. Our professionals have significant experience as expert witnesses across a wide variety of industries and dispute types.

VALUATION

Ocean Tomo professionals and strategic partners have significant experience in measuring the value of intellectual property across a broad spectrum of industries and for a variety of business strategies. We are fully conscious of the importance of the relevant appraisal and analytical measurement techniques.

Our clients retain us to assist in capturing the value associated with all aspects of a business enterprise.

SURVEYS

Ocean Tomo's Survey offering merges our experience in intellectual property litigation with a thorough understanding of our clients' business and the experience of market research specialists. By combining these three key elements, Ocean Tomo designs and executes surveys which are tailored to the unique needs of the courtroom across a variety of litigation types.

RESEARCH

PATENTRATINGS® SYSTEM

The PatentRatings system (PatentRatings.com) is the most advanced web-based patent data, ratings and analysis platform designed for objectively assessing patent quality, relative value, relevant patents and technologies, competition, and competitive trends. The market validated system is used by major global corporations among the top 100 IP holders. From individual patents and patent portfolios, to technology sectors and companies, the PatentRatings system provides unparalleled strategic insight and analysis.

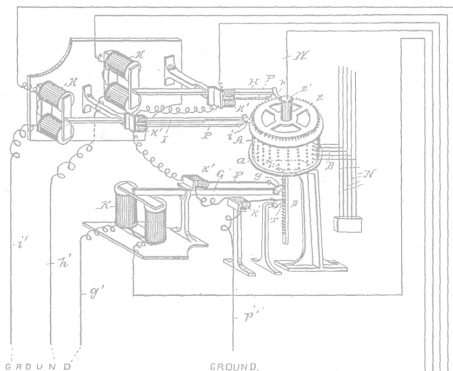
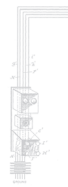
Built upon patented methodologies (U.S. Patent No. 6,556,992 and 7,716,226) derived from assessing the entire universe of U.S. issued patents, with over 50 discrete patent attributes validated by market participants, the PatentRatings system shows interrelationships among all U.S. patents with a numerical relevance score. No other analysis and research tool combines patent quality metrics with other competitive portfolio assessment on a single accessible platform. PatentRatings data is offered as an annual subscription or through individual reports.

PATENTMARKING™ NOTIFICATION

Ocean Tomo's PatentMarking™ notification platform provides free, public information linking products and services to the patents that comprise them. A revolutionary patent research tool, PatentMarking.com contains three types of information about patents as they relate to products: (O) Observed – information provided generally by the public; (V) Validated – information provided by Ocean Tomo or a trusted affiliate; and (R) Reported – information provided by the product manufacturer or service provider.

OTI.COM GLOBAL IP MARKET DATA

OTI.com is a community-driven, comprehensive source of global intellectual property-based market information. OTI.com provides IP, finance, business, and media professionals an all-inclusive online platform containing the latest IP news and market pricing. OTI.com's research tools and global patent and transaction data help drive intelligent business decisions in a highly competitive global economy.



INVESTMENTS

OCEAN TOMO INDEXES

Ocean Tomo has developed a suite of indexes and associated exchange traded funds. These products provide investors, asset managers and financial advisors with strong risk-adjusted returns, high liquidity and low correlation to the broad market. Ocean Tomo indexes focus on corporations with strong intellectual property value in order to generate returns. By constructing index products around the fundamental indicators of performance in the knowledge economy, Ocean Tomo index products give the investment community access to the leading asset of the knowledge economy, intellectual capital.

The Ocean Tomo 300® Patent Index (OT300) was the first intellectual property-based index. It represents a diversified portfolio of 300 companies with the best IP portfolios as measured by Innovation Ratio (patent value/book value). From its inception in January 2007 through July 2010, the OT300 has outperformed the S&P® 500 by 877 basis points.

ASSET MANAGEMENT

Ocean Tomo Asset Management has developed a family of investment products based on intellectual property valuation methodologies. IP alpha is common to all strategies, but a spectrum of risk-adjusted returns, liquidities, correlations and holding periods are available to investors. Ocean Tomo's quantitative products employ proprietary PatentRatings data, which has valued, and revalues weekly, every patent issued in the U.S. since 1976. Our qualitative products utilize the 24 years of IP domain knowledge present in Ocean Tomo's team of investment, valuation, analytics, and consulting experts. Product offerings include retail investor products (Ocean Tomo indexes and IP-enhanced products), accredited investor products (Market Neutral Fund and Special Situations Fund), and structured products.

INVESTMENT BANKING

Ocean Tomo Investment Banking provides intellectual property-based services and products to IP-rich corporations who are looking for non-traditional ways to approach their structural, capital and strategic needs. As the value of corporations increasingly becomes a function of their IP value, Ocean Tomo Investment Banking services will remain at the forefront of value extraction, monetization and maximization. Services include IP advisory in strategic and financial matters, financing for corporations who elect to use their IP to collateralize or securitize debt obligations, and IP monetization through the outright sale or licensing of IP, or through the sale of Unit License Right™ (ULR) contracts.

RISK MANAGEMENT

STRATEGIC ANALYTICS

The Ocean Tomo Analytics team has extensive experience consulting with IP, investment and other business professionals, providing strategic advice on important business matters including IP portfolio review and categorization, portfolio development, identification, assessment and acquisition of target IP portfolios, IP transaction due diligence, as well as monetization and commercialization strategies.

INSURANCE

Ocean Tomo Risk Management, LLC, developed the Patent Royalty Trust™ program to identify, quantify, mitigate, manage, and transfer liability risk related to potential assertions of patent infringement. Through various novel mechanisms and insurance, the program aims to sharply reduce the risk of both patent infringement claims and shareholder litigation to operating companies.

Unlike current patent infringement-related products, which address patent risks in a serial fashion (simply one patent at a time), the Patent Royalty Trust program is the first and only comprehensive risk management solution available. Meant to counter potential claimants and improve upon today's inadequate patent infringement insurance products, the Trust is an innovative and dramatically more complete, efficient and effective insurance solution.

LICENSE COMPLIANCE

Ocean Tomo's License Compliance is aimed at improving client revenue streams related to licensing arrangements. During resource allocation, organizations often overlook the importance of monitoring compliance with contractual arrangements; understated revenues linked to licensing arrangements are frequently missed, and license management – the controls and procedures necessary to facilitate accurate royalty reporting – is all but neglected. These disregarded mechanisms are nonetheless vital for both increasing returns on research and design and for enhancing an organization's shareholder value.

Ocean Tomo License Compliance allows clients to harness the power of their intellectual property by securing compliance with licensing and other business arrangements, and by creating procedures to manage revenue payments and attract additional licenses. The program encompasses a complete package of strategic license portfolio monitoring and auditing.

TRANSACTIONS

ADVISORY SERVICES

Ocean Tomo's Transaction Advisory Services are based on unparalleled experience across a comprehensive set of IP driven opportunities. Whether the focus is limited to specific IP assets, the sale of a business segment or equity value recognition, our engagement structure aligns our expertise with the interests of our client. The scope of our work extends from proprietary Ocean Tomo solutions to negotiation of terms for third party assistance to partnership with independent industry leaders originally incubated and developed at Ocean Tomo. Ocean Tomo offers access to a full range of transactional platforms for sale and licensing. Our clients enjoy greater value because our tool box is unbounded.

REPRESENTATIVE TRANSACTION TYPES:

- » Oversight regarding patent sale or auction in partnership with ICAP Ocean Tomo
- » Advisory in patent/portfolio or business acquisition
- » Service as an IP Advisor for Unit License Right™ contract offerings through the Intellectual Property Exchange International, Inc.
- » Selection of litigation counsel, whether traditional or contingent
- » Oversight of IP-based spin-out or holding company structures

DELIVERABLES:

- » IP portfolio review and assessment
- » Valuation consistent with anticipated use
- » Royalty audit of existing licensees and related compliance monitoring for royalty stream monetization
- » Analyst briefing
- » Negotiation with capital investors
- » Counterparty identification
- » General negotiation strategy

The integrated, multi-disciplinary focus of the firm facilitates a holistic focus on the needs of our client in the area of intellectual capital value creation looking well beyond a single transaction. Our comprehensive range of products and services is unique and built upon more than 200 years of professional attention to intangible assets and how they contribute to business value. Ocean Tomo assists clients – corporations, law firms, governments and institutional investors – in realizing Intellectual Capital Equity® value.

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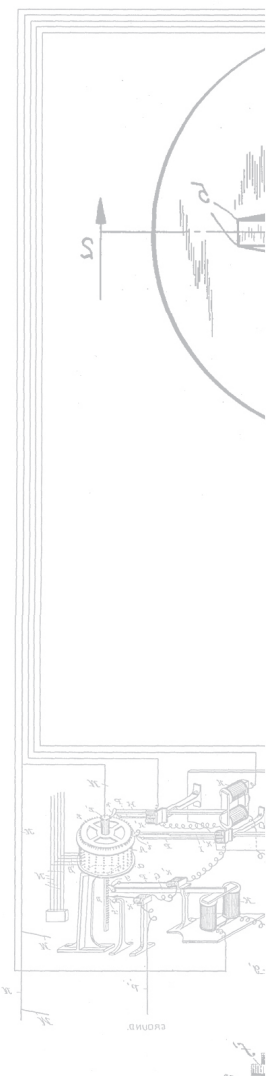
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EXPERT SERVICES	RESEARCH	INVESTMENTS	RISK MANAGEMENT	TRANSACTIONS
FINANCIAL TESTIMONY	PATENTRATINGS® SYSTEM	OCEAN TOMO INDEXES	STRATEGIC ANALYTICS	ICAP OCEAN TOMO PRIVATE IP BROKERAGE LIVE IP AUCTION
VALUATION	PATENTMARKING™ NOTIFICATION	ASSET MANAGEMENT (PUBLIC & PRIVATE)	INSURANCE	INTELLECTUAL PROPERTY EXCHANGE INTERNATIONAL (IPXI) UNIT LICENSE RIGHT™ CONTRACTS
SURVEYS	OTI.COM MARKET DATA	INVESTMENT BANKING	LICENSE COMPLIANCE	