



OCEAN TOMO  
INTELLECTUAL CAPITAL EQUITY

**FOR IMMEDIATE RELEASE**

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**OCEAN TOMO COMPLETES FIRST PAN-EUROPEAN LIVE INTELLECTUAL  
PROPERTY AUCTION WITH RECORD-BREAKING RESULTS**

*World Record of £2.475M Set for Highest Sale Price Recorded at Multi-Lot Live IP Auction  
Breaking Two Previously Set Records at Ocean Tomo's April 2007 Auction in Chicago*

**LONDON, ENGLAND – 4 June 2007** – Ocean Tomo Auctions, LLC -- the auctions arm of Ocean Tomo, LLC, the Chicago-based Intellectual Capital Merchant Banc<sup>®</sup> firm -- today announced the auction floor results of its Pan-European Live Intellectual Property Auction 2007 held on 1 June at The Dorchester in London, England. Cumulative sales on the auction floor, including buyers' premium, totaled £4,095,300 (approximately €6,040,977; \$8,100,503) and average sale price per lot was £292,521 (€431,498; \$578,607), producing strong results for buyers and sellers alike, with further transactions anticipated to close in the coming weeks.

“Ocean Tomo Auctions is very excited about its successful expansion into the European marketplace,” said Andrew T. Ramer, President of Ocean Tomo Auctions. “We are extremely encouraged by the overwhelming support from the European IP community. Companies and inventors are already submitting IP for our next European auction just days after last week’s event.”

**Another Record-Breaking Sale Price**

In a historic moment, Ocean Tomo once again set a world record for the highest selling price for a patent at a multi-lot live IP auction, almost doubling two records set recently at Ocean Tomo's April Auction in Chicago. Lot 19C, comprised of an Internet shopping patent, invented by a native of New Zealand and mother of three, was sold for £2,475,000 (€3,650,873; \$4,895,550). Also, Mikko Väänänen from Finland, a local inventor working on his PHD, sold his patents relating to wireless file-based multimedia messaging for £440,000 (€649,044; \$870,320). “Managing the patenting process was a long and arduous

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task but, ultimately, worth the persistence,” stated Mr. Väänänen. “Ocean Tomo was absolutely instrumental in helping me to capitalize on my invention once the portfolio was mature. I’m extremely pleased with the result.” Other successful sellers included multi-national corporations, small to mid-size enterprises, and other private inventors.

Over 200 global IP and finance professionals gathered for this monumental event, including key IP professionals, investors, C-level executives, small to mid-size enterprises and professional inventors. The dynamic team of British auctioneer Charlie Ross and David Gooding, President & CEO, of Gooding & Company, once again delivered a seamless auction event. “After Ocean Tomo has taken me on a tour of three fantastic auctions around the world, it is quite exciting for me to have this ground-breaking event happen in my own backyard,” said Charlie Ross. “I thought it was a jolly good auction, and I am very much looking forward to the next one.”

“In a year’s time, I am proud to say we have successfully completed auctions in San Francisco, New York, Chicago and now London,” said David Gooding. “Intellectual property auctions are rapidly developing into a world-recognized marketplace where IP can be sold not only efficiently but at world record prices. We are looking forward to developing this business alongside Ocean Tomo.”

The chart below displays results by lot (including buyers’ premium):

<b>Lot Number</b>	<b>Total Sale Amount (£)</b>	<b>Euro (€) Conversion</b>	<b>Dollar (\$) Conversion</b>
Lot 1	£14,300	€21,094	\$ 28,285
Lot 3	£55,000	€81,131	\$ 108,790
Lot 7	£88,000	€129,809	\$ 174,064
Lot 9	£302,500	€446,218	\$ 598,345
Lot 19A	£96,250	€141,978	\$ 190,383
Lot 19B	£151,250	€223,109	\$ 299,173
Lot 19C	£2,475,000	€3,650,873	\$ 4,895,550
Lot 19E	£96,250	€141,978	\$ 190,383
Lot 19F	£110,000	€162,261	\$ 217,580
Lot 19H	£165,000	€243,392	\$ 326,370
Lot 20A	£66,000	€97,357	\$ 130,548



Lot 21A	£27,500	€40,565	\$ 54,395
Lot 24	£440,000	€649,044	\$ 870,320
Lot 30A	£8,250	€12,170	\$ 16,319

### **Fall 2007 Auction Submission Deadline & Details**

The next Ocean Tomo Live IP Auction will be held on 24-25 October 2007 at the Palmer House Hilton in Chicago, IL. Ocean Tomo has posted an “open call” for IP submissions and has identified the following areas as having high buyer interest: digital and home media including interactive television and video-on-demand, financial services, e-commerce, telecommunications including near field communications and WIMAX, internet/web services, memory, audio encoding/signal processing and convergence technologies as well as known brands and entertainment and music catalogs.

All patent, trademark, copyright and domain submissions for The Ocean Tomo Fall 2007 Live IP Auction should be received no later than 29 June 2007. To submit IP for consideration or for more information, please call +1.312.377.4851 or visit [www.OceanTomoAuctions.com](http://www.OceanTomoAuctions.com).

### ***About Ocean Tomo Auctions:***

*Ocean Tomo Auctions, the auctions arm of Ocean Tomo, LLC ([www.OceanTomo.com](http://www.OceanTomo.com)), the Chicago-based Intellectual Capital Merchant Banc<sup>®</sup> firm, has received global recognition as the leader in the live auctioning of intellectual property assets for some of the world's largest and most established companies. Hundreds of key decision makers in the intellectual property and financial communities attend and participate in the auctions and related workshops, including C-level executives, Fortune 500<sup>®</sup> IP professionals, investors, small to mid-size companies, inventors and media professionals. Ocean Tomo Auctions has been featured on CNBC, Bloomberg TV, The Wall Street Journal, Barron's, Red Herring, BusinessWeek, Reuters and more. The live auctions are held in the spring and fall in the U.S. and in the summer in Europe.*

### ***About Gooding & Company***

*Gooding & Company, the Santa Monica-based auction house, provides unparalleled service for those in the close-knit world of classic car collecting and offers a wide range of services including private and estate sales, appraisals, collection management, estate and tax planning assistance. The company has set numerous world records for sales at auction and by private treaty, including for a Ferrari road car – the*



*1967 Ferrari 275 GTS/4 alloy NART Spyder for \$3,960,000; a 1938 Talbot Lago T150 C SS Teardrop Coupe for \$3,905,000; and for a Duesenberg at auction with the 1935 Duesenberg SJ Speedster - the Mormon Meteor for \$4,455,000. Gooding & Company also conducts the official Pebble Beach Auction at the annual Pebble Beach Concours d'Elegance. For information on this year's Pebble Beach Auction or to purchase an auction catalogue, contact Gooding & Company at +1.310.899.1960 or visit [www.goodingco.com](http://www.goodingco.com).*

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