

IP INVESTMENTS GROUP

INTELLECTUAL PROPERTY BUSINESS ADVISORS

Michael W. McLaughlin
Principal

Ryan E. Strong
Principal

William A. Hartselle
Principal

*The Forum, Suite 140
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www.IPinvestmentsgroup.com

OVERVIEW

IPinvestments Group is an intellectual property business advisory firm committed to extracting maximum value for intellectual property assets. IPinvestments Group provides transactions and licensing services related to the selling and/or licensing of patented technologies. More specifically, we are intellectual property investment brokers who market, auction and/or sell patents on behalf of the patent owner. In addition to transactions, we assist our clients and partner in the development, implementation and management of patent licensing programs, both from a strategic (carrot) and an enforcement (stick) standpoint.

Determining the fair market value of intellectual property is critical to evaluating potential technology transactions. Our professionals have a tremendous amount of experience valuing intellectual property and determining reasonable royalties for intellectual property across a broad range of technologies and industries.

IPinvestments Group's professionals have backgrounds in accounting, engineering, finance and IP law, as well as extensive experience in negotiating the economics of intellectual property rich transactions and license agreements. We perform our intellectual property transactions and licensing work under a "success fee" structure (a/k/a - contingency fee). We have been engaged by Fortune 500 companies, government agencies, universities, privately held companies, investment / financial firms, and individuals.

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HISTORY

The Founders of IPinvestments Group were most recently Managing Directors with Intellectual Property Asset Corporation (“IPAC”) - www.ipassetcorp.com. IPAC was formed in June 2003, as a spin-out from InteCap (which is now part of Charles River Associates - NASDAQ: CRAI - www.crai.com).

Michael McLaughlin (current Principal of IPinvestments Group) was one of the two original Managing Directors of IPAC and was a founding member of InteCap in July 1998. Ryan Strong (current Principal of IPinvestments Group) was a founding member of IPAC and InteCap. The founders of InteCap obtained a \$90 million commitment from GTCR Golder Rauner, one of the nation's leading private equity firms. The private equity was leveraged to acquire a number of other intellectual property consulting practices and companies. These acquisitions combined with organic revenue growth resulted in the expansion of four founders to 180 professionals generating over \$60 million in revenues. While at IPAC and InteCap, Mr. McLaughlin and Mr. Strong specialized in intellectual property transactions and licensing. William Hartselle (current Principal of IPinvestments Group) recently joined the firm. He was most recently the Managing Director of Patent Licensing for BellSouth Intellectual Property, where he was responsible for all outbound patent licensing and sales activity. Prior to that, he was a patent attorney at an IP firm in Atlanta and in-house patent counsel at ANTEC Corporation.

IPinvestments Group’s offices can be found on the outskirts of the Georgia Institute of Technology in the historic Biltmore building in midtown Atlanta.

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MANAGEMENT

The management team at **IP**investments Group have backgrounds in accounting, engineering, finance, and IP law, as well as extensive experience in negotiating and evaluating the economics of intellectual property rich transactions and license agreements. They are committed to providing clients with superior services and strive to assist clients in reaching their goals.

Michael W. McLaughlin - *Principal*
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Mr. McLaughlin is a Principal and Founder of **IP**investments Group. He has significant expertise in negotiating intellectual property transactions and licensing arrangements, intellectual property valuation, and strategic intellectual property consulting services. He spends the vast majority of his professional time negotiating patent license agreements, valuing patents for acquisition and/or sale, and helping companies implement patent licensing programs and other strategies to extract value from patents and other intellectual property. Mr. McLaughlin graduated from Florida State University with a Bachelor of Science Degree in Finance. Mr. McLaughlin is a member of the Intellectual Property Owners Association (IPO), serving as a member of the IP Licensing Committee. In addition, Mr. McLaughlin is a member of the Licensing Executives Society (LES) and the Technology Association of Georgia (TAG). Mr. McLaughlin previously worked as Managing Director of IPAC, LLC (Intellectual Property Asset Corporation) and InteCap, Inc. (now part of CRA International).

Ryan E. Strong - *Principal*
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Mr. Strong is a Principal and Founder of **IP**investments Group. For the past decade, he has gained extensive expertise in developing and implementing strategies to maximize the value of intellectual property. At **IP**investments Group, he currently manages all aspects of patent licensing programs, negotiates patent sale / joint venture agreements, and assists clients in determining the most effective strategy for generating return on their intellectual property. Mr. Strong graduated from Oglethorpe University with a Bachelor of Business Administration in Accounting, and is a Certified Public Accountant. He is a member of the Licensing Executives Society (LES), the Technology Association of Georgia (TAG), and the Intellectual Property Owners Association (IPO). Before founding **IP**investments Group, Mr. Strong was a Manager Director at IPAC, LLC (Intellectual Property Asset Corporation) and, prior to that, was a Director at InteCap, Inc. (now part of CRA International).

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MANAGEMENT CON'T

William A. Hartselle - *Principal*

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bhartselle@ipinvestmentsgroup.com

Mr. Hartselle is a Principal of IPinvestments Group. He has extensive experience leading the patent licensing program of a Fortune 50 company to monetize its patent portfolio. He has significant experience in evaluating patents for licensing and negotiating patent licensing and sales transactions. He also worked in the legal field as a registered patent attorney, where he gained experience on all types of intellectual property matters. He received his Juris Doctor from the University of Georgia School of Law and graduated with a Bachelor of Science in Electrical Engineering from Louisiana State University. He is a member of the Licensing Executives Society (LES), and the State Bar of Georgia - Intellectual Property Section. Before joining IPinvestments Group, Mr. Hartselle was the Managing Director of Patent Licensing for BellSouth Intellectual Property Marketing Corporation. Prior to that, Mr. Hartselle worked as a patent attorney at ANTEC Corporation and at Jones & Askew.

Charles W. Chamberlain - *Director*

Direct Dial – (404) 962-8739

cchamberlain@ipinvestmentsgroup.com

Mr. Chamberlain has extensive experience in intellectual property related monetization strategies and litigation services. Mr. Chamberlain's expertise includes patent transactions, the development and implementation of patent licensing programs, and intellectual property related damage theories and calculations thereof. In addition, Mr. Chamberlain has conducted numerous intellectual property valuations, reasonable royalty analyses, and royalty audits. Mr. Chamberlain graduated from Georgia State University, *Summa Cum Laude*, with a Bachelor of Science Degree in Finance. He is currently a member of the Licensing Executives Society (LES), the Georgia Biomedical Partnership (GBP), and the Intellectual Property Owners Association (IPO). Mr. Chamberlain previously worked as a Director at IPAC, LLC, and prior to that, was an Analyst at InteCap, Inc., (now part of CRA International).

Grant E. Moss - *Director*

gmoss@ipinvestmentsgroup.com

Mr. Moss joined IPinvestments Group as a Director in 2007. With substantial experience in managing patent acquisitions and developing and implementing licensing programs, Mr. Moss is highly skilled at evaluating and extracting value from intellectual property. In addition to transaction-related engagements, Mr. Moss has conducted numerous valuations of royalty streams from licensed intellectual property for potential acquisitions, developed reasonable royalty rate analyses, and provided litigation-related consulting services. Mr. Moss graduated from Georgia State University with a Bachelor of Science Degree in Finance. He is a founding member and Director of the Emerging Leaders Network (committee within the Georgia Biomedical Partnership) and a member of the Licensing Executives Society (LES). Mr. Moss previously worked as an Associate at IPAC, LLC, and worked with InteCap, Inc. (now part of CRA International) and Sedona Corporation.