News Release

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IPOfferings President Interviewed by Bloomberg TV; Writes Article for Intellectual Property Management

Patent Wars Are the “Sport of Kings” – but Among “Haves” and “Have Nots”

Boca Raton, Fla. – May 3, 2012 – Rich Ehrlickman, founder and president of IPOfferings LLC, was interviewed by BLOOMBERG TV on the floor of the New York Stock Exchange about the recent flurry of patent litigation and patent sales – the “patent wars” as they have come to be known – and their impact on the businesses involved in the transactions, and the effect they have had on the general business community. Separately, an article by Mr. Ehrlickman, Hedging Your Intellectual Property Bets, just appeared in INTELLECTUAL PROPERTY MAGAZINE. While the Bloomberg interview and the article in IPM were separate events, the theme was similar. Patents have become a hot commodity: Highly valued by the companies that own them, and greatly coveted by the enterprises that do not.

In the BLOOMBERG TV interview, Mr. Ehrlickman characterized patent litigation and some of the recent patent sales as the “Sport of Kings,” but – ironically – it is among “haves” and “have nots.” The “haves” are the technology companies that invested in R&D, patented the technologies they invented, and now have valuable intellectual assets as a result of their R&D investments. The “have nots” are the newer technology-based businesses such as Google and Facebook that are now playing catch-up by buying patents.

Mr. Ehrlickman’s article in INTELLECTUAL PROPERTY MAGAZINE introduces a third player, private equity funds that raise capital, buy patents, and then license or enforce them.

Mr. Ehrlickman’s interview with BLOOMBERG TV is viewable at the IPOfferings website, and his article in Intellectual Property Magazine can be downloaded from the site.

About IPOfferings LLC
Both a full-service patent broker and a provider of IP transaction and IP consulting services, IPOfferings helps its clients optimize the value of their intellectual assets. IPOfferings represents both sellers and buyers of
patents, trademarks, technology and other intellectual property, and IPOfferings’ consulting services include IP strategy, valuation, analyses, licensing, M&A and due diligence. www.ipofferings.com