



FEATURED ENGAGEMENTS TRANSACTION ADVISORY



OCEAN TOMO®
INTELLECTUAL CAPITAL EQUITY®

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Ocean Tomo provides industry leading financial products and services related to intellectual property. Our comprehensive professional offering is built upon more than three decades of experience valuing intellectual property in the most rigorous of venues – State, Federal and international courts. Our financial, market and technical experts have a unique understanding of the contributory value of proprietary innovation. This is the cornerstone of our business. This insight permeates every practice and client engagement.

Ocean Tomo assists clients – corporations, law firms, governments and institutional investors – in realizing Intellectual Capital Equity® value broadly defined.

Collectively, Ocean Tomo professionals have:

- Completed over 1000 engagements involving IP worth in excess of \$10 billion including over 300 valuation and 500 financial damages expert testimony engagements;
- Successfully closed hundreds of IP sale transactions with a cumulative transaction value well in excess of \$750 million;
- Served as a trusted advisor involving the biggest IP transaction in history;
- Originated more successful IP monetization solutions than any other firm, including the creation of the world's oldest and most successful live patent auction.

Our track record of results spans more than 100 different industry segments. Because our past success provides the best indication of our capabilities, we are proud to feature a few representative engagements and encourage potential clients to seek references from past clients.



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MOBILE/CLOUD SERVICES + SECURITY FIRM

Background

A privately-held cloud networking/optimization and mobile security firm sought to sell the business, including its foundational patent portfolio of 400+ assets. The technology developed by the selling entity over a 15-year span represented highly scalable and high reliability elements of network traffic optimization for carriers and had proven track records of deployment in mobile applications in massive scale.

Engagement

Ocean Tomo advised a prospective buyer through the process where the acquiring management team sought to create a highly integratable products and technology firm focused on cloud networking and cloud services, mobile applications and security/privacy services, and mobile device and network operations. Specifically, the new team intended to:

- Continue developing and selling the software services;
- License the technology to device manufacturers and service providers, including makers of smartphones, laptops and tablets; cloud and mobile application service providers; and network operators.

Results

Over the course of six months Ocean Tomo managed the process for the acquirer, which resulted in an offer to acquire the assets of the firm. Our team advised on all aspects of the transaction, from capital advisory to transaction diligence and valuation.

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PRIVATELY-HELD UNIFIED COMMUNICATIONS PROVIDER



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Background

Ocean Tomo was approached by the owners of a privately-held unified communications product and service company. The company had a large intellectual property (IP) portfolio of mobile, teleconferencing, security, endpoint and management software technologies and sought to monetize these assets.

Engagement

As part of a two-phase engagement, we first provided an in-depth evaluation and valuation of the portfolio and then assisted management with finding the optimal monetization structure.

Ocean Tomo began the project by conducting an independent technical review, categorizing and rating each individual patent in the portfolio. Concurrent with the categorization and ranking of each patent, we also reviewed relevant markets, product road maps, and the competitor landscape to better understand and assess the value of the portfolio as a whole. Our independent, phase one evaluation and valuation process deemed the portfolio to be market-ready.

As part of the second phase of the project, Ocean Tomo ran a targeted sales process for the portfolio of unified communication technologies.

Results

The company successfully monetized its portfolio, reaching numerous eight figure settlements with high-profile industry members. The company was recently acquired by a competitor, driven in part by the value of its IP.

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STRATEGY + TRANSACTIONS

MID-CAP INTERNET SOFTWARE AND SERVICES COMPANY

Background

A mid-cap internet software and services company retained Ocean Tomo to help the firm both generate value from a particular subset of their IP portfolio and – more broadly – with their overall IP/innovation strategy relating to their future goals. In the first phase of this assignment Ocean Tomo provided a series of strategic options for the company, and the second phase structured to implement, at the company's election, the chosen option(s).

Engagement

Ocean Tomo initiated the engagement with a high-level business review to further develop our understanding of the company's market position, business strategy and goals, technology road map, and historical ability to execute its IP and business strategy. Ocean Tomo not only reviewed the company documents and product markets, but also conducted interviews with key company product development, corporate development, and C-suite personnel to gain the requisite understanding of the company's business.

We analyzed the individual assets within the patent portfolio to distinguish the most valuable and commercially viable patents. Applying our thorough comprehension of the technology, we then classified the patent portfolio into discrete sub-technology buckets to develop patent landscapes, which allowed us to both identify third party entities with related IP and assess a high-level relative positioning of the sub-portfolios in their relevant markets.

Ocean Tomo then conducted an external review, leveraging years of director level management consulting and IP strategy expertise to consider and evaluate the successful IP strategies of other companies and industries to determine the appropriate fit as it particularly related to the company. Armed with an in-depth understanding of existing external market strategies and the company's high-level business position and objectives, patent quality, and patent landscapes, we synthesized the results of our analyses to develop a set of tailored options, next steps, and requirements for leveraging the portfolio.

Results

The Phase I deliverable included strategic options beyond the commonplace shield and sword approaches to IP value generation, also including IP strategies to facilitate self-funding innovation cycles, outsourced innovation platforms, and the development of ecosystems.

The company has gravitated toward a few of the more creative approaches to leveraging their portfolio within their broader innovation strategy, and is awaiting internal approval to commence a Phase II engagement with Ocean Tomo.

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SEMICONDUCTOR PROCESSOR TECHNOLOGY COMPANY



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Background

MIPS Technologies, Inc., a leading provider of industry-standard processor architectures and cores for home entertainment, networking, mobile and embedded applications, retained Ocean Tomo for the purpose of advising the company in connection with its desire to effectuate and maximize this IP driven transaction and to evaluate whether the consideration was fair to MIPS from a financial point of view.

Engagement

Ocean Tomo was retained by MIPS at the very beginning of the IP monetization process to advise on strategy. Over the course of about 18 months we helped identify the key assets and shape the type and value of the deal that was ultimately consummated. MIPS demonstrates what is possible when companies consider IP as a strategic business asset: a dramatic increase in shareholder value and an efficient transfer of technology.

MIPS and Ocean Tomo devised an atypical IP strategy early on in the monetization process, built around maximizing value, while keeping litigation and ecosystem risks to a minimum. The deal consummated closely followed the strategy and value forecasts that Ocean Tomo developed.

Results

The resulting transaction involved the sale for \$350 million by MIPS to Bridge Crossing, LLC of all of its rights, title and interest in 498 active issued U.S. and foreign patents and patent applications. Bridge Crossing, LLC is a special purpose vehicle formed by Allied Security Trust I, a member-based defensive patent aggregator.

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STERLING FUND MANAGEMENT – MOSAID PRIVATIZATION

Background

Understanding the value of the MOSAID patent portfolio was central to this transaction and required Ocean Tomo to interface directly with deal capital partners. The MOSAID transaction represents an important milestone in the evolution of IP into a discreet asset class. It is the first leveraged buyout driven exclusively by IP asset value.

Engagement

Ocean Tomo's role as IP advisor on the transaction included participation in all aspects of IP due diligence and valuation.

Results

Ocean Tomo served as intellectual property (IP) advisor, supporting the acquisition of MOSAID Technologies Inc. by Sterling Fund Management, LLC, for a cash payment of \$46.00 per share.

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Ocean Tomo, the Intellectual Capital Merchant Banc™ firm, provides companies with financial services related to intellectual property and intangible assets including financial expert testimony, valuation, strategy consulting, patent analytics, investment advisory, innovation management consulting and transaction brokerage.

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Headquartered in Chicago, Ocean Tomo has offices in Greenwich, Houston, and San Francisco.

Subsidiaries of Ocean Tomo include: Ocean Tomo Investment Group, LLC, a licensed broker-dealer under Federal and State securities law (brokercheck.finra.org Broker Check CRD #: 172912); OTI Data Networks, LLC and Patent Marking, LLC.

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