

FOR IMMEDIATE RELEASE
June 20, 2005

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The Wall Street Transcript Detects a Groundswell of Interest in Corporate America for Maximizing the Value of its Intellectual Property

The Wall Street Transcript is nearing completion of its special report entitled “Valuing, Leveraging, Defending, and Monetizing Intellectual Property”. This unique collection of interviews with leading IP practitioners reveals several trends among Corporate America in relation to its management of Intellectual Property.

- While managing Intellectual Property has traditionally been the responsibility of in-house legal departments, management of IP is now broader than ever before as division managers are more actively taking steps to monetize the IP that their units produce.
- C-level management is taking a close look at using IP as an offensive weapon and as a resource that should be protected.
- Among the biggest emerging concerns that senior executives have regarding IP are:
 - infringement by foreign nations (in particular China, Russia, India and Brazil);
 - inadvertently being an end user of a product whose manufacturers infringed patents and then becoming the target of a lawsuit by the patent owner;
 - conducting due diligence on IP and valuing IP in the context of mergers and acquisitions; and,
 - becoming the target of a patent troll’s demand for royalties.
- Senior executives are struggling with the merits of “open sourcing” their IP.

David Wanetick, Managing Director of The Wall Street Transcript, said “Upper management is clearly awakening to the fact that IP is much more than a legal fiction. IP is often the very nucleus of enterprise value.....Corporate America is finally beginning to try to unleash the value of the IP that their firms create. The next step will be to educate the investment community about the IP resident in companies....The renewed respect for IP will eventually cause senior executives to apply efficiency metrics to their research departments with the result being greater output of accretive IP.”

Demand for this unique report has been enormous. With little marketing, TWST has received hundreds of orders for this report. Senior executives, investment bankers,

research directors, accountants, IP lawyers and venture capitalists from as far away as Singapore and Sweden and from British Columbia to Buenos Aires have placed orders for this report.

This report will include interviews, case studies, white papers and presentations and will be released at The Wall Street Transcript's Maximizing Returns on Intellectual Property Portfolio Conference in San Francisco on July 28-29, 2005.

This conference will feature discussions on IP Risks Associated with Doing Business in China; Best Practices for IP Asset Management; New Methods for Monetizing IP Assets; A View from Sand Hill Road: How Financial Professionals View IP Assets and Best Practices for Keeping Inventors Focused on Business Objectives; Cutting-Edge Legal Strategies for Maximizing the Value of Intellectual Property; The Impact of IP Assets on Shareholder Value; Patent Trolling versus Legitimate Independent Assertion; Techniques for Assessing the Value of Your IP Portfolio; Strategies for Enhancing the Value of Your IP Portfolio; and, Patent Strategies for Maximizing ROI.