



## PRESS RELEASE

### **UBM TechInsights Merger Creates Leader in Technical Analysis and Intellectual Property Management Launches UBM TechInsights Brand and Comprehensive IP/Technology Lifecycle Services**

**OTTAWA, January 19, 2010 /PRNewswire/** – UBM TechInsights today announced its new brand and industry leading portfolio of technical analysis and intellectual property management services following its establishment as a separate operating division of United Business Media in October 2009. Combining the strengths of Semiconductor Insights, Portelligent and Sanguine Microelectronics, UBM TechInsights ([www.ubmtechinsights.com](http://www.ubmtechinsights.com)) has bolstered its reputation as the partner of choice for companies seeking to leverage and protect their technology and intellectual property assets. Building on its more than 20 years of deep client relationships the company is broadening its offering of information products, software and professional services to deliver extraordinary new value to both existing and new customers.

“As a leading supplier of intelligent chip solutions for a wide variety of industries, we have a large diverse portfolio of intellectual property”, said Mr. Hiro Seki, General Manager of Renesas IP Group, “We depend upon UBM TechInsights’ scale and expertise to provide technical intelligence and intellectual property services that assist us in realizing the full potential of these valuable assets”.

Now more than ever, innovative technology companies compete through the creation and effective management of intellectual property, focusing on quality rather than size of their portfolio. To address this critical need, UBM TechInsights has introduced a complete range of [IP/Technology lifecycle services](#) that spans the continuum from technology and market assessment, through conception, production and monetization of IP. By leveraging UBM TechInsights’ technical expertise, sophisticated tools and decades of IP experience, clients are assured of high return on investment from their intellectual property initiatives.

“In our business, establishing and ensuring the maintenance of a strong intellectual property portfolio is essential”, said Dick Thurston, VP and General Counsel of TSMC, the world’s leading semiconductor foundry, “We have worked strategically with the UBM TechInsights organization for many years and have relied on their broad range of IP/Technology services to help us create and protect our intellectual property rights and sustain our competitive advantage.”

UBM TechInsights IP/Technology lifecycle management solutions address the needs of markets as diverse as consumer electronics, medical devices, automotive, semiconductor, clean technology and software. Legal professionals and the investment community also turn to UBM TechInsights for support in intellectual property matters and insight into technology factors that impact financial decisions.

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“Only a company with the scale and global reach of UBM TechInsights can dependably provide complete intellectual property solutions throughout all phases of the customer’s IP / Technology lifecycle” said Harry Page, CEO of UBM TechInsights, “We will continue investing to develop and acquire new capabilities that strengthen our customer value and maintain our position at the forefront of technology and intellectual property services.”

Over the coming months, UBM TechInsights plans to announce significant new business initiatives that will broaden its portfolio and further improve its level of service to customers.

### **About UBM TechInsights**

UBM TechInsights is the preeminent firm for the provision of sophisticated information and advice to technology companies. We assist in the management of their technology and intellectual property portfolios, ensuring the reduction of risk and maximizing return on investment. Our leadership position is founded upon our commitment to the utmost integrity, and sustained by the ongoing investment and acquisition of the knowledge and capabilities necessary to meet our clients’ evolving needs. When companies need assistance in managing their most complex technology or IP challenges, they turn to UBM TechInsights for assured results.

For more information about UBM TechInsights, go to [www.ubmtechinsights.com](http://www.ubmtechinsights.com).

### **United Business Media**

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and, the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists – with integrated events, online, print and business information products. Our 6,500 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently. For more information, go to [www.ubm.com](http://www.ubm.com).

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