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### **UBM TechInsights sets new standard for patent portfolio management** *PatentVista designed for effective decision making*

OTTAWA, August 31, 2011/PR Newswire/ -- UBM TechInsights, a division of UBM plc, released today the next generation of PatentVista, its patent portfolio management software designed to support the needs of global patent licensing teams. With this release, PatentVista provides a refreshed, intuitive interface designed to help licensing teams make better decisions.

PatentVista's taxonomy tool enables organizations to leverage their internal expertise to organize, rate, review and search their patents. With this level of integration, clients have immediate access to consistent, high-level understanding of their patent portfolio. Customers can rely on PatentVista to help them drill down into their portfolio to find the best patents for the situation of the day.

"Generating a return from a patent portfolio is a front and center issue today, given Google's acquisition of Motorola Mobility and the recent Nortel patent auction," said Mike McLean, vice president, intellectual property rights, professional services, UBM TechInsights. "Maximizing the return from patent assets requires crisp decisions about divestitures, licensing, and filings and the ability to identify the assets relevant to the situation at hand. PatentVista provides a unique information management platform that structures the portfolio and captures necessary information to enable the business decision making process."

Enhanced workflow features allow project managers to configure PatentVista to support existing corporate standards to better facilitate either short-term projects, focused on specific goals, or long-term projects to ensure the continued health of their portfolios.

In addition to supporting the licensing groups of large corporations, including members of the Fortune 500<sup>®</sup>, UBM TechInsights is now providing additional licensing options designed to be cost-effective for smaller firms.

For more information about PatentVista, or to request a free trial and demonstration, visit <http://www.patentvista.com>.

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## About UBM TechInsights

UBM TechInsights provides professional services and essential intelligence to manage technology and Intellectual Property (IP) portfolios. With over 20 years of experience in technical analysis and IP matters UBM TechInsights provides a comprehensive IP management process that delivers maximum strategic advantage and financial returns for customers around the world. The company provides information and customized services in IP, Technical Intelligence, and Business Intelligence for each stage of the IP lifecycle. Global markets served include Automotive, Clean Technologies, Consumer Electronics, Investment, Legal, Medical Devices, Semiconductors, and Software. For more information, please visit [www.ubmtechinsights.com](http://www.ubmtechinsights.com).

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