

PRESS RELEASE

UBM TechInsights Expands Patent Brokerage Business

OTTAWA, January 20, 2011/PR Newswire/-- UBM TechInsights, a division of United Business Media Limited, today announces that it has appointed patent brokerage industry leaders Arthur Monk and William Sweet as vice presidents for UBM TechInsights' US patent brokerage activities, firmly establishing the company's presence in the heart of Silicon Valley.

Arthur Monk and William Sweet join UBM TechInsights from Inflexion Point Analytics, LLC (IPA) where they have been principals since the company was founded in 2004. UBM TechInsights has also acquired proprietary patent analytics tools and other assets of IPA.



Arthur Monk and William Sweet

IPA provided patent brokerage related services for its sister company Inflexion Point Strategy, LLC (IPS), which was also formed in 2004 to provide IP investment banking services and will continue to operate under the leadership of its founder Ron Laurie.

"The patent brokerage and business experience that Art and Bill bring to our brokerage team will enable us to better serve our sophisticated and demanding worldwide customer base", said Richard Boadway, VP, Patent Brokerage, UBM TechInsights. "The tools and expertise they bring will enhance our capability to systematically evaluate the commercial viability of a patent portfolio and assign a credible market value. UBM TechInsights is unique in being able to offer patent brokerage services that are supported by an unmatched library of reverse engineering results and an experienced forensic team with capabilities to establish patent portfolio evidence-of-use through IC circuit analysis and system-level product teardown."

While at IPA Art and Bill provided detailed patent portfolio analytics and patent brokerage services for both the acquisition and divestiture of patent assets relating to wireless communications, semiconductor technologies, internet infrastructure management, advanced digital television, dynamic random access memory, and other information technology related intellectual property.

Harry Page, CEO of UBM TechInsights, said, "I am pleased with the expansion of our patent brokerage capabilities and excited to have Art and Bill join our brokerage team. The strengthening of our West Coast presence should provide significant benefit to our growing brokerage business. We also look forward to working with Ron Laurie and IPS on an ongoing basis to the benefit of our current and future clients."

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.



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About United Business Media Limited

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 5,900 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.

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