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TANGIBLE IP ANNOUNCES THE SALE OF MEDIA TARGETING PATENT PORTFOLIO

Premiere IP Brokerage Continues Strong Start for 2015

Seattle – April 27, 2015. TANGIBLE IP, LLC, an international patent brokerage and Intellectual Property advisory firm headquartered in Seattle, with offices in San Francisco and Montreal, announced today the sale of a patent portfolio pertaining to Media Targeting and & Optimization technology belonging to **Working Research, Inc.** (“Working Research”). The specifics of the agreement and the identity of the buyer were not disclosed.

Despite the recent demise of many software patents since the US Supreme Court decision in *Alice*, the brokerage firm was able to demonstrate the applicability of this portfolio to the industry and convince a leading industry player to acquire the assets. Through its technical experts, Tangible IP developed detailed charts showing how the patents were being practiced by several key industry players.

Originally invented as a way to personalize parked domain name referral traffic from inbound content links by extrapolating a targetable keyword from the inbound (referring) URL link, the patented technology was productized until 2013. *“This is a classic case where we are able to give a second life to a technology we developed years ago and which underlying concepts embodied by our patents were still of value to other industry players”*, said Keith Pieper, CEO of Working Research. *“We had tried to sell these patents ourselves last year unsuccessfully before we were referred to Tangible IP by our prosecuting law firm. After they reviewed our assets, Tangible IP undertook to present the portfolio in a way that showed its value to the industry and guided us throughout the negotiating and closing process, which is never simple. The materials they prepared were first class. We also appreciate the way we were kept abreast at every step leading to closing the sale and how Tangible IP managed our expectations throughout. I would recommend them without hesitation to anyone who wants to divest its patents”*.

“It is always rewarding when we can transfer some great patents to someone in the industry who will ultimately productize them and disseminate an innovation more widely to the market”, said Louis Carbonneau, Founder and CEO of Tangible IP. *“Even if this portfolio was relatively small in size, we treat each transaction like it is the most important one we’ll ever make and this one was no exception. This is a win-win as the buyer acquires some very strong patents that are still relevant to many players in the industry and the seller receives some non-dilutive cash infusion -at a low tax rate- which it can reinvest into new opportunities.”*

Tangible IP, LLC specializes in selling high quality unencumbered patents and has now brokered the sale of over 2000 patent assets since its inception and has returned tens of millions of dollars back to inventors, shareholders and patent owners.

ABOUT TANGIBLE IP, LLC. Founded in 2011 by former Microsoft GM of IP & Licensing Louis Carbonneau, Tangible IP offers full service patent brokerage and strategic IP advisory services. For more info, visit www.tangibleip.biz or contact us via email at info@tangibleip.biz or by phone at +1 (425) 868-9280.
