



Pluritas, LLC Adds to Patent Advisory Services, Expands IP Transaction Offerings

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Valuation, Evaluation, Outsourced Analysis are Introduced;
Patent Sales, Buyside & Auctions are Expanded

San Francisco, CA, December 3, 2012 -- Pluritas, LLC, a leading intellectual property transactions firm, has expanded its IP advisory services to include valuation and evaluation services for parties considering transactions of potentially valuable patents and trademarks. Pluritas also has expanded its large portfolio patent analysis to enable it to more rapidly sift and sort multi-family portfolios.

“We are pleased to be able to provide our clients worldwide with new and expanded services that facilitate their IP monetization goals and support their strategy,” said Robert Aronoff, Managing Partner. “Our expansion is in response to requests for a broader range of support services to drive patent and other IP monetization activities, and to meet the changing needs of patent holders in the marketplace.”

Recent Pluritas assignments have included acquisitions and searches in support of the counter-assertion needs of clients in litigations, and monetization options ranging from sale to setting up third-party licensing and enforcement initiatives. Pluritas principals also have served as testifying and non-testifying experts in such matters as disputes regarding the value of patents and IP rights in bankruptcy.

Pluritas continues to be active representing sellers and buyers of IP rights, especially patents, including SMEs, Global 1,000 companies and NPEs. In 2012, completed transactions the firm has advised on have included Americast (a Verizon and AT&T joint venture), Sublinks (a social search portfolio invented by the former lead engineer on Apple’s “Siri” speech recognition program), Geocom (location-based content restriction), 3M SemiQuest (a 363 asset auction of semi-conductor polishing patents), ATR (music ‘jukebox’ solutions), AIT (secure database access over the Internet) and AT&T (local language search). Areas of technology and invention that the firm’s clients are active in include communications, computing, consumer electronics, social networking, digital media, search, clean technologies and LEDs.

The firm has also been active this year working with patent holders to identify the optimal timing and structure for monetizing their most valuable patents. Pluritas Managing Partner Rob Aronoff addresses the topic in “Use it or lose it: monetize patents while other still need them,” which will be published in the January IAM magazine. In December, Aronoff will also make presentations on the topic of foreign IP

transactions to IP buyers and sellers at the Intellectual Property Business Congress (IPBC) in Beijing, and at the Business of IP Asia BIPA forum in Hong Kong.

About Pluritas

Pluritas, LLC is a leading transaction advisory firm specializing in divestitures, acquisitions, and mergers where understanding intellectual property (IP) value is central. Since 2002, Pluritas has managed and successfully closed more than 100 patent and brand transactions on behalf of clients from distressed businesses to Fortune 500 companies. The firm's advisory services include IP sales, purchases, licensing, M&A, finance, valuation, evaluation and strategic positioning for product freedom. The firm's four executive partners each have been selected for inclusion in the *IAM Strategy 300 - The World's Leading IP Strategists*. Pluritas offices are located in Boston, Chicago, Houston and San Francisco. For more information, please visit: www.pluritas.com

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