

OCEAN TOMO

# BID-ASK™ MARKET



The Ocean Tomo Bid-Ask™ Market was built to further enhance Intellectual Property (IP) liquidity and transaction transparency. Ocean Tomo Bid-Ask Market serves a broad community of active buyers and sellers, providing a platform to purchase or sell patents and patent applications globally. This market is supported by Ocean Tomo Transactions and affiliate international voice brokers.

Ocean Tomo Bid-Ask Market is an effective solution for buyers and sellers of patent portfolios where a simplified process is important.

Ocean Tomo Bid-Ask Market is a highly efficient platform able to quickly clear patent transactions through a unique blend of technology and professional services. Ocean Tomo Bid-Ask Market is currently available in both English and Mandarin. Traditional auction markets are seller driven – buyers are limited to what is offered for sale. The Ocean Tomo Bid-Ask Market equally services buyers and sellers. Buyers can now efficiently post anonymous bids resulting in prompt notification of the patent owner by Ocean Tomo Transactions.

Further advancing industry transparency, all offers to buy ("Bids"), offers to sell ("Asks"), and final transaction prices are posted. Ocean Tomo Transactions lists the sale price for all publicly known patent transactions, making the Ocean Tomo Bid-Ask Market the only true global patent price discovery platform. Data submissions for verified patent sales are now being accepted.

Additional benefits of the Ocean Tomo Bid-Ask Market include:

- Standard transaction documents
- Security deposit account and transaction payment services
- Live customer support

All Bids and Asks are placed online or through an Ocean Tomo Transactions voice broker utilizing standard processes and transaction documents.

## Selling Assets

Patent owners who wish to sell independent patents, a patent family, or a portfolio first complete an Ocean Tomo Seller Agreement which contains specific terms for the sale such as the inclusion of future related assets or retention of a license back. Assets accepted are then given a transaction serial number and assigned a virtual data room in which the seller may disclose further details. The targeted purchase price (the Ask) is then posted with an identifying color indicating whether it is a single patent sale, patent family sale, or portfolio sale.

## Buying Assets

Buyers must complete an Ocean Tomo Bidder Agreement which includes credit verification. This verification must meet predetermined standards set by Ocean Tomo in order to bid. Once the buyer is approved, Ocean Tomo assigns a virtual paddle number. The buyer provides Ocean Tomo Transactions their opening bid which is posted online. A maximum bid may also be shared in confidence with Ocean Tomo Transactions, facilitating a more rapid auction process. The applicable patent owner is promptly notified of the interest in their property without disclosing the identity of the bidder. Under the Bidder Agreement, Buyers acknowledge that Ocean Tomo Transactions may place bids against the reserve price.

## Benefits to Sellers

The Ocean Tomo Bid-Ask Market™ meets sellers' demands for low transaction costs, serious buyers, and IP brokering assistance to close sales on acceptable terms. Sellers are assigned a unique transaction serial number for which bidders are given a corresponding virtual paddle number, eliminating confusion as to which assets are being pursued. Bidders may only enter bids after completing a Bidder Agreement, which includes a strict credit review by Ocean Tomo. All Bids placed are contractually binding; the Ocean Tomo Bid-Ask Market team handles the remainder of the transaction.

## Benefits to Buyers

The Ocean Tomo Bid-Ask Market addresses the primary concerns for all buyers: patent pricing, buyer anonymity, confidentiality, and transaction efficiency. The Ocean Tomo Bid-Ask Market team provides aggregate pricing data for patent transactions, thus increasing the transparency of pricing for all interested parties. All potential buyers can browse the activity levels and Bid-Ask spreads for individual patents, patents within a family, foreign patents and applications, and similar patents. Like the real estate market, Ocean Tomo Bid-Ask Market enables potential buyers to assess a patent's value based upon all Bids and Asks posted for comparable assets. Ocean Tomo Bid-Ask Market provides effortless price discovery through a systematic review of comparable transactions.

## Fees and Commissions

Sellers are charged a fifteen percent (15%) commission at the closing of a transaction; buyers pay a ten percent (10%) buyer's premium at closing. There is a minimum \$2500 fee for each lot listing on the Ocean Tomo Bid-Ask Market.

## The Right Choice

With a wide variety of patents available and a global community of buyers, the Ocean Tomo Bid-Ask Market is an optimal transaction platform for both buyers and sellers. Enhanced price transparency, combined with clear but flexible agreements and an efficient platform ensure low transaction cost and an effortless process for all parties. The Ocean Tomo Bid-Ask Market represents the next generation in IP market development from a proven pioneer.

## About Ocean Tomo

Ocean Tomo, the Intellectual Capital Merchant Banc™ firm, provides companies with financial services related to intellectual property and intangible assets including financial expert testimony, intellectual property and complex financial instrument valuation, strategy consulting, risk and regulatory compliance, patent analytics, investment advisory, innovation management consulting and transaction brokerage.

Our Opinion, Management, and Advisory Services are built upon more than three decades of experience valuing intellectual property in the most rigorous of venues – State, Federal and international courts. Our financial, market and technical experts provide a unique understanding of the contributory value of proprietary innovation. This is the cornerstone of our business. This insight permeates every practice and client engagement. Collectively, Ocean Tomo professionals have:

- Completed over 1000 engagements involving IP worth in excess of \$10 billion including over 300 valuation and 500 financial damages expert testimony engagements;
- Successfully closed hundreds of IP sale transactions with a cumulative transaction value well in excess of \$750 million;
- Served as a trusted advisor involving the biggest IP transaction in history;
- Originated more successful IP monetization solutions than any other firm, including the creation of the world's oldest and most successful live patent auction.

Our track record of results spans more than 100 different industry segments. Because our past success provides the best indication of our capabilities, we are proud to feature a few representative engagements and encourage potential clients to seek references from past clients.

For further information on the Ocean Tomo Bid-Ask Market, please contact Bid-Ask@OceanTomo.com.

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