



ipCapital Group
Intellectual Property Strategy Advisors

FOR IMMEDIATE RELEASE

ipCapital Group Announces Strategic Alliance with Semiconductor Insights

Williston, VT, March 12, 2009 – ipCapital Group, Inc. (<http://www.ipcg.com/>), one of the nation's leading intellectual property (IP) strategy consulting and licensing firms, is proud to announce that they have entered into a strategic alliance with Semiconductor Insights, Inc. (<http://www.semiconductor.com/>), a professional services firm serving the technical intelligence and intellectual property needs of the electronics marketplace.

Semiconductor Insights is a global leader in the provision of sophisticated technical and intellectual property rights and consulting services to the world's largest semiconductor and consumer electronics corporations. Particular domain expertise includes memory, wireless, communications, analog, mixed signal, logic, MCU, DSP, and embedded software.

ipCapital Group provides IP strategy consulting expertise, including audits of Intellectual Asset Management (IAM) processes, which extract the unrealized inventions in a corporation, develop IP market intelligence, and inform IP strategies. These strategies in turn drive the development of new inventions as well as update the IAM processes. These updated processes, which ipCapital Group helps implement, then drive the IP Strategy to execution.

"Semiconductor Insights is committed to expanding its offerings across the IP life cycle through the development of internal capabilities and partnerships with firms offering complimentary services," said Mike Mclean, Vice President of Professional Services at Semiconductor Insights. "ipCapital's robust IP strategy framework and process provides another powerful way in which our clients can benefit from our expertise in technology and patent analysis to further their growth and IP leadership."

"This strategic alliance will complement our efforts to help clients develop IP strategies and enhance IAM processes that grow the business value of their IP. We have found that Semiconductor Insights' technical expertise in particular, though usually applied later in the IP process, actually provides critical information that can improve upstream IP Strategies, to enhance how to develop IP that is more strongly enforceable and ensure that IP developed is linked to a reverse engineering monitoring program." said John Cronin, Managing Director and Chairman of ipCapital Group. "This partnership will further broaden our ability to provide a complete client solution unlike any other in the world."

Semiconductor Insights – A Division of TechInsights

Semiconductor Insights (SI) is the leading technical advisor to the world's microelectronics community. SI supports its clients through technical investigation of patents, integrated circuits, and electronic systems. Customer engagements can include custom projects for intellectual property and competitive intelligence purposes and open market engineering reports. SI is headquartered in Ottawa, Canada, and has local representation in Japan, Korea, Singapore, Taiwan, China and Israel. The majority of SI's 160 employees

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are scientists, engineers, physicists or technologists, with extensive IP experience. TechInsights is a Division of United Business Media, LLC www.UBM.com.

About ipCapital Group

Since 1998, ipCapital Group (ipCG) has delivered over 500 successful IP engagements to companies in a wide range of industries. Its professional services maximize financial results for clients that seek to develop and execute intellectual property (IP) strategies, strengthen and monetize IP portfolios, and establish and implement Intellectual Asset Management (IAM) practices. ipCG has an interdisciplinary team trained in business, law, marketing, and product development that provides a systematic and comprehensive view of the full lifecycle of IP, from creation to monetization to retirement. For more information, visit www.ipcg.com.

Contacts

Mike McLean, Semiconductor Insights, mcleanm@semiconductor.com

John Cronin, ipCapital Group, jcronin@ipCG.com

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