



Leader in Patent Analysis and Transaction Advisory Services

Internet Search

Patent Acquisition Opportunity

The information in this package is provided for the sole purpose of supporting the independent evaluation of these patents by prospective buyers, and does not constitute legal opinion or representation. Any discussion of the potential use of the patented inventions by particular products is for illustration purposes only and is not intended to be, nor should they be construed as, notice of, or any form of accusation of, infringement of any of the indicated patents by any products. In addition, the materials provided by GTT Group are copyrighted material and are intended for use by the receiving party solely for their use in determining whether to purchase the patents offered for sale by GTT Group and their participation in the sales process run by GTT Group.

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Internet Search Patent Portfolio



Patents

The portfolio is made up of three patent families that contain seven U.S. issued patents and two U.S. applications.

Relevant Markets

Internet Search Engines
Internet Advertising

Evidence of Use

GTT Group has developed market adoption materials available under NDA

Offer Deadline

September 9th, 2014

Contact GTT Group

Andrew Godsey
Director, Asset Services
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Opportunity Summary

- GTT Group is exclusively representing the sale of seven issued U.S. patents and two U.S. applications. The patents disclose Internet technologies related to web content searching, user-tagging and internet advertising.
- Key inventions relate to searching for website content based on specified content categories, such as image content or video content. The claimed inventions are being utilized by current Internet Search Engines.
- Select parties will be presented the opportunity to review this portfolio.
- GTT Group has developed supporting market adoption materials that are available under non-disclosure, non-notice provisions.

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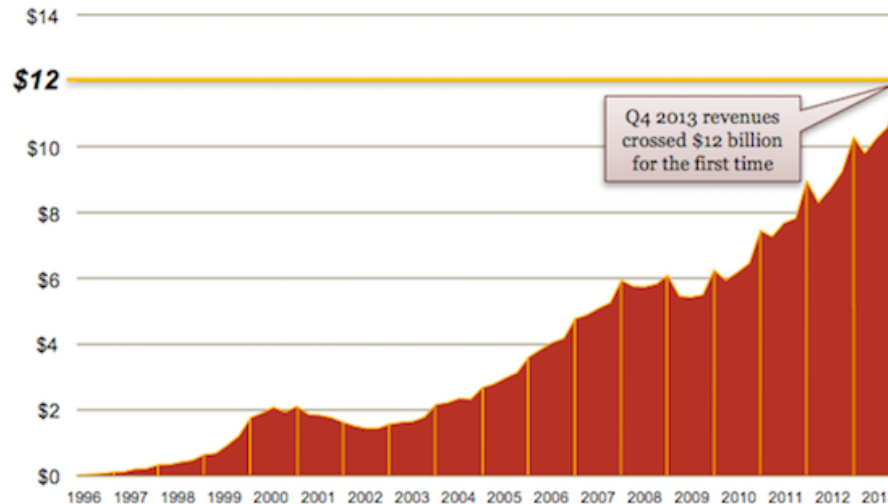
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Internet Search Engine Market

- Search Engines drive revenue primarily through digital advertising.
- In 2013, search engines accounted for \$18.4B, or 43%, of all Internet ad revenue.
- 2013 marked the first time Internet ad revenue was more than that of broadcast television.

Quarterly revenue growth trends 1996-2013 (\$ billions)



Source: IAB/PwC Internet Ad Revenue Report, 2013

- There was 17% growth in Internet Advertising from 2012 to 2013.
- This growth is expected to continue, especially with the growth of Mobile and Mobile Search advertising.

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Transaction Structure

Seller prefers an all-cash transaction.

Bidding Deadline

All interested parties should plan on placing an offer by September 9th, 2014.

Submitting an Offer

Offers should be submitted in writing from an authorized party stating the price offered and any material condition to closing.

Pricing

No price floor has been set. Seller reserves the right to accept any offer and refuse any and all offers in its sole and arbitrary discretion. GTT Group is able to provide value guidance to qualified interested parties.

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Non-Notice

Seller has agreed that the information provided to prospective purchasers throughout this sales campaign will not be used in any legal or administrative proceeding directed to enforcement of any patent associated with the Internet Search Patent Portfolio.

Evidence of Use

GTT Group is prepared to discuss market adoption and present claim charts to interested parties under Seller approved non-disclosure agreement.

Encumbrances

Encumbrances are available under NDA.