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Internet Technology Patent Portfolio to be Sold by GTT Group

Portland, Oregon (July 2014) -- Global Technology Transfer Group, Inc. (GTT Group), the premier provider of patent brokerage and patent transaction advisory services to information and communication technology companies worldwide, announces the availability of a patent portfolio related to internet search engines and advertising.

The portfolio contains three patent families with a total of seven U.S. issued patents and two U.S. applications. The patents in the portfolio claim a priority date as early as 1998. Key inventions in the portfolio relate to searching for website content based on specified content categories, such as image content or video content. Allowing users to search for images and videos is a key feature that is offered by current internet search engines.

“Last year was the first year that internet ad revenue was larger than TV ad revenue and that is largely driven by search engines,” said GTT Group Director of Asset Services, Andrew Godsey. “It’s rare to find strong patents applicable to such a large and growing market available for purchase. We expect there to be significant interest from multiple parties.”

GTT Group has prepared market adoption materials to illustrate how the assets have been adopted by major market participants. The market adoption materials will be made available to interested parties under non-disclosure and non-notice provisions. To receive more information about this opportunity, please contact Andrew Godsey. All inquiries will be kept strictly confidential.

GTT Group will approach potential buyers and provide materials explaining the strategic advantages of acquiring the portfolio. In addition, GTT Group’s experts will be available to discuss the strengths of the patents and evidence of use in the market. The portfolio will be sold at a private auction in September 2014.

About Global Technology Transfer Group, Inc.

Global Technology Transfer Group, Inc. is a patent transaction advisory and consulting firm, which combines core competencies in patent valuation with its global network to deliver unparalleled results. GTT Group’s services include Patent Valuation, Patent Brokerage, Patent Acquisition, Patent Licensing Support, Wireless Related Standards Review, and Patent Research & Strategic Analysis. The company’s corporate headquarters are in Portland, Oregon, with representation in North America, Asia, and Europe.

For more information, visit GTT Group at: www.gttgrp.com

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