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ipCapital Group Hires Leading Intellectual Property Strategist
Bruce Story brings decades of senior corporate patent management expertise

Williston, VT, September 5, 2008 – Bruce Story, a renowned intellectual property (IP) expert, has been hired as a Senior Advisor at ipCapital Group (ipCG), the nation's leading intellectual property strategy consulting and licensing firms. Story is a recognized leader in IP strategy development and implementation across diverse businesses and in a globally competitive environment.

"I'm very excited about joining ipCG due to their pre-eminent position within the IP industry," Story said. "They have the depth of experience and support staff necessary to readily bring IP solutions to meet client-specific needs and they understand the value that IP strategy supported by sound IP processes can bring to innovative companies."

Story joins ipCG fresh off of a 34-year career at the Dow Chemical Company. As Senior Director of Intellectual Capital Management, his most recent post, Story was responsible for managing 8,000 global patents. His specialties at Dow included business-focused patent strategy development and implementation, IP litigation, business IP risk mediation, focused innovation, licensing, open innovation, venture partner identification, joint venture IP issues management, mergers and acquisitions, acquisition due diligence and competitive assessment.

Among his accomplishments at Dow were the development and execution of a global patent strategy that resulted in a new patent-protected \$1 billion business, plus annual licensing revenues in excess of \$100 million; numerous favorable IP settlement agreements and cross-licenses; and the implementation of new IP metrics that transformed Dow's business plan.

At ipCG, Story will lead a new business development offering to help companies in IP crisis to reduce business risk, avoid litigation and assure a positive future.

"Bruce's deep experience handling 'crisis' IP scenarios will bring great value to our clients," said John Cronin, Managing Director and Chairman of ipCapital Group. "The IP

landscaping and work-around strategies that he has helped devise are key tools to offset threats of patent infringement litigation.”

Story earned a B.S. in Chemistry from Trinity University. He owns two US patents and is a member of numerous professional associations including the Licensing Executives Society, the Intellectual Property Owners Associations, the Industrial Research Institute, the American Chemical Society and the Society of Plastics Engineers. He is also slated to provide an overview on Dow Chemical’s intellectual asset management process at the 6th ipCG Thought Leadership Conference to be held from November 5-7 in Stowe, VT.

About ipCapital Group

Since 1998, ipCapital Group has delivered over 450 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. ipCapital Group 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.

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