

## CardinalCommerce and ipCapital Group Announce Strategic Alliance

MENTOR, Ohio, April 14 /PRNewswire/ -- CardinalCommerce Corporation, the worldwide leading provider of payment brands, today announced its partnership with ipCapital Group, Inc., a major intellectual property (IP) strategy consulting and licensing firm.

CardinalCommerce's many issued patents, including one for Cardinal Centinel(R), the Universal Merchant Platform, are used to provide services to more than 32,000 merchants worldwide. The unique Centinel technology gives merchants the fastest, easiest and simplest way to enable multiple payment brands and methods, especially those that use authentication such as passwords, dynamic numbers, biometrics and other forms. There are several new and established brands and initiatives that would benefit from this technology.

Through the partnership, ipCapital Group has assisted CardinalCommerce in assessing and strengthening its IP assets through the development of actionable IP strategies to improve the scope and breath of Cardinal's patents. ipCapital Group has IP management expertise to identify market and business opportunities and advises Cardinal as to where its U.S. and international patents can be leveraged.

"Cardinal is excited about our relationship with ipCapital and the work we have completed together," said Mike Keresman, CardinalCommerce's CEO. "We always believed our patent portfolio is an important asset, and it is comforting to have professional experts validate our IP, help strengthen our portfolio and position us for future business opportunities. With this technology we can help make Internet and mobile commerce safe and less prone to fraud, which is good for the industry, merchants and especially consumers."

John Cronin, managing director of ipCapital Group, a licensing and strategy consulting group based in Williston, Vt., said, "It's not often that we find a company of this size that understands the value of patents. Cardinal did the right things and invested resources early on to secure its Intellectual property. We see many opportunities to add to Cardinal's business prospects, since its coverage is strong, comprehensive and broad, lending itself to opportunities beyond the payment industry. Based on the strength of its IP, Cardinal could have easily allied itself with other firms. We are glad to have been chosen."

Pat Roche of Fay Sharpe LLP, Cardinal's IP counsel, said, "We are pleased with the allowance rate of Cardinal's patent applications both here and abroad, and expect this trend to continue."

ipCapital is also focused on creating valuable business opportunities

to leverage CardinalCommerce's additional patented technologies including the mobile commerce platform Cardinal MAX(TM) and the bank authentication platform, 2IDENTIFI(TM).

### **About CardinalCommerce**

CardinalCommerce Corporation is the global leader in enabling authenticated payments, secure transactions and alternative payment brands for both eCommerce and mobile commerce. Cardinal Centinel(R) enables payment brands such as Verified by Visa, MasterCard(R) SecureCode(R), PayPal(TM), eBillme(TM), Bill Me Later(R), Google Checkout, MyECheck, NACHA(R) Secure Vault Payments (SVP), Ukash, and more to a network of over 30,000 merchants and merchant service providers. Our mobile commerce platform, branded Cardinal MAX(TM), makes it easy for merchants to sell through mobile commerce by linking them directly with consumer mobile phones. Cardinal's proprietary and easily deployable technology provides consumers, merchants, credit/debit card issuers, and processors the ability to conduct authenticated Internet, wireless and mobile transactions safely and securely. Headquartered in Cleveland, Ohio, with facilities in the United States, Europe and Africa, Cardinal services a worldwide customer base.

The CardinalCommerce logo is available at <http://www.primenewswire.com/newsroom/prs/?pkgid=697>

### **About ipCapital Group**

Since 1998, ipCapital Group (ipCG) 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. 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 <http://www.ipcg.com>.

CONTACT  
ipCapital Group, Williston, VT  
Courtney Lightfoot, 802-872-3200 extension 214, [info@ipcg.com](mailto:info@ipcg.com)