



ipCapital Group
Intellectual Property Strategy Advisors

FOR IMMEDIATE RELEASE

Contact: Carol Messina
ipCapital Group, Inc.
(802) 872-3200 ext. 214
info@ipcq.com

Marshall Phelps Joins ipCapital Group Board of Directors
Former Intellectual Property Leader at Microsoft
Brings World-Renowned Expertise to Firm

Williston, VT, March 30, 2010 – 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 Marshall C. Phelps, Jr., former Corporate Vice President, Deputy General Counsel for Intellectual Property and Licensing at Microsoft, has joined the firm as a member of the Board of Directors. Mr. Phelps is a leading figure in the field of intellectual property management and execution and pioneered many of its foremost strategies to unprecedented results while leading IP business and related activities at IBM and Microsoft.

Mr. Phelps is currently an advisor to a number of companies including Microsoft, Waggener Edstrom and Viral Genetics. He also serves on the university-related intellectual property committee of the National Academy of Science, and five other boards of directors. He is a recognized expert on the management and monetization of intellectual and intangible assets, entrepreneurship and innovation. In 2006, he was elected to the initial class of the Intellectual Property Hall of Fame. His book, *Burning the Ships: Intellectual Property and the Transformation of Microsoft*, which focuses on how intellectual property can generate new business opportunities, was published in 2009. In 2001 he was founding partner with Nathan Myhrvold of Intellectual Ventures, now the largest acquirer of patents worldwide.

At Microsoft, Mr. Phelps was responsible for worldwide management of the company's intellectual property portfolio, patent prosecution, licensing, standards and business development. He facilitated Microsoft's emergence as one of the world's largest IP companies with over 60,000 patents and applications, extensive copyright holdings, and numerous trademarks.

Mr. Phelps joined Microsoft following a twenty-eight-year career at IBM Corp., where he served as Vice President in the 1990s and was responsible for overseeing standards, telecommunications policy,

industry relations, licensing, intellectual property law, and management of a worldwide intellectual property portfolio of more than 35,000 patents and 8,500 trademarks. By pursuing license agreements for these and other IP rights, such as trade secrets and copyrights, he transformed a function that traditionally produced costly overhead to a \$2 Billion annual profit center. Prior to heading their IP business, he served IBM as Director of Government Relations in Washington and as Vice President of Asia Pacific operations in Tokyo.

Mr. Phelps holds a Bachelor of Arts degree from Muskingum College, a Master of Science degree from Stanford Graduate School of Business and a doctorate from Cornell Law School.

When asked about joining the Board of ipCapital Group, Mr. Phelps stated: "It is well-accepted that intangible assets represent 70% to 80% of the value of most corporate balance sheets. I'm excited to join ipCapital Group because they have developed a set of best-in-class processes to manage these intangible assets more strategically and efficiently. This benefit is something for which there is a very real need in most businesses. I basically see ipCapital Group as being 'Six Sigma' for IP and Intellectual Asset Management (IAM)."

John Cronin, Managing Director and Chairman of ipCapital Group said, "I am honoured by Mr. Phelps accepting our invitation to join our board and help ipCapital Group. He will be instrumental in helping us figure out ways to lead the IP industry, as well as the companies we serve, to understanding that IP/IAM Management practices are more critical today than ever. Mr. Phelps can help us lead in our collaboration efforts with other IP companies, as well to provide us insight into how we can better serve our clients using our IP consulting and IP licensing practices."

About ipCapital Group

Since 1998, ipCapital Group has delivered over 550 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 IP strategies, strengthen and monetize IP portfolios, and establish and implement 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 life cycle of IP, from creation to monetization to retirement. For more information, visit www.ipcg.com.

Contacts

John Cronin, ipCapital Group, jcronin@ipcg.com

Carol Messina, ipCapital Group, info@ipcg.com

###