



FOR IMMEDIATE RELEASE

ipCapital Group Announces Strategic Alliance with Hyperion Global Partners

Williston, VT, March 4, 2009 – 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 they have entered into a strategic alliance with Hyperion Global Partners (<http://www.hyperiongp.com/>), a newly formed consulting company focused on Intellectual Property Management (IPM).

Hyperion Global Partners, under the leadership of Eyal Iffergan, helps law firms and corporate counsel to manage, improve and resolve the challenges of their practices. As the IP practice of law faces enormous change in technologies and processes, Hyperion's team can help you to expand conventional use of technology to smartly leverage core docketing and prosecution information in more far-reaching and pervasive portfolio management strategies.

Hyperion's IPM practice focuses on helping clients to implement best practices in four key competencies - Workflow, Automation, Collaboration, and Knowledge Management. These core competencies build on one another to realize exponential gains from tactical, from day-to-day operations – the "low-hanging fruit" that can present quick and meaningful success – to the most strategic levels of thought in the practice of IP law. Eyal Iffergan has over 15 years experience in IP business and process best practices and has worked with scores of firms and corporate counsel to deploy these highly targeted practices.

ipCapital Group provides IP strategy consulting expertise, including audits of Intellectual Asset Management (IAM) processes, which extract the unrealized inventions in a corporation, develop IP market intelligence, and inform IP strategies. These strategies in turn drive the development of new inventions as well as update the IAM processes. These updated processes, which ipCapital Group helps implement, then drive the IP Strategy to execution.

"We believe this strategic alliance will compliment our efforts to help IP practices to manage their business and technology challenges. ipCapital Group's front-end analysis will inform [clients about] IP legal practices. Our measure of a strong partnership is driven by our ability to provide a complete solution to our clients that provides a combined value that is greater than the comprising parts individually," said Eyal Iffergan, Managing Principal of Hyperion Global Partners. "ipCapital, with more than 11 years of experience and an exemplary track record in IP strategy will assist us in strategically executing this program worldwide. We are confident that we have found an excellent partner in ipCapital Group that will provide us the skills in IP Strategy and innovation management [that] we need to ensure we develop the complete solution set for our clients."

"When we saw the significant methodological approaches of Hyperion Global Partners, specializing in legal practices process engineering, we knew that we had finally found a way to realize the most difficult part of implementing a complete IP strategy; that is to manage the process engineering requirements of the legal practices to support the firm's or

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company's IP strategies and objectives. We never had the experience to do this before" said John Cronin, Managing Director and Chairman of ipCapital Group. "We have started to develop other alliances to overlap ipCapital Group's service offerings into the legal practice side to help advance their own businesses and, in turn, to add value to their clients. ipCapital Group will make a significant investments in the relationship with Hyperion Global Partners and will provide its knowledgeable fully staffed consulting practice to help Hyperion scale," says Cronin. "The ipCapital Group team is very excited to finally have the ability to work with and assist legal practices."

About Hyperion Global Partners

Hyperion Global Partners is a premier global consultancy to the legal and intellectual property professions. We work with AmLaw 200 law firms and Global 1000 corporations to manage the challenges of their business - operational, process, organization and technology management issues. We have assembled a team of the best and brightest in the industry to bring unparalleled expertise and depth to help our clients align and execute their strategic business objectives. We're a boutique consulting firm focused on key business management and applications areas that we know better than anyone else. For more information, visit www.hyperiongp.com.

About ipCapital Group

Since 1998, ipCapital Group (ipCG) has delivered over 500 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 www.ipcg.com.

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