



# Heritage Global Patents & Trademarks

*“Converting Gray Matter into **Green**”*

# About Heritage Global

The screenshot shows the Heritage Global Inc. website. At the top left is the logo for Heritage Global Inc. with a globe icon. To the right are navigation links: 'Corporate Profile & Governance', 'Operating Companies', and 'Investor Relations'. Below the navigation is a hero section with a world map background and the text: 'Heritage Global Inc. is a value-driven, innovative leader in asset valuations & transactions. We deliver global solutions & options to maximize value.' Below this is a green bar with four statistics: '4 Billion in asset sales', '10 Billion in assets valued', '500 Over 500 operating businesses sold', and '15 Global offices'. Below the statistics are three sub-brand logos: 'Heritage Global Partners' (Asset Advisory & Auction Services), 'Heritage Equity Partners' (Mergers, Acquisitions & Joint Ventures), and 'Heritage Global Valuations' (Valuations & Appraisals). Below these is a search bar with the text 'How can we be of service?' and a dropdown menu showing 'I want to know what a business is worth'. At the bottom is a section for 'Heritage Global Inc. (OTCQB: HGBL)' with a brief description of the company's services.

Heritage Global Inc. (OTCQB: HGBL) is a value-driven, innovative leader in tangible and intangible asset valuations and transactions.

Heritage Global focuses on identifying, valuing, acquiring and monetizing underlying assets in twenty-eight global manufacturing and technology sectors. Heritage Global Patents & Trademarks is the division specializing in Intellectual Property sale and advisory services.

Heritage Global specializes both in acting as an adviser, as well as acquiring or brokering turnkey manufacturing facilities, surplus industrial machinery and equipment, industrial inventories, accounts receivable portfolios and related intellectual property, and entire business enterprises.

# *Do you have unwanted patents gathering dust in your portfolio?*



**Does your company have patents gathering dust in your IP portfolio that you will never utilize or commercialize? If so we can turn your dust into dollars. Why continue paying the ongoing maintenance fees for something you will never use?**

- Isn't it just good business sense to streamline your IP portfolio to the assets that are core and strategic to your business plans?**
- Doesn't it also make good business sense to improve your IP Portfolio ROI by finding another firm who either wants or needs your patents thus resulting in a much higher dollar return to you?**

**If the answer to these questions is "yes", then Heritage Global Patents & Trademarks can help.**

# *Aren't there tons of patents already on the market for sale?*

Yes, there are. There are millions of patents and trademarks in existence, and many thousands of Patents, Trademarks and Patent Portfolios for sale at any given time.

So how does one cut through the cluttered competition for ***“shelf-space”*** in the marketplace?

By creating “Date-Certain Events”:

- Date-Certain Auctions
- Date-Certain Brokerage



# How do “Date-Certain Events” cut through the marketplace clutter?



- “**Date-Certain Events**” create **Focus** on what **You** have for sale, and thereby compel **Action** on the part of potential Buyers to **Act** in response to the offering (or miss the opportunity entirely).
- We unclutter the competition for shelf-space in the marketplace, and create **Focus and Action** on **YOUR IP**.

## *Date-Certain Events (continued)*

- When Sellers commit to “Date-Certain Events” it clearly communicates to the world that the Seller is serious and means business, and is not just on a fishing trip that will be a waste of potential Buyers’ time and effort.
- This is what cuts through the clutter of shelf-space - this is what knocks 99% of other Patents off the shelf, leaving ***Yours*** as the one that gets the full marketplace attention from Buyers, as they know if they do not focus on ***Yours*** the opportunity will pass them by.

# What are the methodologies of sale?

Heritage offers two ways to monetize your Patents and Trademarks – Auctions and Brokerage – and depending upon your circumstances we will be happy to discuss the pros and cons of each method of sale and make the recommendation best suited to achieve your objectives.

## AUCTIONS

Auctions are the sale methodology of choice if there is an urgent time component in which the sale must take place. Auctions are the epitome of “**Date Certain Events**”. There is nothing in the world that focuses the attention of Buyers in the marketplace like an Auction. Buyers know they must act or miss out on the opportunity. Why are Buyers driven to Auctions, like moths to a flame? Because they think they will get a bargain, yet it is that very interaction of all those seeking a bargain that ultimately reveals the true marketplace value.

Auctions contain a series of dynamics that are very favorable to Sellers by putting the Buyers on fair notice that they will be participating in a competitive bidding environment and that they will not be allowed the opportunity to play the “waiting game” to try and wear you down on price.

# Sale Methodologies - Brokerage

## BROKERAGE

Brokerage is ideal for Sellers who desire the benefits of the ***Focus*** brought by a “***Date-Certain Event***”, but who have greater flexibility in terms of when that date must be.

As with Auctions, prospective Buyers must nevertheless act expeditiously or run the risk having another party act with greater decisiveness and taking the property off the market before they have even submitted an offer.

With Auctions the urgency created is both price and date-driven, but Buyers know the “when” of sale. In Brokerage, however although there is an end-date to the offering they must ***Act promptly*** or they miss the out on the opportunity altogether from another party that has acted with greater urgency. If they wish to ensure their chance of acquisition they must ***Act***.

# *How do you target Buyers for my patents?*

## **Macro-Marketing** – Casting The Widest Possible Net Within the Appropriate Industry

- Targeted email campaigns
- Targeted ads in industry-specific online journals and publications
- Targeted ads in industry-specific print journals and publications

**Micro-Marketing** - Through utilization of state-of-the-art Patent Analytics software as well as sophisticated data-mining of the world's patent databases Heritage develops a target list of most likely acquiring companies and diligently markets your IP to these companies to assure no stone is unturned in the marketing effort.

# What pricing protection do I have?

Sellers in both Auctions and Brokerage retain pricing authority by means of the “**Reserve Price**”.

The Reserve Price is the price below which the Seller is not obligated to sell. The Seller may choose between a “Published Reserve Price” meaning the Reserve Price is disclosed as part of the offering, or an “Unpublished Reserve Price”, meaning the Reserve Price is not disclosed as part of the offering.

Heritage Global Patents & Trademarks will discuss the circumstances underlying the sale with the Seller and will offer guidance in the selection of the type of Reserve Price to be used.

# *How do you manage Confidentiality and Due Diligence issues?*

Heritage Global Patents & Trademarks is keenly aware of Seller needs for Privacy and Confidentiality in the marketing and sale of Intellectual Property.

All parties interested in the acquisition of the IP are required to sign a Non-Disclosure Agreement (NDA), and abide by the Terms & Conditions of sale which include the qualifications required to bid.

HGPT uses a “Virtual Data Room” (VDR) where all pertinent information regarding the IP is housed. A Virtual Data Room is a third party “extranet” providing a secure online repository of data. The VDR enables those who have previously executed the NDA to view all relevant documents and data for the particular IP subject to the sale.

# *This sounds promising.....what's the first step?*

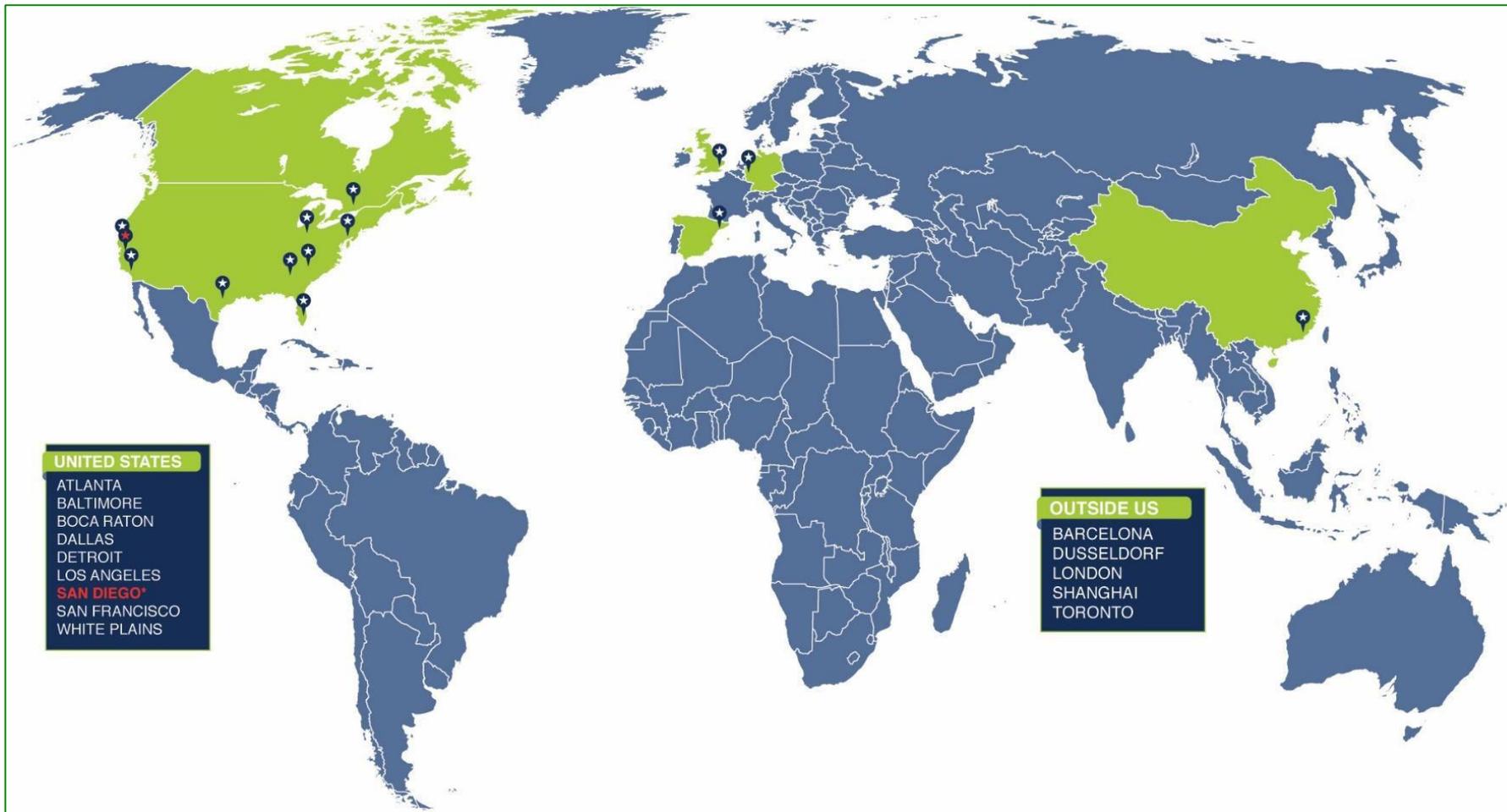
Patent Number
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It's easy to get started, simply:

1. Fill out the easy-to-use form on our website under the ***“Have Patents or Trademarks You Wish to Sell?”*** tab at [www.hgpatents.com](http://www.hgpatents.com) or;
2. Just pick up the phone and call, or email us a spreadsheet with a list of the patents you would be interested in selling, using the seven character number assigned by the US Patent Office.

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# Thank you for considering Heritage Global



With offices in the Americas, Europe and Asia, Heritage Global is well-positioned around the world to assist you with the specifics of your requirements.