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(Ocean Tomo)



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가 (Ocean Tomo Patentratings ; OTP)
(Steve Lee, 44)

가

Auction)

LOT가 50%
30%

(Ocean Tomo)

가

68 LOT 31
가 .

2006 4 5

(: Spring 2006 Live Patent

가
(Ocean Tomo)

가



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(Ocean Tomo) 2003

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	1	2	3	4	5
	2006. 4. 5	2006. 11. 2	2007. 4. 19	2007. 6. 1	2007.10. 25
	68 LOT	49 LOT	67 LOT	64 LOT	76 LOT
	31 LOT	25 LOT	34 LOT	14 LOT	35 LOT
	\$ 8,446,100	\$ 23,903,000	\$ 11,429,000	\$ 8,100,503	\$ 9,455,000

< 2. (Ocean Tomo) >

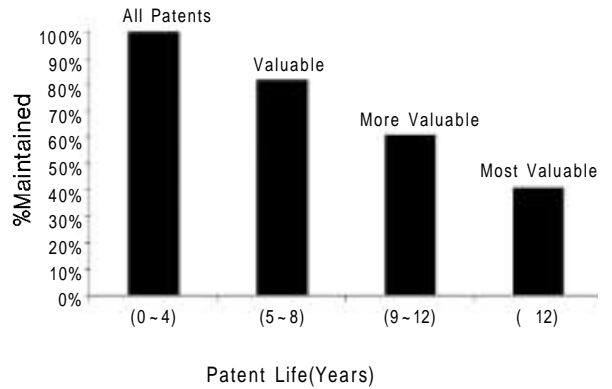
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(Expert Services), 가 가 가
(Valuation), (Investments), “ 가 가
(Risk Mangement), (Corporate Finance) “ (Ocean Tomo)가 ”
(Ocean Tomo) 가
(Patentratings System)
가 ” .

(Expert Services)	<ul style="list-style-type: none"> o (Financial Testmony) - 가(20) o (Surveys) -
가 가 (Valuation)	<ul style="list-style-type: none"> o 가 가(Appraisals) o (Patent Analytics) o 가 (PatentRatings System)
(Investments)	<ul style="list-style-type: none"> o Ocean Tomo 300™ Patent Index - 가 300 o Standare & Poor s 500 Ocean Tomo 300™ Patent Index
(Risk Mangement)	<ul style="list-style-type: none"> o License Mangement - - o (Insurance) -
(Corporate Finance)	<ul style="list-style-type: none"> o IP Asset Sales / Auction - (Live Auction) - , 가, o :

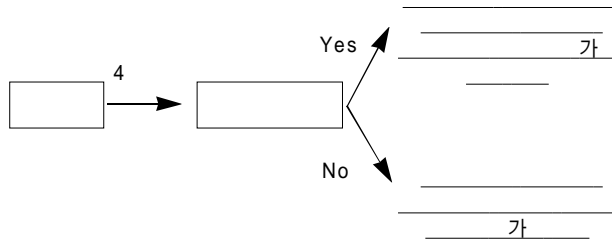
< 1 (Ocean Tomo)가 >

(Ocean Tomo) 가 (Patent Maintenance System) (Jonathan A. Barney) 가 (USPTO) 4 (Main Maintenance Fee) (Jonathan A. Barney) 가 가 가 가 가 가 가 가

USPTO 가 , 가



가 * USPTO : US \$900 (4th year) US \$2,300 (8th year) US \$3,800 (12th year) < 3 (Average Patent Life)>



(Ocean Tomo) 가 (Patent Maintenance System) IPQ™ Score Relevancy Score . IPQ Intellectual Property Quantity 가 , Relevancy

“ Individual patent decision maker will, on average, choose to pay maintenance fees only when the perceived value of the expected remaining economic benefit secured by the patent exceeds the amount of the maintenance fee, taking into account appropriate risk factor, anticipated rates of return, etc ”

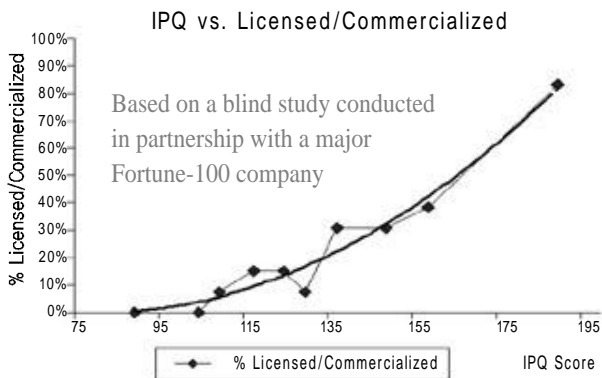
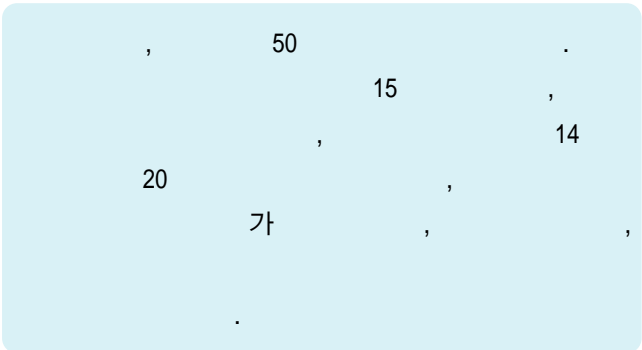
<Jonathan A. Barney, Article 2007. 6>

IPQ™ Score 35가 1) USPTO 7 2) (Normal or median Patent) IPQ=100 가 가

1) (Technology Field), 가(Inventor), (Assignee), (Number of Claims), (Maintenance records), (Cited reference)
2) 1836

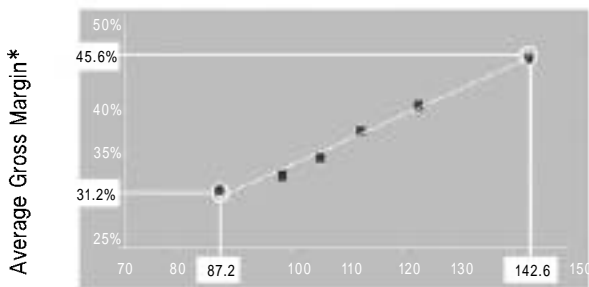
Score 100 IPQ™
 IPQ™ Score가 (Average Gross Mar
 gin) 가

IPQ™ Score 가 ,
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 (Ocean Tomo)가 100
 (Blind Study) , IPQ
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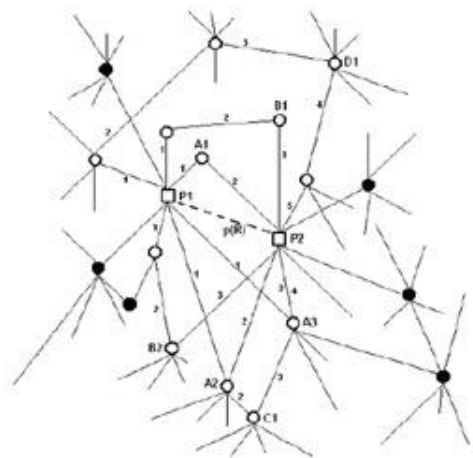
< 4 100 IPQ™ Score >

Relevancy Score () ()
 “ Reference cited ” , A
 가B , B 가
 , A 가C



Average IPQ Score
 Source : OTPR analysis, 1000 public companies

< 5 100 IPQ™ Score >



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Relevancy Score

DDR(Due Diligence Report,)

reference cited ”

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(Patent Listings) : \$ 1,000 ~ 6,000/

가

(Bidder Registration) : \$ 1,200 ~ 1,500/

가

(Auction Registration) : \$ 1,200 ~ 1,500/

가

(DDR Report) : \$ 1,600,

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IPQ™ Score

(Catalog) : \$100

Relevancy Score

가

(Agent Fee) : 10~15%

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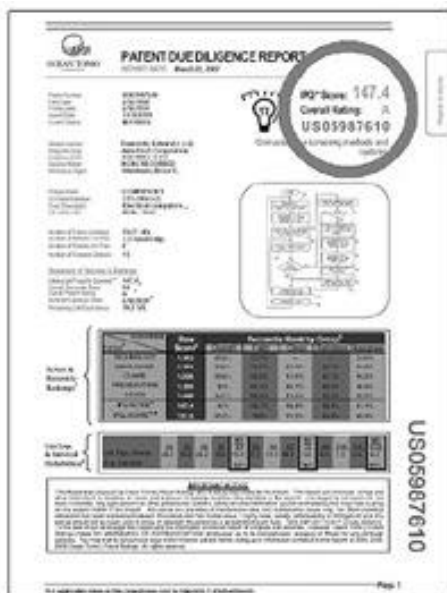
(www.oceantomo.com)

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IPQ™ Score Relevancy Score가



2007 가 ,
 , 18 ()가
 2007 1 4 LOT가 ,
 IP-MART(www.ipmart.or.kr) 1 21%가 .
 2008 가
 , (Semi-Auction) ,
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	3,632	78 (12LOT)	2%
	394	43 (5LOT)	11%
LG	70	-	-
KT()	2	2 (2LOT)	100%
	4,098	123 (19LOT)	3%

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3) (07. 11) 3 K-PEG 가 가 (07. 11. 25)