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TANGIBLE IP ANNOUNCES THE SALE OF VIDEO ON DEMAND PATENT PORTFOLIO

Premiere IP Brokerage Firm Continues Torrid Pace Despite Tight Market

Seattle – September 2, 2014. TANGIBLE IP, LLC, an international patent brokerage and Intellectual Property advisory firm headquartered in Seattle, with offices in San Francisco and Montreal, announced today the sale of a patent portfolio pertaining to Video on Demand (VOD) belonging to Canadian company VVS Virtual Video Systems, Inc. ("VVS"). The financials of the agreement and the identity of the buyer were not disclosed.

Beginning in 2004, VVS realized that the increasing demand for VOD content through streaming services and traditional carriers would increase to a point where available bandwidth would become an obstacle and degrade the user experience. VVS developed a patented technology reducing the high use in bandwidth when doing point to point streaming of video content and providing profiled data of users to offer more desired selections to particular individuals or groups. "We knew we had developed a great technology many years ago and, as in most cases, it took quite a while for the industry to catch up", said John Talbot, President of VVS. "Fortunately, we worked with Tangible IP from day one and they stayed with us through thick and thin and never wavered until we finally received compensation for this strategic patent portfolio. Their expertise, patience and dedication to see this deal through regardless of what needed to be done was instrumental in getting us past the goal line and we couldn't be happier that we selected Louis Carbonneau and his team to broker those assets. Their knowledge of the industry and players allowed them to navigate through the whole process and their deep relationship was key to expediting the closing at the end when other transactions with our buyer were stalling." Vice President of VVS and co-inventor Claudio Castravelli said: "We are delighted that Tangible IP was also able to negotiate for us to retain a full license to our patents thereby allowing us to monetize our assets while continuing to grow our VOD offering under full patent protection. They fully deserve their reputation as being the gold standard for patent brokerage."

"We treat each transaction like it is the most important one we'll ever have and this was no exception", said Louis Carbonneau, Founder and CEO of Tangible IP. "We feel gratified that we were able to tell the story of this patented technology in a way that was compelling to a very sophisticated buyer. This is a win-win as the buyer acquires some very strong patents that are relevant to the whole VOD industry and VVS gets a license back and a financial shot in the arm to revamp and grow its operations going forward. Selling patents doesn't have to be the end; it can often lead to new beginnings for the seller."

Tangible IP, LLC specializes in selling high quality unencumbered patents and has now brokered the sale of over 2000 patent assets since its inception and has returned tens of millions of dollars back to inventors, shareholders and patent owners.

ABOUT TANGIBLE IP, LLC. Founded in 2011 by former Microsoft GM of IP & Licensing Louis Carbonneau, Tangible IP offers full service patent brokerage and strategic IP advisory services. For more info, visit www.tangibleip.biz or contact us via email at info@tangibleip.biz or by phone at +1 (425) 868-9280.
