

# **EXHIBIT B**

# Global Licensing Overview

Intellectual Ventures® (IV®) creates sustainable value for our customers by licensing our invention portfolio and offering complementary value-added products and services. Unlike conventional invention right approaches, our licensing philosophy:

- Encourages the broad adoption of inventions
- Strives to make transactions between invention owners and users fair, efficient, and predictable
- Enables owners and users of inventions to mutually benefit from an invention economy
- Serves as a reliable, ongoing source for invention rights throughout the IP lifecycle

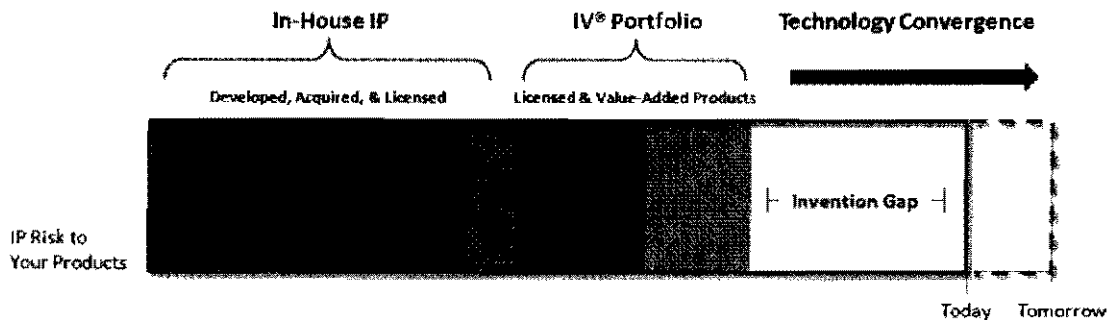
## Inventions are Valuable

Inventions are both strategic and financial assets. In today's high-tech world—where companies are entering new markets and building products that contain upwards of thousands of patented inventions—there is an inevitable Invention Gap™. This gap, the difference between the invention rights companies control and the intellectual property (IP) assets they use, poses a risk and potentially substantial financial liability.

## Bridging the Invention Gap™

As technologies converge, Invention Gap exposure only continues to grow for innovative companies. While in-house IP can fill a significant portion of the gap, companies must look to alternative sources to address the remaining risk. IV is an efficient source of inventions and is uniquely positioned to help our customers reduce their Invention Gap exposure through licensing our portfolio:

- >30,000 US and international patent assets in key technology areas
- \$5B in investor capital under management (>\$1.5B deployed to date)
- Global acquisitions network that evaluates an average of 60,000 patent assets a year
- 650% average annual growth rate of portfolio in last 5 years



## Value-Added Partner

IV's value extends beyond licensing our portfolio. Customers can purchase additional value-added products and services designed to address strategic defense, design freedom, and return-on-IP needs, while gaining long-term leverage and opportunities to:

- Access IV's acquisitions channels to source and buy relevant IP
- Extend invention/R&D efforts through buying and building inventions
- Monetize underutilized IP portfolio assets
- Mitigate potential threats by partnering on defensive strategies

[www.intellectualventures.com](http://www.intellectualventures.com)