

**U.S. Patent Estate Audit and
Evaluation for:**



March 23, 2015

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Executive Summary

Summary of Approach

In this report, we have undertaken an extensive review and audit of Unequal's intellectual property ("IP"), and most particularly its patent portfolio. This IP review has included a review of the IP for chain of title, and analyses using various methodologies for the most novel aspects, as well as quality, breadth, scope, successes and quantity of intellectual property, both in view of the marketplaces in which Unequal's IP applies, and in view of the United States Patent and Trademark Office's treatment and uses of Unequal's IP (such as through forward citations of the Unequal IP). We have also sought relevant and/or prior art that might have applicability to and/or an effect on the Unequal IP and/or on Unequal's ability to practice its technologies.

We have also reviewed the Unequal technology in light of the Unequal IP. This technology review has included an investigation into: the market needs and applicability in various markets for Unequal's technology as evidenced in Unequal's IP; scientific, statutory and regulatory demands for the technology encompassed by the Unequal IP; the uniqueness of solutions provided by, and the applicability of Unequal's IP to, Unequal's technology; the advancement stage of the development of Unequal's technology as indicated by its IP; and the landscape of competitor technologies as indicated by the IP of those competitors.

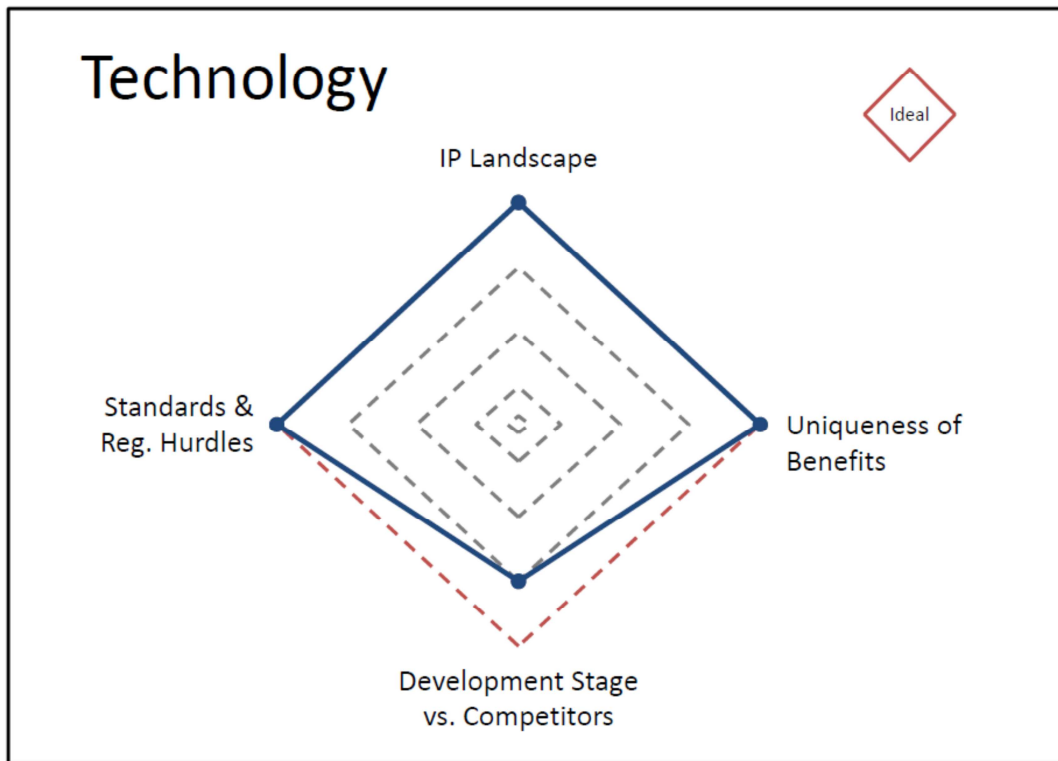
As such, the analyses summarized herein, as part of our IP audit, include a market review for Unequal's technology, as indicated by its IP. This market analysis includes a review of Unequal's financials as they relate to the Unequal IP and technology, as well as a revenue analysis of Unequal's competitors/prospective

licensees/prospective enforcees in relation to Unequal's IP position. As part of this revenue analysis in relation to the IP, we have studied the current market size and profitability of endeavors involving the Unequal IP, and of endeavors involving similar technologies to those set forth in the Unequal IP but which are surpassed by the Unequal technologies.

Finally, we provided the data accumulated in our investigation into third party evaluation models, tools and engines that are indicated by those third parties to evaluate the IP provided to those third party models, tools and engines. We have provided, as part of this report, a summary of the outcomes of those third party valuation models.

Technology Summary

The Technology Summary provides scores in four categories: "IP Landscape" indicates the volume and quality of third party IP relevant to the practice of the company's technology (less/low quality third party IP provides better/outer rating); "Uniqueness of Benefits" indicates the number and quality of third parties providing similar technological benefits to those provided by company's technology (less/lower quality of third parties providing similar benefits provides better/outer rating); "Development Stages versus Competitors" indicates the technology's stage of "to-market" versus third parties known to be endeavoring to reach market (no or weak competitors, or weaker solutions, having reached the market prior to the technology provides better/outer rating); and "Standards and Regulatory Hurdles" illustrates those rules and regulations that the technology must meet to be in-market (fewer hurdles, or better meeting the hurdles, provides better/outer rating).

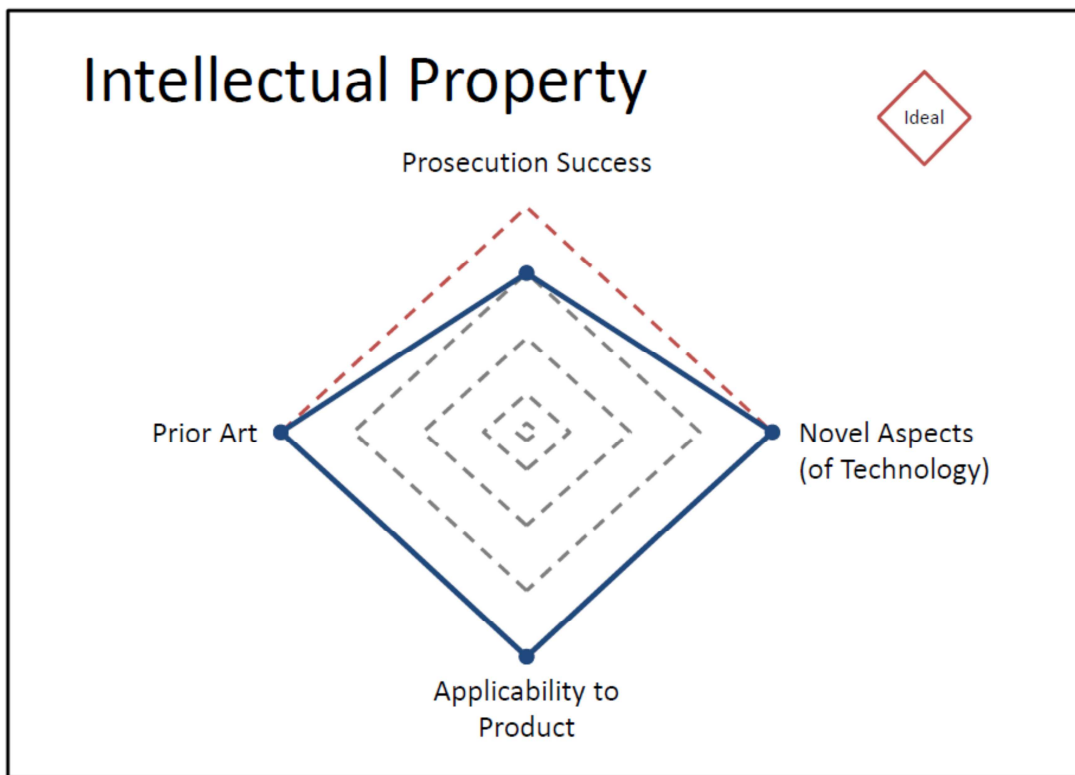


In our view, the technology’s potential is significant, and hence approximates an ideal grid. The technology appears to offer unique benefits that far surpass those presently available in the marketplace, and thus its position relative to in-market competitive technologies is enhanced. The technology has and should easily navigate various scientific, regulatory and standards hurdles, at least in that the technology has drastically outperformed all other available solutions, and regulatory/statutory demands, to date. The sole remaining significant IP obstacles to fully exploiting the technology is the assertion of the IP and the technology fully into the marketplace.

Intellectual Property Summary

The Intellectual Property Summary provides scores in four categories: “Prosecution Success” indicates the state of the company’s progress in patent protecting its key features (advances in prosecution provide better/outer rating); “Novel Aspects”

indicates the novelty, as evidenced by searching, of those features indicated by the company as key (more protectable novel aspects provide better/outer rating); “Applicability to Product” indicates the relevance of the IP pursuits to, and freedom to operate for, the go-to-market product (more applicability leads to better/outer rating); and “Prior Art” indicates the number, quality, and competitive filers of note with regard specifically to the company’s IP pursuits (less, weaker, or weaker filers of prior art provides better/outer rating).



In our view, the breadth, scope and quality of the realized IP, and the potential of realizing protectable and relevant IP, is significant, and does approximate an ideal grid. The prosecution of patent applications in the USPTO has been a relatively successful, although several key components of the portfolio are at a relatively nascent stage due to very recent filing dates. The novel aspects of the patent applications are seemingly

many, and, particularly when considering the newer filings as part of the portfolio, the scope of the present IP appears to encompass the aspects of the technology touted to be marketplace differentiators. Although this is a moderately crowded IP space, with some of the titans of IP in Unequal's marketplaces having holdings in this space, Unequal's IP appears to be differentiable using the key features of its technology, and those key features do seem to have significant value and to be "best of breed" solutions in those marketplaces.

Market Summary

The Market Summary provides data in several categories, including: "Competitive Landscape" indicates the number and quality of competitors operating in the same space as the company (few competitors, or few competitors having competitive quality of solutions, indicates better/outer rating); "Growth" indicates the likelihood that the markets in which the company operates will grow in size (more likely growth leads to better/outer rating); "Competitive Advantage" indicates those factors that will enhance the likelihood of the company's success, i.e., first to market, strong and relevant IP, weak competitive solutions in the market relative to the company, significant superiority to the company's offerings over others in the market, etc. (greater competitive advantage leads to better/outer rating); "Profitability" indicates the current and prospective profitability (i.e., revenue versus costs) of the IP, when taking into consideration the possibilities of selling, licensing, or enforcing the IP; and/or the profitability for others in the space presently providing less adequate solutions (more profitable provides better/outer rating); "Size" indicates the current and prospective size of the company's market share based on its solutions (larger market provides better/outer rating).



In our view, the market acceptance and penetration of the technology is likely to be significant, and approximates an ideal grid. The size and growth potential of the target market is very positive, and related but inferior competitive technology has already experienced significant commercial success. A significantly superior solution should experience very wide adoption across products and competitors/licensees/enforcees, and hence will likely result in significant profitability and market traction for the technology.

Valuation Modeling Summary

We have provided the data that we accumulate herein, through our searches, ratings, audit, and third party IP scoring models, into third party models that are purported to provide a value of an IP portfolio responsive to the entry of such data. In the most significant models used for this Report, and using limiting assumptions and a highly

conservative approach, the models indicated a minimum portfolio value of \$322,000,000.00

Limitations and Assumptions

The analyses in this Report are provided to you so that you can independently assess the value, strengths and weaknesses of the Unequal IP Assets and corresponding technologies. We understand that this Report, when reviewed in light of the Unequal IP Assets, is just one of many factors that you may use in making corporate decisions regarding products, sales, debt or equity financing, focus markets or technologies, etc. Please understand, we do not provide this Report as advice or as an opinion of counsel in relation to third-party financing or other corporate decisions, or as an indication of quantitative value derived by us, but rather we provide this Report as an accumulation of data that you or others may employ in making decisions, or that you may use in performing your own quantitative value assessments.

Our evaluation and any opinions, advice or recommendations provided in this Report are limited to U.S. patent rights, although we do note that the significant international aspects of the IP portfolio, and the significant profitability of competitors in selling internationally many products to which the Unequal IP Assets are applicable, would seem to indicate that the international IP assets add very appreciably to the value of the IP portfolio. Relatedly, unless otherwise specified in this analysis, our opinion as to the validity, quality, scope and breadth of the IP Assets is limited to our review of domestic relevant and/or prior art in the form of patents and published patent applications.

Please note that the patent searches performed by us beginning on or about January 30, 2015 would not cover any unpublished U.S. patent applications, because such applications are maintained as secret by the USPTO. Thus, notwithstanding our review of domestic relevant and/or prior art, there is the possibility of the existence of one or more U.S. patent applications and/or patent claims that might or could cover or impact the Unequal IP Assets or technology which was not disclosed in our searches. Simply put, although we believe our searches were comprehensive, we cannot guarantee that all relevant patents, published patent applications, or other prior art were uncovered.

Our opinions, analysis and data with respect to the Unequal IP are summarized herein, and there is no reliance in our analysis of the Unequal IP Assets on the opinions or requests of any third or unrelated parties, although we do provide data output by third party models, tools or engines responsive to our entry of data gained in the course of our analysis. Thus, to the fullest extent permitted by law, our analyses and opinions relating to the Unequal IP are subject to the attorney-client and work product privileges. In order to preserve the privileges between us, we do not agree to act as an expert witness, consultant, or as retained counsel in any underlying dispute or litigation involving this Report.

The privilege does not extend strictly to the data points accumulated by us and set forth herein, nor does it extend to our use of third-party models to manipulate those data points as we have summarized herein. In light of the foregoing, we would thus recommend that, other than the data set forth herein and/or summaries of third party modeling provided herein, this Report should not be disclosed to third-parties without our joint agreement.