



ICEBERG Transactions and Rouse Forge Strategic Alliance

London, UK (18th February 2009) – ICEBERG Transactions announces today that it has formed a strategic alliance with Rouse, in order to provide Intellectual Property (IP) transaction services to Rouse's global client base. The two firms, both internationally recognised as IP specialists in their own fields, will work together to maximise the underlying value of the IP portfolios of Rouse's clients.

"Rouse's goal is to enable businesses to get the best business advantage from their IP assets. The strategic alliance with ICEBERG will enable us to provide our clients with a holistic offering that goes beyond delivering services around protection, exploitation and enforcement of IP rights worldwide," says Ben Goodger, Head of global IP commercialisation. "ICEBERG's expertise in IP transactions will enable our clients more easily to release the equity held within their IP assets where appropriate."

ICEBERG provides a comprehensive suite of services in the global IP transactions arena including the facilitation of IP Divestments & Acquisitions (IP D&A), IP Debt Finance through IP collateralization and Structured IP Transactions for more complex activities.

"ICEBERG is delighted to enter into a strategic alliance with Rouse, an organisation with a strong reputation in the global IP arena. This relationship further demonstrates our commitment to facilitating 'best in class' IP transactions services to the world's leading IP owners and acquirers across all international business jurisdictions," says Patrick Snow, founder and Managing Director of ICEBERG.

About ICEBERG Transactions

ICEBERG Transactions Limited is a globally recognised IP transactions organisation headquartered in London, UK. For the last three years, ICEBERG has been working with an increased number of high tech companies throughout the US, Europe and Asia, ranging from large corporations through to government organisations, R&D institutes, universities and start ups. The company brings a unique and highly successful 'market-driven' approach to the IP transactions marketplace by liaising with IP owners to rapidly assess their portfolio IP assets and identify how, where and with whom they can be divested, in a way that ensures a clear set of objectives are met. ICEBERG is a subsidiary of ICEBERG Global, an 'innovation capital' organisation.

About Rouse

Rouse is a specialist Intellectual Property consultancy with 15 offices in 11 countries around the world, representing many of the worlds' leading IP owners. Rouse has a team of over 350 IP professionals worldwide offering a comprehensive range of IP legal services: patent, design and trade mark registration; commercial IP deal structuring; enforcement and litigation; international anti-counterfeiting strategies (backed by its strong presence in China). In recent years it has successfully developed IP strategic advisory services to complement its legal services.



ICEBERG Transactions Limited, 23 Berkeley Square, Mayfair, London W1J 6HE, UK
 T: +44 (0) 207 665 6678 • F: +44 (0) 207 681 2137
 E: enquiries@iceberg-transactions.com
www.iceberg-transactions.com