



PRESS RELEASE

## **IP Auctions GmbH first sale of patents at live auction in Munich**

- **Total auction sales raise around a half million Euro, about 30 per cent of all 83 lots sold.**
- **Dr. Manfred Petri, spokesman for IP Auctions GmbH: "We are happy with the result. That was a first important step for Europe."**

**Munich, May 16th 2007** – Yesterday IP Auctions GmbH held the first live auction for patents, licences and brand rights at the Kempinski Airport Hotel in Munich. 130 interested parties watched intently as 83 lots were auctioned. They consisted of 210 patent groups, around 400 individual patents and one set of brand rights from areas including engineering, life science, automotive and environmental technology. Thirty per cent of all lots were sold for a total of around half a million Euros. The highest bid of EUR 50,000 was for a special surface coating relating to nano-technology. The around 40 sellers included major companies such as Bayer and Rolls-Royce, and also institutes of further education and individual inventors. Experience shows that many sales are concluded after markets have been targeted following an auction. Visitors responded warmly to the high-level workshops with wellknown speakers such as the chief economist of the European Patent Office, Bruno van Pottelsberghe.

"This live auction was a first important step for Europe. We have established a basis for further auctions of this type," said Dr. Manfred Petri, spokesman for IP Auctions GmbH. Analysis of this event has shown us that the due diligence phase is more important for bidders than we assumed up to now. We will take this better into account in future and, among other measures, extend the checking phase available online.

The next live auction for patents and licences is already being planned and will take place at the end of the year, again in a major German city. Some of those who offered lots this time have already said that they will be offering intellectual property rights at the next auction.

### **About IP Auctions GmbH**

IP Auctions GmbH founded in August 2006, held the Intellectual Property Auction - an international live auction for patents, licences and trademarks - in Munich on May 14 and 15, 2007. IP Auctions is an independent member of an international network that specialises in patent evaluation, marketing and licensing from the areas of nanotechnology, mechanical engineering, consumer electronics, automotive technology, life science, medical technology, pharmaceutical and biotechnology and "green" technologies. IP Auctions' objective is to market first-class IP rights from all technological fields via auction.

IP Auctions' sister company, IP Bewertungs AG (IPB), based in Hamburg, supported this auction by ensuring that formal requirements of all submitted patents were met.

Further information at: [www.ip-auction.eu](http://www.ip-auction.eu)



**For further information please contact:**

Juliane Ostler  
IP Bewertungs AG (IPB)  
Stephansplatz 10  
20354 Hamburg

Phone: +49 (0)40 8787 90-425  
E-Mail: [ostler@ipb-ag.com](mailto:ostler@ipb-ag.com)  
Internet: [www.ip-auction.eu](http://www.ip-auction.eu), [www.werte-aus-wissen.de](http://www.werte-aus-wissen.de)