



Setting our Sell-Side Fee Structure



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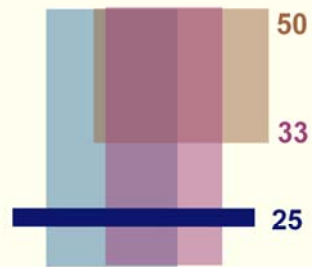
No Service Fees/Commission-Only

- Clients looking for **transactions.**
 - Sellers reluctant to pay for consulting services that fail to result in transactions.
- Tynax and seller's **interest perfectly aligned.**
 - Both transaction driven.
 - No transaction, no commission.
 - Focus on the objective.
- View as **revenue-sharing partnership.**



Setting the Tynax Sales Commission

- Reflects lack of liquidity in the industry.
 - More than 90% of inventors & assignees unable to sell their patents.
- Comparables:
 - 20-50% for freelance, commission-only sales reps.
 - 33-50% for contingent lawyers.
 - 20-50% for other full-service patent brokers.
- **Tynax sales commission set at 25%.**



Incentives Drive Transactions

- Tynax business model transaction driven.
 - Tynax traders and brokers work on contingent, commission-only basis.
- Patent sale transaction is often a 6-12 month investment.
- Attracted to listings carrying most compelling commissions.



Seller's Perspective

- Bird in the hand worth 2 in the bush..
- Accept offers only when meet financial objectives.
 - Not forced to accept offers.
- Minimal cost & risk.
- Maximize number of bidders.
- Maximize total revenue to seller.



TYNAX 

THE TECHNOLOGY TRADING EXCHANGE

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