

## **Tynax Inc. Company Brief**

Tynax is a global technology trading exchange brokering a range of technology-related transactions including patent sales, patent acquisitions, divestments, technology transfers, licenses & strategic alliances.

### **Full Service Patent Broker**

Tynax offers unique, full service patent brokering services to both buyers and sellers. Specialist staff members work with patent sellers to prepare public listings and confidential materials including patent claims charts.

On the other side of the transaction, Tynax staff work closely with buyers to specify their needs and match them with patents available for sale.

### **Self-Service Capabilities**

Visitors can post their own listings on the Tynax exchange (following the creation of a free account), access their own personalized console and run their own targeted searches to find matching listings. However, many clients find the most effective method of posting their listing is to contact Tynax and have the listing created and posted by one of the Company's specialist staff.

### **No-Fees: Commission-Only Business Model**

Early in its development, Tynax learned that clients are interested in closing profitable transactions, and they are looking for transaction-focused services rather than consulting projects. There were many companies offering consulting services but very few prepared to invest and share the risk with the client. Tynax developed a business model that allowed the Company to offer brokering services on a purely contingency basis.

The Company does offer some fee-based services for clients looking for more than just transactions, for example when delivering listings and content to other websites via custom API gateways. However, the vast bulk of Tynax engagements involve no listing or service fees and the sole form of the Company's compensation is commissions on closed transactions. With a commission-only relationship, the interests of Tynax and its clients are perfectly aligned and Tynax efforts are focused on generating appealing transactions for both buyers and sellers.

### **Personalized Console**

Clients and visitors logging-in to the Tynax exchange are provided with a sophisticated console enabling them to create and post their own listings, match buy-side and sell-side listings, make notes and track their trading activities.

### **Email Alerts**

Buyers and sellers can quickly and easily request email alerts to notify them when new matching listings are posted on the Tynax exchange.

### **Account Management Services**

Tynax provides account management services for repeat buyers or sellers that often involve weekly meetings to discuss the status of listings, offers, counter-offers and transaction closing issues. These weekly meetings are via telephone conference calls, WebEx or in-person at the client's office or Tynax office.

### **Servicing Stealth-mode Clients**

Tynax clients often wish to operate in a discreet, stealth-mode, manner and Tynax has developed a unique set of tools and methodologies that enable the company to market listings extensively, while at the same time maintaining the anonymity of the client. Where appropriate, confidential information is exchanged under NDA and tightly controlled circumstances.

### **Immediate Access to Global Marketplace**

Operating the largest technology marketplace online, a unique global trading network of partners with access to all the major technology hubs and a highly effective listing syndication platform Tynax is able to deliver patent and technology listings to targeted prospects worldwide within a matter of hours.

## **About Tynax Inc.**

Headquartered in Silicon Valley, California, Tynax operates through its technology exchange website, an in-house team of technology and deal-making specialists and a global network of agents and brokers. Tynax Inc. was incorporated in the state of Delaware in 2003 and spent several years in research and development building out a unique trading exchange platform tailored to the needs of high-tech clients and patents holders. With an extensive database of patent holders and technologists, and an automated syndication system, Tynax has a highly efficient process for matching buyers with sellers, connecting clients with potential partners.

### **Global Reach**

Working through its traders, agents, brokers and representatives in many countries across the world, Tynax operates a global technology trading exchange featuring thousands of patents and technology assets. For both buying and selling clients, Tynax acts as a full service patent broker. Through its broker network and website, Tynax has access to the largest markets where patents, technologies and intellectual property are traded. The most active markets for the Company are currently: U.S.A., Japan, Korea, Taiwan, China, India, U.K. & European Union.

### **No-Fees - Commission-Only Model**

As a general rule, Tynax charges no fees for its transaction services and operates solely on a contingency basis— earning commissions on completed transactions. This model aligns the Company's interests with those of its clients and focuses Tynax on completing successful transactions.

### **Focus on Patent and Technology Asset Sales**

Tynax acts as the broker representing either the buyer or seller in a patent and technology asset sale transactions and works to structure the best possible arrangements for its clients. The parties to a transaction are represented by separate legal counsel. Tynax does not raise finance for clients, otherwise broker securities, offer or provide legal services.

### **Servicing Buyers and Sellers**

Tynax represents buyers and sellers in a variety of technology-focused transactions. In some cases Tynax is representing the seller, in others the company is representing the buyer. In the event that Tynax is engaged with both the seller and the buyer, the company has a "no double dipping" policy and discloses its relationships to both the buyer and seller, then elects to represent either one or the other—taking a single commission on the transaction.

### **Industry Adoption**

Many of the largest and most established buyers, sellers and intermediaries in the patent and technology industry rely on Tynax for listing syndication, access to marketplace information and access to global markets. Tynax provides access to its listings via sophisticated API gateways that provide listings and content to partners, clients and affiliates. The Tynax exchange is adopted by PIPIA, the Patent and Intellectual Property Intermediaries Association, and facilitates patent sales and other transactions from PIPIA members in the U.S., Asia, Europe and other markets.

### **Broad Technology Coverage**

Developers use Tynax to reach a global audience of potential technology buyers and licensees. From small developers posting single listings, to large organizations publishing extensive catalogs, Tynax provides the platform to market technologies of all types. From wireless networking to semiconductor to medical devices, Tynax covers over 150 technology topics.

### **World Class Team**

The Tynax team is made up of world-class technologists, investment bankers, patent specialists, researchers, marketers and deal-makers.

### **Typical Transactions**

The transactions brokered by Tynax usually range in value from \$100,000 to \$10m. The average transaction size is close to \$1m. The most common transactions are patent sales, but the sale of business units and technology transfers involving the sale of know-how in addition to mere technology assets is growing.

### **Financial Stability**

Tynax has been consistently profitable generating positive cash flow since inception in 2003. The Company is privately held and privately financed.

*For more information please visit our website: [www.tynax.com](http://www.tynax.com)*