



ThinkFire Board of Directors Names Chris Sommers CEO

* * *

Technology veteran has helped ThinkFire build a strong
patent strategy and transactions business

For Release on 11/22/10

Warren, NJ, November 22, 2010 – The board of directors of ThinkFire, Inc., a leading intellectual property advisory and brokerage firm, has announced that it has named Christopher Sommers CEO.

Mr. Sommers joined ThinkFire in 2006 and has since served as Senior Vice President, Business Development. He has been responsible for helping to identify, acquire, license and sell high-impact patents and patent families that provide operating companies greater freedom. Mr. Sommers also has worked with hundreds of high-tech companies worldwide and many individual inventors seeking to maximize returns on their inventions.

He and his team have successfully negotiated and closed multi-million dollar brokering agreements across a wide range of industry segments, including software, consumer electronics, semiconductors, and telecom, delivering significantly more revenue to their clients than industry averages.

Prior to joining ThinkFire, Mr. Sommers spent 20 years in leadership roles with Telcordia Technologies, a provider of telecommunication software and services. He held Profit and Loss responsibility for businesses exceeding \$150M in revenue and drove significant revenue and profitability growth through acquisitions of intellectual property and development of innovative new products and services, solving business problems for wireless and cable operators worldwide. Chris holds a B.S. in Electrical Engineering and a B.S. in Computer Science from Northwestern University, and a M.S. in Computer Science from Brown University.

“In four years at ThinkFire, Chris has amassed an impressive record of success as an IP strategist, and has developed a broad range of patent consulting and transaction business,” said Samuel Medici, Chairman of the ThinkFire Board of Directors and former Director of IP for IBM. “ThinkFire will be celebrating its tenth anniversary this summer and we look forward to Chris’s leadership to help us meet the challenges of the next decade.”

“The business of IP rights has evolved dramatically,” said Mr. Sommers. “Patent strategy and transactions in particular are being redefined, and holders are looking for new ways to identify, utilize and assess IP assets. It’s an exciting time to be part of IP and ThinkFire and we are actively hiring to meet the needs of the marketplace.”

Mr. Sommers is replacing Steven Hoffman who has elected to pursue other interests.

ThinkFire is a full service intellectual property advisory firm focusing on strategy, technical and market analysis, brokerage, and licensing transactions. ThinkFire, with offices in Warren, NJ, helps global technology companies and other intellectual property holders develop and execute IP strategies that maximize the return on their IP investment. Since its founding in 2001, ThinkFire has helped its clients realize over \$1 billion of value from their IP assets.

Contact:

Bruce Berman
Brody Berman Associates
bberman@brodyberman.com
+1 212.683.8125