

**Brand Strategist W. Drew Kastner is Named
President, ThinkFire Trademark Licensing**

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Warren, NJ, June 2, 2008 - ThinkFire, Inc., the leading intellectual property advisory and transactions firm, announced today that W. Drew Kastner, a veteran brand strategist, licensing executive and trademark attorney, has been named President of the firm's newly established Trademark Licensing Group.

Mr. Kastner has served for the past 25 years as senior intellectual property counsel at leading IP-rich corporations, including Lucent Technologies and NBC, as well as for international law firms like Jones Day. He has a strong record of managing large intellectual property portfolios for Fortune 500 companies and other clients and for negotiating licensing transactions.

"Drew has extensive experience in trademark licensing and brand strategy," said Steven Hoffman, ThinkFire CEO. "He provides ThinkFire with the right skill set to help our clients realize the full potential value of their active as well as their underutilized brands. Drew's negotiation skills, litigation training and expertise creating and implementing brand strategies compliment ThinkFire's strength as a full-service provider of IP advisory and transaction services."

Most recently, Mr. Kastner served as a Partner in the Entertainment Division and IP Group at Moses & Singer in New York. Prior to that, he was Senior Counsel, Copyrights and Trademarks for Jones Day/Pennie & Edmonds. From 1998-2002 he was Managing Corporate Counsel, Trademarks and Copyrights, at Lucent Technologies. For nine years Mr. Kastner was at NBC, where he was Chief Worldwide Copyright and Trademark Counsel for the NBC Television Network and Stations and Chief Program Production Counsel for the Entertainment. Earlier in his career he served as an Associate at Kaye Scholer and at Dewey Ballantine.

On behalf of the American Cancer Society, Mr. Kastner served as special counsel and liaison to the Mickey Mantle Family and was principal architect of the Mickey Mantle Family Fund and ACS. Among the many clients he has served are HBO, the YES Network, the NFL, Cablevision and Comcast.

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About the Company

ThinkFire, Inc. is an intellectual property advisory and transactions firm that works closely with leading information technology companies and private equity funds to provide IP business solutions that drive shareholder value. ThinkFire offers a full range of strategy and services in support of patents, trademarks and trade secrets, including portfolio prioritization and valuation, freedom of action, sell and buy side brokerage, out and in-licensing and litigation support. The firm is staffed by a team of professionals with extensive IP market, technical and legal experience. ThinkFire is located in Warren, NJ, and has offices in Silicon Valley and Boston. (www.thinkfire.com)

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