

For Immediate Release

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OUTSIDE GC LAUNCHES PATENT FIRM, PATENT GC LLC

Founders of Legal Innovator Team with Top IP Attorney to Form Groundbreaking Patent Firm

Boston, MA – October 8, 2009 -- Outside GC, the pioneer and national leader in on-demand in-house counsel services, today announced the launch of its sister firm, Patent GC (www.patentgc.com).

Co-Founded with Peter Gordon, a veteran patent lawyer who left Fish & Richardson to launch the new firm, Patent GC will provide its clients with partner-only patent counsel at rates that are dramatically lower than traditional patent firms while providing best-in-class service. Leveraging Outside GC's high value model, Patent GC will be comprised exclusively of patent lawyers with significant in-house experience who have practiced law for at least ten years.

"For years, our clients have been asking Outside GC to handle their patent work," explained Jonathan Levitt, principal of Outside GC and a co-founder of Patent GC, "and with Peter joining us in starting Patent GC, we now have a great answer for that need."

In addition to offering traditional patent prosecution services, Patent GC will provide on-demand in-house IP counsel services. In this role, Patent GC attorneys will be available to chair IP committees, manage IP litigation, and perform other functions traditionally handled by in-house IP attorneys. Patent GC will also offer due diligence support for M&A transactions and for post-transaction integration.

"We believe that attorneys with experience as in-house IP counsel possess a much better ability to translate business goals into IP strategy," continued Mr. Levitt. "Patent GC attorneys are all lawyers who have had to manage budgets, make strategic decisions about patent portfolios and work with technology development teams as well as the business teams and investors at fast-paced operating companies. We believe their in-house experience makes Patent GC attorneys uniquely capable of providing business-oriented legal advice in a way traditional law firm lawyers simply cannot."

Patent GC will follow Outside GC's low-overhead approach to providing legal services and will also utilize outsourcing models for docketing and routine tasks, resulting in a fee structure that, like Outside GC's, will be welcomed news for clients. "Since 2002, Outside GC has been a tremendous help to our legal operations, augmenting our in-house capacity to handle domestic and international transactions, M&A support and joint ventures, all while providing us significant savings in fees" said Michael Prescott, Senior Vice President and General Counsel of GTECH Corporation. "We look forward to the

opportunity to benefit from the same model by having Patent GC assist with our patent work.”

Patent GC’s co-founder and lead patent attorney, Peter Gordon, served as Director of Intellectual Property at Avid Technology after starting his legal career at the Boston IP firm, Wolf Greenfield, where he headed the firm’s software practice. “After leaving Avid, I joined Fish & Richardson, and enjoyed practicing with some of Boston’s best patent attorneys, but I jumped at the opportunity to launch an innovative patent firm modeled after Outside GC.” Continued Gordon, “I look forward to providing unique value to our clients, growing this firm and providing a great practice alternative to experienced patent counsel.”

In addition to Mr. Gordon and co-founders Jonathan Levitt and Bill Stone, Patent GC recently announced the entry into the firm of Michelle Rosenberg, formerly Intellectual Property Counsel for RSA, the Security Division of EMC. At RSA, Ms. Rosenberg was responsible for all intellectual property issues for the company, playing key roles in the defense of patent infringement lawsuits and in intellectual property due diligence efforts for the company’s M&A activities. Ms. Rosenberg has also worked as in-house counsel at Analog Devices and previously was in private practice at the firms Nutter, McClennen & Fish, and Testa Hurwitz & Thibault.

About Outside GC

Founded in 2002 by Jon Levitt and Bill Stone, Outside GC’s mission is to provide senior in-house legal counsel on an on-demand basis to emerging and large companies alike, at very competitive rates. The company’s offerings include negotiating and drafting customer, vendor and distribution agreements; debt and equity financing transactions; employee matters; dispute resolution short of litigation; and merger and acquisitions. Outside GC has over 25 attorneys in Massachusetts, Connecticut, New York and Colorado. For more information, please visit www.outsidegc.com or contact Outside GC at (617) 737-5000.