

# ***Vector Capital Acquires Longitude Licensing, Building on Prior Acquisition of IPVALUE***

DUBLIN & SAN FRANCISCO--Vector Capital, a technology-focused private equity firm, today announced the acquisition of Longitude Licensing, an intellectual property management company based in Dublin, Ireland. This transaction builds on Vector's successful acquisition of IPVALUE Management Inc. in 2014. Financial terms of the transaction were not disclosed.

Longitude Licensing was founded in 2013 to acquire and commercialize a significant patent portfolio from Elpida, a leading global supplier of DRAM products prior to its bankruptcy in 2012. Longitude currently manages nearly 3,500 active patents and patent applications related to semiconductor design and manufacturing, addressing current products and processes.

"We are very pleased to be a part of the Vector portfolio," said Joe Vilella, Chief Licensing Officer for Longitude. "Longitude's mission is to maximize the value of the portfolios it manages for the benefit of all stakeholders. The Elpida portfolio comprises a number of critical innovations in DRAM, flash memory, and semiconductor manufacturing. The resources and the expertise of Vector and IPVALUE will enable us to accomplish our mission."

Rob Amen, a Managing Director at Vector Capital, commented, "We are excited by our acquisition of Longitude Licensing. Vector has taken the time to understand the IP marketplace and key dynamics in the ecosystem. This acquisition builds on our prior work and investments in the IP business, including our most recent acquisition of IPVALUE. We are committed to working with holders of large portfolios to bring our resources and platform to create value for them."

Concurrent with its acquisition by Vector, Longitude entered into a strategic relationship with IPVALUE under which IPVALUE will provide on-going services to support Longitude's licensing programs. "Our relationship with Longitude continues our 15-year track record of helping owners of large patent estates realize significant value from the investments made in R&D to create these portfolios," said Murali Dharan, CEO of IPVALUE. "We are excited to be working with Longitude to deliver a *return on invention*."

## **About Longitude Licensing**

Longitude Licensing ([www.longitudelicensing.ie](http://www.longitudelicensing.ie)) is an intellectual property management company founded in July 2013. Longitude holds a significant portfolio of patents addressing semiconductor memory and processing technologies.

## **About IPVALUE Management**

IPVALUE is the leading provider of Intellectual Property transactional and advisory services for the world's premier technology companies, R&D labs, and owners of significant IP portfolios. Founded in 2001, IPVALUE's mission is to deliver a return on invention by licensing the IP portfolios of leading

innovators. Since inception, the firm has helped these innovators realize over \$1.5B in revenues from IP licensing and sales. For more information, visit [www.IPVALUE.com](http://www.IPVALUE.com).

### **About Vector Capital**

Vector Capital is a leading global private equity firm specializing in transformational investments in established technology businesses. Vector identifies and pursues these investments in both the private and public markets. Vector actively partners with management teams to devise and execute new financial and business strategies that materially improve the competitive standing of these businesses and enhance their value for employees, customers, and shareholders. Among Vector's notable investments are Aladdin Knowledge Systems, Allegro Development, Cambium Networks, Certara, ChyronHego, CollabNet, Corel, Emarsys, IPVALUE Management, LANDesk Software, Niku, Gerber Scientific, RAE Systems, Register.com, Saba Software, SafeNet, Technicolor, Teletrac, Tidel, Triton Digital, WatchGuard Technologies, VFO, and WinZip. For more information, visit [www.vectorcapital.com](http://www.vectorcapital.com).

### **Media Contact:**

Jonathan Gasthalter/Nathaniel Garnick  
Gasthalter & Co.  
212 257 4170