

MARCONI ESTABLISHES CHINA PRESENCE

December 3, 2018, Beijing, China – Marconi today announced the official opening of its first office in China, located in Beijing’s Central Business District. The new office cements Marconi’s commitment to providing on-the-ground access to its global intellectual property team in order to support Chinese companies in maximizing the value of IP assets and solving IP challenges at home and abroad.

Recognizing that advances in technology require new ways for companies to share their inventions, Marconi’s novel solutions simplify access to and support new applications for patented technologies. Marconi’s local presence will allow it to better understand the needs of Chinese companies and support them in:

- Facilitating value generation from their R&D through fair, collaborative and cost-effective solutions
- Helping them succeed globally with a more efficient and cost-effective means to accessing technology and harnessing growth opportunities
- Supporting them in securing access to technology on fair and reasonable terms, ensuring continued investments in innovation and reducing risk as well as transactional cost

“The innovation coming out of China is phenomenal and our new office provides us with a means to contribute by partnering with companies to help generate revenue from their IP and accelerate their global expansion,” said Kasim Alfalahi, Chief Executive Officer of Marconi. “Having an on-the-ground presence in the region allows us to better support and get closer to leading innovators in China based on our insights into IP and our global expertise.”

The office in China is integrated with Marconi’s global network of IP talent and is led by Roger Tu, GM and VP of Asian Markets. Tu has spent the past 20 years collaborating with IP and high-tech companies to develop strategies to help them leverage their IP in both mainland China and Taiwan, and has worked with the likes of MiiCs & Partners Far East Co. Ltd, Foxconn and Ericsson during his career.

“Based on our global technical and commercial expertise, and our uniquely fair, collaborative and efficient approach to solving IP challenges, we are helping Chinese innovators to create long-term shared value,” said Tu. “I’m looking forward to supporting more Chinese businesses by acting as a bridge to help them work in the IP space, not only within China but across the world.”

The office in Beijing adds to Marconi’s growing international presence that already includes locations in Asia, Europe and North America.

About Marconi

Marconi provides a better way to share patented technology and has a vision of transforming the fundamentals of patent licensing. We create and support premier platforms and programs

with the goal of simplifying patent licensing across new and existing technologies and product areas, creating value and bringing products to market faster and more efficiently. This ensures continued investments in innovation and provides an efficient exchange to bring those innovations to market, reducing risks and costs. We support each of our platforms and programs with legal, finance, human resources, marketing and communications. Marconi has established and continues to support its current marketplaces – Avanci, Velos Media, Telety and Innovius - consisting of technology from world leaders in technology development, with the goal of driving efficiency and predictability.

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