

A Tech Innovation Network Radio Show

How Does Intellectual Property Impact Today's Corporate Valuations

[Wednesday, May 26, 2010 at 4 p.m. Eastern / 3 p.m. Central / 1 p.m. Pacific](#)

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To send a question, suggestions or recommendations, please e-mail:

aturgeon@crossroads.com

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Special Guests:

- Peter Conley, Managing Director
MDB Capital Group
- Rob Sims, CEO & President
Crossroads Systems

[Tune in](#) to a Tech Innovation Network radio show that takes a look at current corporate valuations and new strategies that help determine real value. Join co-hosts Anyck Turgeon and Scott Draughon as they interview Peter Conley, Managing Director at MDB Capital Group, and Rob Sims, CEO and President at Crossroads Systems. Conley and Sims will discuss new IP-based approaches to corporate valuation and highlight the impact from tomorrow's disruptive technologies.

TOPIC: As investors look to reduce risks, Conley will discuss new valuation metrics that can limit risk by assessing the value of an organization's intellectual property. Earlier this month, MDB Capital Group recognized Crossroads Systems with the ASTRUM award – ranking Crossroads as one as one of the 50 most innovative public companies in the United States within the 90th percentile for technology leadership. Sims will discuss the corporate culture of Crossroads and the extensive focus on R&D that grows Crossroads' shareholder value.

Using MDB's proprietary IP business intelligence database called PatentVest, Crossroads was evaluated in March 2010 prior to its approval of 11 new patents and received the following assessment. Below are Crossroads' highlights

- Tech Score (measures IP impact and leadership): 1.96 is more than 2x median Tech Score of 0.90, which indicates that Crossroads patents are cited more than 2x its peer group, strong indication of leadership – hence its five-stars allocation. Per a secondary assessment completed

in May 2010, Crossroads now surpasses the ranking of 2.05 – which further cements its tech innovation leadership.

- Depth Rating (measures IP defensibility, barriers to entry): 0.92 is 3x median of 0.30, hence its five-star rating.
- Tech Isolation (measures IP differentiation): 12.58% is 2x median of 5.50%, shows Crossroads is innovating in a differentiated manner, not incremental or “me, too.”
- Average Patent Age: 3.73 years vs. median 6.5 years, Crossroads has a lot of remaining life left in its patents, the real economic impact / upside of its IP has yet to be felt.
- Application CAGR of 21% is 10x median CAGR of 2% - indicating a superior growth rate of innovation.

Investors are looking for new and in-depth quantifiable corporate valuation information. Listeners will learn how PatentVest is designed to allow investors to more easily understand the value of patent information and to incorporate it into their investment decision making process.

Available online and select radio stations nationwide, Tech Innovation Network encourages all listeners to ask questions live either by calling 866-685-7469 or sending emails to radio@techinnovationnetwork.com.

Peter Conley

Mr. Conley brings to MDB more than 20 years of institutional research, as well as equity capital markets and investment banking experience. Prior to MDB, Mr. Conley was co-founder of The Analytiq Group, a top-decade-ranked equity research firm covering emerging technologies for Global Investor 100 clients. From 2001 to 2002, Mr. Conley served as Managing Director of GlobalEuroNet, a private equity fund focused in early-stage technology companies. In 1999, Mr. Conley was co-founder of E*Offering, the investment bank of E*Trade, where he was Head of Equity Capital Markets and involved in over 100 public offerings raising more than \$3 billion, including some of Wall Street’s largest public and private offerings including UPS, Phone.com, Red Hat, Sina, and CarsDirect, among others. Mr. Conley began his career at Lehman Brothers in 1988 and joined Cruttenden & Co. in 1991 (later Cruttenden Roth / Roth Capital Partners) to start the firm's institutional equity business and serve as Head of Institutional Equity Sales, where he played a key role in over 100 equity financings raising more than \$1.4 billion.

Rob Sims

As an international storage and data protection veteran with in-depth engineering expertise, Rob joined Crossroads Systems' development and operations team in 1999. Given his success and leadership, Rob rose quickly to the position of President, CEO and Board member. Rob currently leads the Crossroads' corporate vision and growth strategy. An accomplished speaker and technologist, Rob brings more than 20 years of hands-on experience in IT design, development and manufacturing, operational management and engineering. Among his numerous accomplishments, Rob is a recipient of the technology industry's 2008 Most Valuable Performers Award and has been honored with numerous industry recognitions including the Stevie Award Top Executive finalist. Prior to joining Crossroads, Rob managed the advanced manufacturing and product test organizations at Kentek Corporation. Rob also managed the manufacturing, engineering and quality organizations at Exabyte. He holds a B.S. in Electrical Engineering from Colorado State University.

Anyck Turgeon



Anyck Turgeon is the founder of the Tech Innovation Network and the Chief of Information Strategy and Security at Crossroads Systems. With more than 22 years of IT experience, Anyck Turgeon joined Crossroads Systems in 2005 as Chief of Market Strategy and Security. As a forward-thinking executive who combines data access, management, storage and security strategies, Anyck has played a vital role in Crossroads' successful transition into a storage-security leader. A speaker at numerous C-level, security and IT industry events, Anyck also co-hosts a radio show dedicated to discussing data protection, security and privacy issues with the industry's most influential minds. As a recognized industry expert and thought leader, she has received numerous public recognitions including the 2010 and 2008 Industry's Most Valuable

Performer Awards, the 2008 Shaping Information Security People Award, and finalist recognition for the 2010, 2009 and 2008 "Best Executive" American Business Awards. Prior to joining Crossroads, Anyck served at Oracle's headquarters where she oversaw the successful creation of three strategic departments to Oracle's corporate growth: Oracle Portal, Oracle Industries and Oracle On Demand/Outsourcing. Anyck has designed and deployed revolutionary solutions for small to large corporations worldwide, including General Motors, JP Morgan Chase, MasterCard, Nabisco and Thomas Newspaper. Anyck holds an extensive educational background, serves on the board of several organizations, and is an active member of numerous associations including the DHS/SRI Technology Council and SINET.

Scott Draughon



Richard Scott Draughon is the President, founder and Chief Executive Counsel for Draughon - Attorneys at Law. Mr. Draughon handles high technology matters involving the internet, software, hardware, multimedia and telecommunications. He also maintains a traditional intellectual property practice providing copyright, trademark and patent legal services. Mr. Draughon established his law practice in 1989, several years after completing his Juris Doctor and LL.M. degrees from the George Washington National Law Center. He earned his B.A. and M.B.A. degrees from the University of North Florida and is a native of Jacksonville.

Additionally, Mr. Draughon is the founder of MyTechnologyLawyer.com, an online interactive resource for technology law services. The site was launched in 2001 and provides extensive free legal advice on technology law issues, as well as industry news updates, access to a national network of technology lawyers, as well as forms, instructions and video supporting complete contract templates for more than 200 technology transactions. The Web site has more than 7,000 subscribers and members with more than two million visitors to date.
