

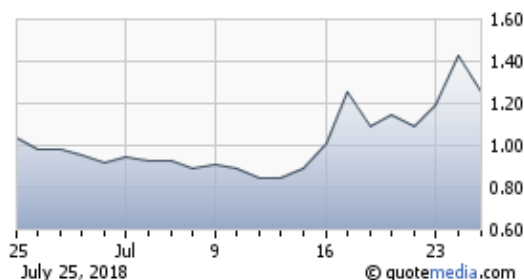
Marathon Patent Group

(Nasdaq: MARA)



Share Price	\$1.26
Volume	2.82m
Shares Outstanding	20,577,940
Market Cap	\$25.83m
52 Week High	\$10.03
52 Week Low	\$0.82

as of 07/25/2018



Marathon Patent Group (Nasdaq: MARA)

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Overview

Marathon Patent Group is a patent and patent rights acquisition and licensing company. We acquire patents and patent rights from patent holders ranging from individual inventors to Fortune 500 companies. Our strategy of acquiring patents that cover a varied scope of subject matter allows us to achieve diversity within our patent asset portfolio. We generate revenue with our diversified portfolio through actively managed concurrent licensing campaigns. This approach is expected to result in a long-term, diversified revenue stream.

Key Drivers - Diversification & Revenue Reliability

- ✓ Multiple patent portfolios across different technology areas
- ✓ Simultaneous licensing campaigns utilizing multiple patent portfolios
- ✓ When appropriate – opportunistic licensing campaigns with “blue sky” potential outcome
- ✓ Diversification eliminates the binary risk unavoidable with most other publicly-traded patent enforcement companies
- ✓ Ownership of patent assets from non-traditional industry sectors

Current Patent Assets and Licensing Campaigns

- ✓ Marathon subsidiaries collectively own 327 patents, as of 05/01/2016
- ✓ Seven (7) subsidiaries with active enforcement campaigns, as of 05/13/2016, seventeen (17) subsidiaries have begun to generate revenue

Investor Takeaways

- ✓ Broadly diversified within the asset class
- ✓ Proprietary process to value patent assets with deep pipeline of opportunities
- ✓ Highly scalable business model with strong operating leverage
- ✓ Strong recent financial performance with operational momentum
- ✓ Experienced management team with track record of success
- ✓ Number of significant opportunities among our portfolios that we believe have the potential to generate significant returns

Management Team

Doug Croxall

Chairman & CEO

Prior to joining MPG, Mr. Croxall was Chairman and CEO of LVL Patent Group, a privately owned patent holding company headquartered in Alexandria, Virginia. Prior to LVL, Mr. Croxall was the CEO and Chairman of Firepond from 2003 – 2009. He acquired Firepond (NASDAQ: FIRE) in 2003 and took it private in an all cash tender offer. While CEO of Firepond, he identified the value of Firepond's patent portfolio and sold the patents into a new private entity for enforcement. Mr. Croxall partnered with IP Navigation Group and the Firepond patents generated approximately \$90 million in licensing revenues from 2004 through 2009. He has an MBA from Pepperdine University (1995) and a Bachelor of Arts in Political Science from Purdue University (1991).

Jim Crawford (COO), **Frank Knuettel II** (CFO), **Umesh G. Jani** (CTO & SVP Licensing), **Rick Sanchez** (EVP Licensing & IP Counsel), **Erich Spangenberg** (Director of Acquisitions, Licensing, and Strategy)

Disclaimer

Except for the historical information contained herein, the matters discussed in this document are forward-looking statements that involve risks and uncertainties, including but not limited to business conditions and the amount of growth in our industry and general economy, competitive factors, and other risks detailed from time to time in the Company's SEC reports, including but not limited to its annual reports on Form 10-K and its quarterly reports on Form 10-Q. The Company does not undertake any obligation to update forward-looking statements. All trademarks and brand names are the property of their respective companies.