

For Immediate Release: Invotex Damages Expert Testifies in Internet Advertising Patent Infringement Trial against Yahoo; Jury Awards \$6.6 Million in Damages

Baltimore, MD – May 19, 2009 – In the internet advertising patent infringement suit brought against Yahoo, Inc. by Acacia Research Corporation’s subsidiary, Creative Internet Advertising Corp., Invotex® Group damages expert [Michele M. Riley, CPA](#), testified on behalf of plaintiff Creative that the amount of total damages adequate to compensate for the claimed infringement was approximately \$6.6 million. A damage expert from FTI Consulting, Inc. testified on behalf of the defendants that the total amount of damages adequate to compensate for infringement was approximately \$300,000. On Friday, May 15, 2009, the jury unanimously decided that the patent asserted against the defendant was valid and infringed and awarded damages of \$6.6 million before pre-judgment interest.

The case, *Creative Internet Advertising Corporation v. Yahoo, Inc., et al.*, was filed in the U. S. District Court for the Eastern District of Texas, Tyler Division.

About Invotex Group - [Invotex Group](#) (www.invotex.com) provides accounting, financial and economic consulting services to clients including Fortune Global 500 corporations, major law firms, leading research universities and local, state, and federal governments and agencies around the country. The firm’s highly credentialed experts and professional staff conduct economic and financial analyses to provide objective opinions and advice in matters involving complex transactions, disputes, investigations, reorganizations, insurance and valuations. Invotex also offers advisory services for intellectual property owners, including licensing, technology evaluation and license compliance, asset management and enforcement of IP rights. The firm comprises experienced industry leaders, former public company financial executives, former international accounting and consulting firm (“Big 4”) partners and seasoned consultants.

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