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Article One Partners Wins “Startup of the Year” Top Award at Startup 2009 Conference

Crowdsourcing Model and Proven Success in Patent Reform Separate Article One from Competition in Live Presentations

June 4, 2009 – New York City – Highlighting [Internet Week New York](#), *Silicon Alley Insider* held its Startup 2009 conference yesterday, inviting the Top 10 Finalists for its Startup of the Year award to present live, on stage before a panel of venture capitalist judges and tech-industry leaders. At the end of the day, the judges were joined by an audience vote of overwhelming majority, in selecting Article One Partners as the 2009 Startup of the Year. Article One is a global community working to legitimize the validity of patents.

“This was a tremendous honor for a company just over six-months old, and we’d like to thank the judges, sponsors, and conference attendees for taking the time to understand our crowdsourcing model for researching patent validity and sharing their own insights about the much-needed issue of patent reform,” said Cheryl Milone, CEO and founder of Article One Partners. “We’d also like to take this opportunity to thank our member Advisors from around the world. This is a passionate community that has already made a huge impact, discovering patent invalidity evidence in our Studies – ranging from Merck’s Singulair drug, to yesterday’s announcement relating to the Worlds.com patent litigation. The community is truly the heart of this Company.”

Startup 2009 featured in-depth conversations with veteran entrepreneurs **Jason Calacanis** and **John Battelle**, who built great companies, saw them destroyed in a crash, and then got right back up and did it again. It showcased presentations from 10 top startups, chosen from over 150 entrants who were competing for bragging rights, buzz, and a **\$75,000 prize** of cash and business services. Panels featured top venture capitalists and entrepreneurs covering how to raise a boatload of money, increase valuations and avoid the biggest mistakes that promising companies make.

The conference was co-hosted by *Silicon Alley Insider* and New York University’s Stern School of Business, with support from founding sponsor General Catalyst Partners. This was the first of an annual forum for outstanding entrepreneurs and early-stage companies to meet VCs, investors, journalists and other members of the East Coast startup community. For more information or to watch streaming video of conference, visit <http://www.businessinsider.com/startup-2009> .

About Article One Partners

Article One Partners, LLC is a global online community that legitimizes the validity of patents. Community members – who Article One calls Advisors – have an opportunity to send in previously undisclosed evidence of patent validity. By tapping the unique knowledge and referral networks of our Advisors, this evidence known as prior art can be discovered. Article One analyzes the prior art to determine whether it can show patents to be legitimized or invalid. If Article One forms an opinion that patents are invalid, Advisors earn up to \$50,000. Advisors who actively build the community also earn premium compensation in a Profit Sharing Plan, distributing approximately five percent (5%) of Article One's net annual profit. The result is a highly-rewarded community providing a second, citizen's review of U.S. patents to justify monopoly pricing for true

innovation and energize U.S. patent reform. To learn more about Article One Partners, or to become a member of our community, please visit www.ArticleOnePartners.com .

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