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Press Release

Source: IPInvestments Group

# Managing Director of Patent Licensing for BellSouth Joins IPInvestments Group

Wednesday May 9, 8:00 am ET

ATLANTA--(BUSINESS WIRE)--IPInvestments Group, an intellectual property business advisory firm, today announced that William A. Hartselle has joined IPInvestments Group as a Principal. Most recently, Mr. Hartselle was the Managing Director of Patent Licensing for BellSouth Intellectual Property Marketing Corp. (now part of AT&T).

"It was difficult for me to decide to leave BellSouth, but the chance to join IPInvestments Group is an opportunity I just couldn't pass up," said Bill Hartselle. "The expertise that they possess and their history of success helping clients maximize the value of their IP assets is very appealing to me. BellSouth IP is a tremendous organization and while it was a hard decision to leave, I am very excited to bring my patent licensing and sales experience to IPInvestments Group as they continue to grow as a leader in the IP transactions and licensing industry."

"We are very excited to have Bill join us at IPInvestments Group. We have known Bill for years and are very fortunate that he chose to join us at this time," said Michael McLaughlin, a Founder and Principal of IPInvestments Group.

Mr. Hartselle worked for BellSouth for 6 1/2 years and during that time he was responsible for all outbound patent licensing and sales activity. Prior to working for BellSouth, he worked for ANTEC Corp. (now Arris Group), a manufacturer of hybrid fiber/coaxial cable (HFC) systems for cable television and telecommunications service providers, as their sole intellectual property attorney, responsible for all IP-related legal matters. After law school, Mr. Hartselle worked as an associate at Jones & Askew, a large intellectual property boutique. Prior to law school, he worked as an avionics systems engineer for General Dynamics (now Lockheed Martin) in Fort Worth, Texas, where he worked on communications systems for the F-16 and A-12 aircraft.

Mr. Hartselle has a Bachelor of Science degree in Electrical Engineering from Louisiana State University and a J.D. from the University of Georgia School of Law. He is licensed to practice law in the state of Georgia and is registered to practice before the U.S. Patent and Trademark Office.

About IPInvestments Group

IPInvestments Group is an intellectual property business advisory firm committed to extracting maximum value for intellectual property assets. Headquartered in Atlanta, Georgia, the Company specializes in transaction and licensing services related to patented technologies and innovations. [www.ipinvestmentsgroup.com](http://www.ipinvestmentsgroup.com)

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Source: IPInvestments Group

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