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Marathon Patent Group, Inc. Launches IP Commercialization Platform With 3D Nanocolor

New Subsidiary, 3D Nanocolor Corp., Will Commercialize an HP Inc. Patented Technology That Can Significantly Expand the Smart Window Market; The New Technology Can Be Applied to Both New and Existing Windows With Improved Color Options, Energy Savings, and Immediate Switching Response at a Disruptive Lower Manufacturing Cost

LOS ANGELES, CA -- (Marketwired) -- 03/28/16 -- ***Marathon Patent Group, Inc.*** (NASDAQ: MARA) ("Marathon"), a patent licensing and intellectual property commercialization company, announced today the formation of a new IP commercialization subsidiary, 3D Nanocolor Corp. ("3D Nanocolor"). Marathon has provided an initial round of seed capital and has commitments from outside investors for development and growth capital.

Under the terms of the license, 3D Nanocolor has acquired from HP Inc. worldwide rights, with an option to acquire issued patents and associated proprietary technology, to technology called Electro-kinetic Film ("EK").

The IP licensed by 3D Nanocolor is a result of years of research and development at HP Inc. and an advancement of HP's leadership in microfluidic technology. 3D Nanocolor will continue to build on HP's EK IP and inventions related to the physical sciences. 3D Nanocolor will be managed by Tim Koch and James Douvikas, two former HP senior engineering and business development leaders, who had significant involvement with EK technology at HP.

3D Nanocolor's EK Film Technology is an optical switching film using electrically charged ink that can be applied to glass surfaces to enable dynamic control of color and contrast. The technology will target the multi-billion dollar commercial smart glass and window market. The patented technology enables all kinds of surfaces to change both color and opaqueness almost instantly, making it ideal for numerous aesthetic, privacy, and energy conservation applications.

3D Nanocolor's EK technology is positioned to be disruptive in the smart glass and window market due to the combination of its four distinct advantages over the current leading smart window technology, electrochromic technology (EC):

1.) Color - With 3D Nanocolor's EK film, many colors can be created and controlled resulting in aesthetics that are simply unavailable in the market today. In fact, electrochromic technology has only one color capability, a less than desirable blue tint;

2.) Market Size - The durable EK film can be applied to existing windows and doors. Consequently, the total addressable smart glass and window market for 3D Nanocolor's EK technology dwarfs the limited new construction market or complete window replacement addressable by electrochromic;

3.) Cost - manufacturing and production costs of 3D Nanocolor's EK film are substantially lower when compared to EC, a key attribute for substantial market adoption; and,

4.) Speed - Adjustments in color/contrast using EK film are virtually instantaneous (one second) versus the contrast changes with EC technology, which typically takes minutes for complete contrast change.

The technology is designer friendly where color of the film can be different depending on the desired aesthetics, location and function of the window, while not reducing the interior view through the window. Two colors within a single film are possible as well as built-in electronically controlled designed patterns. It is energy efficient as the amount of infrared light and solar energy transmitted into the living/working space can be controlled with the contrast setting of the film. Privacy control can be achieved by adjusting the properties of the ink. The EK film can be powered by batteries or small solar cells and controlled wirelessly or by automated systems.

Wendell Colson, Developer of Duette, Silhouette and other designer window covering products for Hunter Douglas, commented, "What I like about the 3D Nanocolor's electrokinetic technology is their ability to control tint hue via selection of pigment. This contrasts favorably with the very limited tint hues of existing electrochromics. Selection of tint hue to match user tastes could take this from a functional shading application into a more design centric marketplace."

Tim Koch, 3D Nanocolor's Chief Technology Officer, is an HP veteran who managed the EK research and development team at HP. He is also the co-inventor of key EK patents. Koch attended Stanford University where he earned an MS in Material Science Engineering and a BS from Cornell University in Materials Science Engineering.

James Douvikas, 3D Nanocolor's Chief Executive Officer, is an HP veteran responsible for creating numerous HP new businesses and solutions. Douvikas earned an MBA from University de Namur Notre Dame and a BS from the University of San Francisco.

Tim Koch, commented, "For the first time in the smart glass and window market, our patented EK technology promises to bring together the two most important attributes needed to drive mass commercial adoption -- lower cost and appealing aesthetics. Enhancing privacy and energy efficiency with decorative and visually appealing affordable smart glass is a winning combination for 3D Nanocolor."

Mr. Koch continued, "Our EK technology is positioned to be the first commercially available multi-color smart glass solution that can be applied to existing window installations, a dramatically larger market opportunity then that of electrochromic technology which is applicable largely to only new construction."

Commenting on the announcement, Doug Croxall, Founder and CEO of Marathon Patent Group, stated, "We are pleased to announce the launch of our IP commercialization

platform, which complements our existing patent licensing business. We spent extensive time evaluating a myriad of opportunities before choosing HP's technology. 3D Nanocolor will be our first subsidiary focused on commercialization. HP's rich portfolio of patents demonstrates its novelty and application. We believe HP's investment, combined with James' and Tim's expertise in developing the technology as part of the HP team responsible for its creation, offers a sizeable opportunity for Marathon shareholders."

Mr. Croxall continued, "We look forward to working with Jim and Tim to create value for Marathon's shareholders. Our intention is for 3D Nanocolor to be the model for what we expect could be many future publicly traded spin-out's resulting in dividends of our commercialization subsidiaries to Marathon shareholders."

About Marathon Patent Group

Marathon is a patent acquisition and monetization company. The Company acquires patents from a wide-range of patent holders from individual inventors to Fortune 500 companies. Marathon's strategy of acquiring patents that cover a wide-range of subject matter allows the Company to achieve diversity within its patent asset portfolio. Marathon generates revenue with its diversified portfolio through actively managed concurrent patent rights enforcement campaigns. This approach is expected to result in a long-term, diversified revenue stream. The Company also intends to pursue commercialization opportunities with its first one being 3D Nanocolor. To learn more about Marathon Patent Group, visit www.marathonpg.com.

About 3D Nanocolor

3D Nanocolor is an early stage company led by two former HP senior engineering and business leaders, pursuing the opportunity to "Make Every Surface Change" by exploiting a technology previously developed at HP Inc. EK technology was made available for licensing following years of R&D. The company licensed 7 issued patents protecting the technology and is developing a robust IP strategy to further expand its patented-technology's breadth and depth in the electrokinetic nanoparticle sector. The company will initially focus on products for the smart glass window market to enable light control, energy efficiency and privacy. To learn more about 3D Nanocolor, visit www.3dnanocolor.com

Safe Harbor Statement

Certain statements in this press release constitute "forward-looking statements" within the meaning of the federal securities laws. Words such as "may," "might," "will," "should," "believe," "expect," "anticipate," "estimate," "continue," "predict," "forecast," "project," "plan," "intend" or similar expressions, or statements regarding intent, belief, or current expectations, are forward-looking statements. While the Company believes these forward-looking statements are reasonable, undue reliance should not be placed on any such forward-looking statements, which are based on information available to us on the date of this release. These forward looking statements are based upon current estimates and assumptions and are subject to various risks and uncertainties, including without limitation those set forth in the Company's filings with the Securities and Exchange Commission (the "SEC"), not limited to Risk Factors relating to its patent business contained therein. Thus, actual results could be materially different. The Company expressly disclaims any obligation to update or alter statements whether as a result of new information, future events or otherwise, except as required by law.

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