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Marathon Patent Group and IPNav Announce Strategic Relationship

Industry-Leading Full-Service Patent Monetization Company IPNav (IP Navigation Group) to Pursue Patent Monetization Opportunities for Marathon Patent Group

ALEXANDRIA, VA--(Marketwire - Feb 27, 2013) - Marathon Patent Group (OTCQB: MARA) ("MPG") today announced it has entered into a strategic relationship with industry-leading patent monetization company IPNav. IPNav will source and execute monetization opportunities on behalf of MPG.

Founded in 2003 by Erich Spangenberg, IPNav's full-service patent monetization offering is a unique turnkey solution for patent owners seeking to maximize the value of their IP. IPNav has generated over half a billion dollars in direct licensing revenue and cash settlements for its clients. IPNav's clients and transaction partners include a large and diverse group of Global 500 corporations, universities, non-profit organizations, and a European government agency.

"I am excited about the opportunity to work with Erich and his team at IPNav. Their decade-long track record of success, including over 600 licensing transactions, speaks for itself. Importantly, I have seen first-hand what they are capable of as they assisted previous companies I've worked with. The results are industry-leading. We look for this partnership to result in similar successes and value creation for MPG and its shareholders," said Doug Croxall, CEO of Marathon Patent Group.

"We were very impressed with the MPG business plan and we think they have come up with a very intelligent approach to the market," said IPNav CEO Spangenberg. "I have known Doug for over 15 years and I am confident that MPG will build a valuable platform in the IP space that IPNav's clients and transaction partners will be very comfortable working with."

About MPG

Marathon Marathon Patent Group is an intellectual property ("IP") company that serves patent owners ranging from individual inventors to Fortune 500 corporations. Our IP services team devises strategies that allow our clients to maximize the value of their IP assets. In addition to generating revenues through IP consulting engagements, Marathon also partners with inventors and patent owners to monetize patent portfolios through IP licensing campaigns. Our objective is to provide a focused and comprehensive set of IP services that range from analysis of existing IP assets, idea creation, development, prosecution, commercialization, to licensing and enforcement. Marathon provides our clients proprietary analytics, IP valuation methods, partnering opportunities, infringement tracking, patent analysis, strategies, tactics, enforcement, and reporting among other services. Marathon is

closely aligned with IPNav and has enjoyed a working relationship with the firm since IPNav's founding in 2003

About IPNav:

IPNav is the world's leading full-service patent monetization firm, helping forward-thinking corporations, universities, organizations, and individuals profit from innovation. IPNav's integrated, end-to-end solution turns idle IP assets into revenue streams. Using its proprietary Patent Monetization Platform, IPNav unlocks the value trapped in our clients' IP portfolios -- with timetables and objectives set by the client. Based in Dallas, IPNav has offices in Dublin, Paris, Shanghai, and Tel Aviv.

Forward Looking Statements

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.