September 15, 2014

Marathon Announces Launch of Opus Patent Analysis Platform

ALEXANDRIA, VA -- (Marketwired) -- 09/15/14 -- ***Marathon Patent Group, Inc.*** (NASDAQ: MARA) ("Marathon"), a patent licensing company, announced today the commercial launch of the Opus™ Patent Analysis Platform.

Opus includes a set of proprietary analytical tools that offer an unparalleled ability to both quickly evaluate a large patent portfolio as well as to deeply assess the strength of individual patents utilizing the unique Alpha Score™ system.

"Opus has been under development for over a decade as a dedicated, in-house tool used by one of the world's leading patent monetization firms," said Marathon CEO Doug Croxall. "We are excited about the opportunity to bring this valuable resource to the broader intellectual property and investment communities. We are confident that the Opus platform will deliver a feature set and price point that IP professionals and others, including financial professionals, will find highly attractive relative to other offerings currently in the market."

Alpha Score

Opus'™ Alpha Score is the most advanced tool available to assess patent strength and likely value. Unlike other patent ranking algorithms, which often base their scores on only a handful of factors, the Alpha Score takes into account aspects of validity, novelty, enforceability, and relevance/timeliness, all weighted based on real world experience, providing an indication of both a patent's strength and its likely relative commercial value.

The Alpha Score is especially helpful in identifying "hidden gems" that have monetization potential in a large patent portfolio.

Claims Analysis

The Opus Platform includes a comprehensive set of tools for conducting a deep analysis of the strength of a patent's claims. It also includes tools that help users understand not just the actual claims in a patent, but also the broader intellectual property picture. For example, by providing a comparison of claims applied for to claims granted, Opus helps users understand product strategies and existing art.

Availability

Opus is available now as a SaaS (software as a service) offering and is compatible with all computing platforms. For additional information, including pricing, visit the Opus website at www.opus.marathonpg.com.

With an expansive addressable market including finance professionals, IP professionals, and

attorneys, Marathon anticipates that the Opus SaaS solution will lead to a predictable, recurring revenue stream for the Company. The software will be offered to the market in three distinct packages:

Premium - Priced at $999/month for each individual user. This package contains all available features and is targeted towards the sophisticated IP professional or attorney, who requires deep analytics capabilities.

Basic - Priced at $299/month for each individual user. This package targets the finance professional who needs access to basic analytics data, as well as the capability to use that data for strength and valuation efforts, including access to the proprietary Alpha Score rating system. In addition, the basic package enables inventors and companies developing IP to evaluate applicable industry patent coverage.

The Alpha Package - Priced at $99/month for each individual user. Targeted towards IP investors or those looking primarily for the Alpha Score rating. This package includes basic patent data as well.

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. To learn more about Marathon Patent Group, visit www.marathonpg.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.

Investor Relations Contact:

Addo Communications
Lasse Glassen
Director

424-238-6249
lasseg@addocommunications.com

Source: Marathon Patent Group, Inc.