May 6, 2015

Marathon Patent Group, Inc.'s Subsidiary, E2E Processing, Inc. Enters Into Settlement and License Agreement With Crocs, Inc. and Hallmark.com, LLC

LOS ANGELES, CA -- (Marketwired) -- 05/06/15 -- ***Marathon Patent Group, Inc.*** (NASDAQ: MARA) ("Marathon"), a patent licensing company, announced today that on May 4, 2015, the company's subsidiary E2E Processing, Inc. ("E2E") entered into settlement and license agreement with Crocs, Inc. and Crocs Retail, LLC.

On May 5, 2015, E2E entered into a settlement and license agreement with Hallmark.com LLC. The consideration to be paid to E2E by both parties, along with all other terms of the license agreement, are confidential.

E2E had previously asserted infringement related to U.S. Patent 6,981,222, entitled*"End-to-end transaction processing and statusing system and method"*. The E2E portfolio consists of four (4) issued patents that disclose systems for achieving process improvements in Enterprise Resource Planning (ERP).

Shaked & Co. Law Firm represented E2E in the transaction and Liner LLP represents E2E in these cases.

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.

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