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Marathon Patent Group Explores Additional Intellectual Property Business Lines

LOS ANGELES, CA -- (Marketwired) -- 04/11/17 -- Marathon Patent Group, Inc. (NASDAQ: MARA) ("Marathon" or "Company"), an IP licensing and management company, continues to explore new business opportunities in which the combination of the Company's expertise and deep industry relationships allow for potentially unique new business services to be provided.

Pursuant to this effort, the Company formally announces its strategic relationship with Hermes Patents to share information, provide services and pursue mutual strategic and financial objectives. Hermes Patents founders, Pascal Asselot, formerly the head of development and licensing at French sovereign patent fund France Brevets and Erich Spangenberg, Marathon's Director of Acquisitions, Licensing and Strategy, are uniquely positioned to understand and pursue new global market opportunities.

Doug Croxall, CEO of Marathon, stated, "Hermes Patents is both an excellent strategic partner and logical extension for Marathon, helping us evolve beyond the licensing of patents and intellectual property to capture more components of the global intellectual property management value chain. This relationship has been in development for a considerable period of time, requiring nominal investment by Marathon. While still at an early stage, we believe it represents a potential significant future opportunity. We look forward to working with Hermes Patents towards collective value creation."

About Marathon Patent Group, Inc.
Marathon is an IP licensing and management company. The Company acquires and manages IP rights from a variety of sources, including large and small corporations, universities and other IP owners. Marathon has a global focus on IP acquisition and management.

Forward-Looking Statements

Statements made in this press release include forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, regarding, but not limited to, the amount and use of proceeds the Company expects to receive from the sale of the shares of common stock in the registered direct offering and the closing of the transactions. Forward-looking statements can be identified by the use of words such as "may," "will," "plan," "should," "expect," "anticipate," "estimate," "continue," or comparable terminology. Such forward-looking statements are inherently subject to certain risks, trends and uncertainties, many of which the Company cannot predict with accuracy and some of which the Company might not

even anticipate, and involve factors that may cause actual results to differ materially from those projected or suggested. Readers are cautioned not to place undue reliance on these forward-looking statements and are advised to consider the factors listed above together with the additional factors under the heading "Risk Factors" in the Company's Annual Reports on Form 10-K, as may be supplemented or amended by the Company's Quarterly Reports on Form 10-Q. The Company assumes no obligation to update or supplement forward-looking statements that become untrue because of subsequent events, new information or otherwise.

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