

Joe Chernesky

Joe is Co-Founder, President and Chief Operating Officer of IPotential. Based in the Silicon Valley, IPotential is the technology industry's leading provider of intellectual property strategy and patent monetization services. Since 2003, IPotential has brokered over \$1 billion in patent transactions and has completed consulting projects for many leading technology companies. IPotential serves patent owners of all types, including individual inventors, small to large enterprises, and private equity investors, worldwide. For more information, visit www.ipotential.com.

From 2001 to 2004, Joe served as vice president of Boeing Management Company, a subsidiary of The Boeing Company responsible for its IP policy, strategies and initiatives. He also served concurrently as Director of Intellectual Property Business (IPB) for The Boeing Company. In this role, he created and managed the Corporate Technology Licensing Group and was responsible for technology out-licensing, IP donations, and IP-related M&A and divestiture activities.

Prior to Boeing, Joe held several management positions at Intel in Intellectual Property Licensing and Business Development, New Product Development, and Corporate Treasury. As Senior Manager, Licensing and Alliances, Joe was responsible for developing intellectual property licensing strategy and managing patent and technology licensing activities.

Joe holds a B.S. and M.B.A from the University of Arizona. He is also an active member of the Licensing Executives Society. In addition, Joe is proud to have served for ten years as a U.S. Naval Officer in various active and reserve assignments throughout the world.