



FOR IMMEDIATE RELEASE

Former Head of USPTO Joins AbsolutelyNew Advisory Board

Wants to help inventors bring their invention ideas to market

SAN FRANCISCO (July 29, 2010)— AbsolutelyNew, Inc., a next generation consumer products company that develops and launches the best ideas from independent inventors, has added former **Director of the United States Patent and Trademark Office (USPTO)** Jon Dudas to its Advisory Board. Jon will help AbsolutelyNew advance its successful strategy of harnessing the great ideas of independent inventors.

Jon's distinguished career includes significant contributions to the field of Intellectual Property on behalf of inventors. From 2004-2009, Jon served as the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office. **He was appointed to this position by the President of the United States.**

As Director of the USPTO, Jon was responsible for administering the laws and regulations related to granting patents and trademarks, and the day-to-day management of the agency's \$1.7 billion budget and over 8,000 employees. Previously, as Staff Director and Deputy General Counsel for the House Committee on the Judiciary, he guided enactment of major patent, trademark and copyright policy, including the last major legislation regarding U.S. intellectual property, the American Inventors Protection Act of 1999.

In June of 2010, Jon became President of FIRST, a not-for-profit organization (founded by prolific inventor Dean Kamen), that inspires students and professionals in engineering and technology fields, with the long-term aim of increasing the competitiveness of the United States in the global economy.

Jon joins other notable AbsolutelyNew advisors, including Myra Hart and Mark Copman. Myra is a co-founder of Staples, Board Member of both Office Depot and Kraft, and retired Professor of Harvard Business School. Mark Copman is 3M's Vice President of Corporate Development and Mergers & Acquisitions.

According to Jon, "Many brilliant inventors patent their ideas but may not have the time or knowledge to develop and manufacture them. One of the greatest benefits of our patent system is that ideas themselves can be protected and sold to those who have that expertise. It is innovation that lifts the economies of all

nations. AbsolutelyNew's contributions help fill the gap between invention and successfully marketing and selling a final product. It allows inventors to focus on what they do best—inventing."

"We're thrilled to have Jon join our Advisory Board. He is clearly an expert in innovation management, and understands how all of the pieces fit together to create the 'big picture'," said Richard Donat, AbsolutelyNew CEO. "We're confident he'll help us reach our next level of success, and enable us to help the U.S. become more competitive in the global economy."

About AbsolutelyNew, Inc.

AbsolutelyNew is the consumer goods company that partners with inventors to launch breakthrough products. The company's Science+Technology Division also helps innovators launch new devices and technologies into businesses. Products in AbsolutelyNew's portfolio span a range of categories and can be purchased in stores and catalogs, online and on TV. Headquartered in San Francisco, AbsolutelyNew is privately held with venture capital backing from Artiman Ventures. For more information, visit www.absolutelynew.com.

Contact:

Bill Freund
Vice President of Marketing & Business Development
AbsolutelyNew, Inc.
bfreund@absolutelynew.com
415-865-6200 x 1104

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