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INOVIA APPOINTS DAVID NELSON AS CEO

Sydney, Australia – 19th September, 2008 – *inovia*, the largest global processor of foreign patent filings in the world, today announced that David Nelson has been appointed Chief Executive Officer. In this role, Mr. Nelson is responsible for the implementation of the strategic goals and objectives of the organization, to give direction and leadership toward the achievement of the organization's philosophy, mission and strategy, and to manage relationships with all of *inovia*'s key stakeholder groups.

"We are thrilled that David will be taking the helm at *inovia*," said Justin Simpson, founder and executive director at *inovia*. "His years of management experience will be invaluable to *inovia* as we position the company for long-term growth."


David Nelson has over eight years of executive management experience. He has advised a wide array of clients in the financial services, information technology and entrepreneurial high-growth sectors. His areas of expertise include: corporate strategy, capital raising, and online business models.

Prior to Divergent Capital, David was a management consultant for A.T.Kearney in their technology practice and subsequently principal of his own firm Greenlight Consulting where he led a number of client projects through the sales, planning and delivery phases. David worked closely with many high-growth companies on defining and executing their long-term strategic direction and on developing key partnerships and alliances.

About *inovia*

Created by patent attorneys, *inovia* is an IP administration company specializing in PCT national stage entry and European validation. We work with a diverse range of clients, from large corporate law firms and companies to inventors, and attorneys in private practice. With offices in New York, London, and Sydney, and agents in over 54 countries across the globe, we provide support in all major time-zones and IP jurisdictions. *inovia*'s patented technology is recognized by WIPO as a notable invention and our proven track record demonstrates that our services are a reliable and cost-effective alternative to existing, and often complex, IP administration procedures.

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The logo for inovia, featuring the word "inovia" in a lowercase, sans-serif font. The letters are white with a slight shadow effect, set against a dark blue background.