



Empower Patent Owners, Rewarding Invention

For immediate release

ACACIA RESEARCH CORPORATION UNVEILS BRAND EVOLUTION IN TANDEM WITH THE LAUNCH OF AN ENHANCED DIGITAL EXPERIENCE

Leading Intellectual Property Licensing Company Introduces New Website and IP Based Knowledge Platform

Newport Beach, CA – Wednesday, October 16, 2013 – Acacia Research Corporation (NASDAQ: ACTG), the industry leader in patent licensing, announced the formal launch of its evolved brand and website after detailed industry analysis and internal review.

Matthew Vella, CEO of Acacia Research Corporation, states, “While we are extremely proud of our roots, it was imperative to address the evolution of our brand and more importantly, how we communicate externally. The general public, our stakeholders and industry analysts must have a more transparent view into our patent assets and business opportunities. This view includes a detailed explanation of our processes, capabilities and a perspective on the overall IP landscape.”

“Bottom line, our goal was to create a website that captures not just today’s Acacia, but the future of the company and its patent partners,” adds Vella.

Acacia’s website showcases accomplishments and its depth of organizational expertise. Via the Knowledge Center section, the goal is to shed greater light on the benefits of innovation and patent partnerships.

Acacia Research Corporation is built on the belief that inventors and their patents are essential to economic growth and job creation. Strong patent protection also represents the nation’s key competitive advantage in the global marketplace. Inventors and patent owners should be empowered and fairly rewarded for their patented inventions.

Acacia CEO Matthew Vella concludes, “We strive to present inventors and organizations with opportunities that unleash the full potential of their patents and patent portfolios.”

About Acacia Research

Founded in 1993, Acacia Research Corporation (NASDAQ: ACTG) is the industry leader in patent licensing. By partnering with inventors and patent owners, Acacia merges its

deep legal and technology expertise with robust patent assets to unlock financial value. An intermediary in the patent market, Acacia facilitates efficiency and delivers monetary liquidity to an otherwise illiquid asset. Utilizing this strategy, Acacia has generated gross licensing revenue of \$971,000,000 to date, and has returned more than \$430,000,000 to its patent partners.

For more information, visit: www.acaciaresearch.com

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