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## **For Immediate Release**

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## **New Technology Provides Publicly Accessible Storage, Sharing, and Printing of Digital Photographs**

### ***FotoBeem files patent application prepared by Scully, Scott, Murphy & Presser***

**Garden City, NY** -- FotoBeem, a company that will exploit the recent growth and rapid acceptance of digital photography, and Scully, Scott, Murphy & Presser, a leading Intellectual Property Law firm, have announced that patent and trademark applications have been prepared and filed for a FotoBeem invention. The invention enables consumers to simply and conveniently store, protect, share, and print digital pictures from publicly accessible locations. The March 2004 filing also provides a business method aspect for capturing demographics of users and offering the data for sale to corporate clients.

"As we were developing the concept and design of FotoBeem, we realized that it was necessary to protect them in a broad way," said Mark Dresner, President of FotoBeem. "To accomplish that, we needed a well-respected intellectual property law firm that understood our technology to a great depth. We also needed trademarks to protect us from future conflicts and challenges of our mark."

"The FotoBeem patent and trademark filings are typical of the advanced technology work that we do at the firm," said Paul Esatto, Senior Partner at Scully, Scott, Murphy & Presser. "We like the prospect that FotoBeem's invention has great potential for immediate application in the consumer market."

### ***About FotoBeem***

FotoBeem is a development stage company founded by veteran entrepreneur Mark Dresner. The company will exploit the recent growth and rapid acceptance of digital photography as it continues to replace traditional film photography. FotoBeem will create a system that provides consumers with a simple and convenient way to further enjoy their digital cameras and picture-taking, by making it easy to store, protect, share, and print digital pictures from publicly accessible locations.

### ***About Scully, Scott, Murphy & Presser***

Founded in 1973, Garden City-based Scully, Scott, Murphy & Presser is one of Long Island's largest and most preeminent law firms exclusively dedicated to Intellectual Property. Comprised of highly skilled attorneys with highly technical backgrounds, SSMP confidently sits at the crossroads of cutting edge science, technology and law where it offers detailed, bankable opinions and secures, protects and enforces intellectual property for its clients. For more information, visit Web site <http://www.ssmp.com>.

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