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FOR RELEASE

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ACACIA SUBSIDIARY ACQUIRES PATENT FOR AUTOMATIC IMAGE LABELING TECHNOLOGY

Newport Beach, CA. – (BUSINESS WIRE) August 11, 2010 – Acacia Research Corporation (Nasdaq:ACTG) announced today that a subsidiary has acquired a patent relating to automatic image labeling technology.

"As Acacia's licensing success grows, an increasing number of technology companies are selecting us as their partner for the licensing of their patented technologies," commented Paul Ryan, Acacia Chairman and CEO. "Acacia is rapidly becoming the leader in technology licensing and we continue to grow our base of future revenues by adding new patent portfolios," concluded Mr. Ryan.

This patented technology generally relates to the automatic labeling of digital images. It can be used to automatically generate and increment labels on images such as CAD drawings and maps.

ABOUT ACACIA RESEARCH CORPORATION

Acacia Research's subsidiaries partner with inventors and patent owners, license the patents to corporate users, and share the revenue. Acacia Research's subsidiaries control over 150 patent portfolios, covering technologies used in a wide variety of industries.

Information about Acacia Research is available at www.acaciatechnologies.com and www.acaciaresearch.com

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This news release contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These statements are based upon our current expectations and speak only as of the date hereof. Our ability to become the licensing partner for companies, and our actual results may differ materially and adversely from those expressed in any forward-looking statements as a result of various factors and uncertainties, including the recent economic slowdown affecting technology companies, the ability to successfully develop licensing programs and attract new business, rapid technological change in relevant markets, changes in demand for current and future intellectual property rights, legislative, regulatory and competitive developments addressing licensing and enforcement of patents and/or intellectual property in general, and general economic conditions. Our Annual Report on Form 10-K, recent and forthcoming Quarterly Reports on Form 10-Q, recent Current Reports on Forms 8-K and 8-K/A, and other SEC filings discuss some of the important risk factors that may affect our business, results of operations and financial condition. We undertake no obligation to revise or update publicly any forward-looking statements for any reason.