



## **Personalized Media Communications Completes a Patent Licensing Agreement with Haier Corporation and its Affiliates**

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For Release

Sugar Land, TX, February 20, 2018 – Personalized Media Communications, LLC (PMC), which develops and licenses a portfolio of patents that cover the control and enhancement of media delivery and content, has successfully concluded a patent licensing agreement with Haier Corporation and its affiliates. Details of the agreement are confidential.

PMC had been involved with Haier in district court litigation. That litigation is now ended. According to data released by Euromonitor, Haier, a multinational consumer electronics and home appliance company, is a worldwide leader in major appliance market share.

“Haier joins the ranks of other top-tier television manufacturers, including Sony and Panasonic, who also have taken PMC patent licenses,” said Mary C. “Kazie” Metzger, PMC Chief Executive Officer and President. “Other notable licensees include Cisco, DirecTV and Samsung.”

For a complete list of PMC licensees, including 2017 transactions, go [here](#).

The PMC portfolio consists of over 100 issued patents and pending applications. The majority of PMC’s patents have issued since 2010. PMC inventions enable media providers to distribute their content securely and enhance it through numerous techniques, including personalization, combined media and interactivity. For more information visit [www.personalizedmedia.com](http://www.personalizedmedia.com).

### **About Personalized Media Communications**

Personalized Media Communications, LLC is an inventor-owned and managed company that has developed a portfolio of fundamental patents. Founded in 1981 by John C. Harvey, PMC’s lead inventor and Chairman, the company’s intellectual property rights cover a variety of communications systems, devices and networks.

PMC inventions describe architecture for secure delivery and presentation of enhanced media content. The inventions are applicable to media delivery platforms, such as streaming video and audio and the Internet, using devices such as cellular phones, set top boxes and in-car infotainment systems.

#### **Contact:**

Bruce Berman  
Brody Berman Associates  
[bberman@brodyberman.com](mailto:bberman@brodyberman.com)  
+1 212.683.8125