



## **Personalized Media Communications Names Boyd Lemna and Kitty Harvey Directors**

For Immediate Release

Sugar Land, TX, February 28, 2012 – Personalized Media Communications, LLC, which develops, owns and licenses a seminal portfolio of electronics patents, has named Boyd Lemna and Kitty Harvey Directors. Mr. Lemna will be responsible for developing licensing strategies and Ms. Harvey will serve as an analyst.

Mr. Lemna, an IP strategist and engineer, has worked in the field of electronics for over 25 years. He spent 14 years with the Canadian Armed Forces, serving primarily as an aerospace systems engineer. After retiring from the military in 1997 Mr. Lemna entered the patent licensing field, and has since held technical and executive roles at various IP strategy firms, including Semiconductor Insights (now UBM TechInsights), Global Intellectual Strategies, OnSwitch Patent Strategies, Alliacense (a division of the TPL Group), and most recently with the Intellectual Property Research Group.

Mr. Lemna has been recognized as one of the World's 250 leading IP strategists by Intellectual Asset Management (IAM) magazine for three years in a row, and is a member of the Licensing Executives Society. He holds a Bachelor's degree in Electrical Engineering from Queen's University in Canada, and a Master's degree in Electrical Engineering from the Royal Military College of Canada.

Ms. Harvey was previously an Intelligence Officer in the U.S. Navy, obtaining the rank of Lieutenant. She served in various assignments, including aboard USS Wasp (LHD-1), a large-deck amphibious assault ship based out of Norfolk, VA, and on the ground in Europe and the Middle East. She holds a Bachelor's degree magna cum laude from Yale University and a Master's degree with honors in international relations and economics from Johns Hopkins. She is the daughter of PMC founder, John Harvey.

### **About Personalized Media Communications**

Personalized Media Communications owns a fundamental intellectual property portfolio developed over thirty years by its chief inventor and founder John C. Harvey. The patents cover the use of control and information signals embedded in electronic media content to

generate output for display. All 57 of the company's active patents have either 1981 or 1987 priority dates as a result of patent office delays in reexamining them. They will not begin to expire until 2027. PMC's inventions are platform agnostic. They can be delivered via the Internet, an intranet, cellular wireless or cable/satellite networks, and run on PCs, laptops, tablets, smartphones, set-top boxes, televisions, game consoles, and other electronic-media delivery systems. Licensees include Cisco Systems and Motorola Mobility. For more information visit [www.personalizedmedia.com](http://www.personalizedmedia.com)

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