



## **Data Decryption Patent Issued to Personalized Media Communications Adds to Company's Portfolio Value**

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Third in a Series of Four Decryption-Related Patents Covering PMC Inventions

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Sugar Land, TX, May 30, 2012 – Personalized Media Communications, LLC (PMC), which develops, owns and licenses a seminal portfolio of patents that enhance media delivery and content, was granted a new patent by the United States Patent and Trademark Office. U.S. Patent 8,191,091 describes a method for decrypting data at a receiver station. It has direct relevance to protecting information that is transmitted over public networks.

The '091 is the third in a series of four decryption-related patents covering PMC inventions, all with 1981 or 1987 priority dates, and brings to 58 the number of patents in the PMC portfolio. The other patents are US 7,801,304 (priority 1981), US 7,992,169 (priority 1987), and a fourth decryption patent (1981 priority) that is still in prosecution and expected to issue later this year.

Specifically, the '091 patent includes claims that are pertinent to digital rights management schemes used to protect content that is purchased and downloaded via the Internet, such as movies, eBooks, games, or apps, and are also relevant to conditional access systems used to protect premium content transmitted by cable or satellite networks. The technology claimed in '091 is far-reaching, as the vast majority of content currently purchased and downloaded via public networks is protected by some form of encryption which requires decryption to be received by a user's device, such as a smart phone, tablet, computer or TV.

PMC owns and licenses a portfolio of 58 patents that cover inventions it has developed internally over a 31-year period. Most of PMC's patents will not begin to expire until 2027 or 2028, providing an unusually long life for patents with 1980s priority dates.

### **About Personalized Media Communications**

Personalized Media Communications, LLC has developed and owns a portfolio of fundamental

inventions. Created beginning in 1981 by its founder and lead inventor, John C. Harvey, PMC's intellectual property rights cover a variety of communications systems, devices and networks.

PMC inventions address the delivery and presentation of enhanced media content--media that is interactive and often personalized to maximize the interest and engagement of each recipient. The inventions are applicable to any media delivery platform, including traditional, cable or satellite TV and the Internet, and any device, such as cellular phones, set top boxes and game consoles. PMC inventions enable publishers, advertisers, social networks, businesses, and consumers to enjoy the full benefit of new media content in a variety of ways. Licensees to date include Cisco Systems, Sony and Motorola Mobility. For more information visit [www.personalizedmedia.com](http://www.personalizedmedia.com)

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