



## **Personalized Media Communications Completes a Patent Licensing Agreement with Panasonic and its subsidiaries**

\* \* \*

Sugar Land, TX, March 5, 2014 – Personalized Media Communications, LLC (PMC), which develops, owns and licenses a unique portfolio of patents that enhance media delivery and content (PMC Portfolio), has successfully concluded a new patent licensing agreement with Panasonic Corporation and its subsidiaries. Both parties have agreed that the details of the licensing agreement are confidential.

### **About the PMC Portfolio**

The strong rights of the new PMC portfolio are made up of 74 patents all with either 1981 or 1987 priority dates issued since 2010. These patents will not begin to expire until 2027. In addition to the 74 issued patents that cover inventions PMC has developed internally over a 31-year period, approximately 20 more PMC patents are expected to issue over the next 24 months.

### **About Personalized Media Communications**

Personalized Media Communications, LLC is an inventor-owned and managed company that has developed a portfolio of fundamental patents. Established 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, Motorola Mobility, and DirecTV. For more information visit [www.personalizedmedia.com](http://www.personalizedmedia.com)

# # #

#### **Contact:**

Bruce Berman  
Brody Berman Associates  
bberman@brodyberman.com  
+1 212.683.8125