



**Personalized Media Communications’  
Gerald Holtzman and Boyd Lemna are named to the 2014  
“World’s Leading IP Strategists”**

Sugar Land, TX, June 19, 2014 – Personalized Media Communications, LLC (PMC), which owns and manages a portfolio of fundamental patents covering the inventions of John C. Harvey, has announced that Gerald Holtzman, President and Chief Intellectual Property Strategist of PMC, and Boyd Lemna, Senior Vice President, Licensing, have been named to the 2014 IAM 300, “The World’s Leading Intellectual Property Strategists.” Both executives are based outside of Houston, in Sugar Land, TX.

[The IAM 300](#) is an annual listing of those individuals identified by Intellectual Asset Management’s research team – with a great deal of help from the wider IP community – as offering operating companies and other IP owners world-class advice on maximizing the value of their intellectual property.

Gerald Holtzman coordinates PMC’s licensing program and served as General Counsel from 1996-2014. Since 1973, and prior to joining PMC, Mr. Holtzman practiced as a civil litigator, beginning his legal career with Fulbright & Jaworski in Houston. He then co-founded Houston’s Holtzman & Urquhart, where he remained in private practice until 2001. Mr. Holtzman holds a B.A. degree from Rice University and a J.D. from the University of Texas School Of Law.

Mr. Lemna, who joined PMC in 2010, has worked in the field of electronics for over 25 years. He spent 14 years with the Canadian Armed Forces, working primarily as an aerospace systems engineer. After retiring from the military in 1997, he entered the patent licensing field, and has since held technical and executive roles at various technology companies. Mr. Lemna has 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.

**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 80+ of the company’s active patents have either 1981 or 1987 priority dates as a result of patent office delays in re-examining them. They will not begin to expire until 2027. PMC’s inventions are platform

agnostic. They can be delivered via the Internet, 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, Motorola Mobility, Panasonic, Sony and Zynga. For more information visit [www.personalizedmedia.com](http://www.personalizedmedia.com)

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