



## **Personalized Media Communications Completes a Patent Licensing Agreement with Sony Corporation**

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For Release

Sugar Land, TX, January 14, 2013 – Personalized Media Communications, LLC (PMC), which develops, owns and licenses a unique portfolio of patents that enhance media delivery and content, has successfully concluded an expanded comprehensive patent licensing agreement with Sony Corporation ([SNE:NYSE](#)).

The new license draws upon the strong rights of the new PMC portfolio made up of 58 patents all with either 1981 or 1987 priority dates issued since 2010. These patents will not begin to expire until 2027.

“We are pleased to be able to conclude a new patent agreement with Sony,” said Gerald Holtzman, President of Personal Media Communications, who headed the team that negotiated the license

“Sony is an electronics innovator with broad product lines and a long history. I am pleased that we are continuing to work and grow with them,” said PMC’s John C. Harvey, who founded the company in 1981 and continues to serve as its chief inventor.

In addition to the 58 issued patents that cover inventions PMC has developed internally over a 31-year period, Sony also will be licensed to practice approximately 40 more PMC patents 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 and Motorola Mobility. For more information visit [www.personalizedmedia.com](http://www.personalizedmedia.com)

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