



NEWS RELEASE

For Immediate Release

CONTACT:

Tom O'Reilly
MPEG LA, LLC
Tel: 303.200.1710
Fax: 301.986.8575
toreilly@mpegla.com

MPEG LA Continues to Expand Librassay[®] with Addition of WARF

(DENVER, CO, US – 21 February 2013) – MPEG LA today announced that the Wisconsin Alumni Research Foundation (WARF) has become a participating patent holder in Librassay[®], MPEG LA's licensing supermarket of diagnostic and research tool patent rights for tests and assays, kits, tools and instruments for biomarker detection and analysis, diagnostics and research.

WARF joins leading research institutions Johns Hopkins University; Ludwig Institute for Cancer Research; Memorial Sloan-Kettering Cancer Center; National Institutes of Health (NIH); Partners HealthCare; The Board of Trustees of the Leland Stanford Junior University; The Trustees of the University of Pennsylvania; and University of California, San Francisco.

“The addition of WARF, with its rich history in technology transfer, makes the already impressive list of life sciences research institutions that have joined Librassay[®] even more distinguished,” said Larry Horn, MPEG LA President and CEO. “WARF's decision to join Librassay[®] further validates the arrival of one-stop access to intellectual property rights that make diagnostic tests in support of personalized medical solutions available to everyone on the same terms.”

“We are pleased to announce the availability of UW-Madison technologies through Librassay[®] and its non-exclusive licensing model for many, which promotes social benefit and incentives for inventors and patent holders,” stated Leigh Cagan, WARF Chief Technology Commercialization Officer. “This licensing model is very helpful when patent rights held by many different parties are needed to develop

new technologies, as often is the case with multiplexed diagnostic tests for disease and health conditions, including whole genome sequencing.”

Launched by one-stop patent licensing leader MPEG LA in September 2012 (see <http://www.mpegla.com/Lists/MPEG%20LA%20News%20List/Attachments/83/n-12-09-27.pdf>), Librassay[®] makes diagnostic patent rights from the world’s leading research institutions available to everyone through a single license. It also offers patent holders the opportunity for wider adoption of their technologies, reasonable compensation for their research investments and the incentive to invest more.

MPEG LA welcomes other patent holders to join Librassay[®]. For information, please email LicensorInfo-Librassay@mpegla.com.

To access the on-line Librassay[®] store, or request a copy of the Librassay[®] Patent Portfolio License, please go to www.librassay.com.

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MPEG LA, LLC

MPEG LA is the world’s leading independent provider of patent licenses offering wide access to important technologies. MPEG LA developed modern day patent pools. By assisting users with implementation of their technology choices, MPEG LA offers licensing solutions that create opportunities for wide adoption and fuel innovation. MPEG LA’s original license for digital video compression helped produce the most widely employed standard in consumer electronics history. It has become the template for addressing patent thickets. Today MPEG LA manages licensing programs consisting of 8000 patents in 74 countries with more than 160 licensors and nearly 5000 licensees. For more information, please refer to <http://www.mpegla.com>.

Wisconsin Alumni Research Foundation

The Wisconsin Alumni Research Foundation (WARF) is the private nonprofit patenting, licensing and investment organization for the University of Wisconsin-Madison. WARF supports scientific research at the university by protecting the intellectual property of its faculty, staff, students and alumni, licensing their discoveries to develop them into useful products for humankind and managing an endowment built upon the organization’s licensing and investment revenues for the benefit of the university. Since its founding in 1925 as one of the world’s first university-based technology transfer organizations, WARF has contributed more than \$1 billion to UW-Madison through annual gifts supporting continued scientific research. WARF is best known for its commercialization of Vitamin D therapies, the anticoagulant Coumadin[®], medical imaging and cancer radiation systems, and its patents for human embryonic stem cells. For more information, visit www.warf.org.