



Press Release

MPEG LA China Office

Contact: Karen Sun

Tel: 8621-6279 7657

Fax: 86-21-6279 7636

Email: karensun@mccusa.org

## **MPEG LA Signing IPR Protection Memorandum of Understanding with Chinese Partners**

Beijing, China — April 27, 2006 — MPEG LA, LLC, the world leader in one-stop technology platform patent licenses, today signed an IPR Memorandum of Understanding (MOU) with the China Audio Industry Association (CAIA) and the China Chamber of Commerce for Import and Export of Machinery and Electronic Products (CCCME) during the China National Intellectual Property Rights Week 2006. Multiple negotiations, followed by the MOU signing, present a landmark achievement for MPEG LA’s cooperation with Chinese partners. Both parties will also form closer long-term relationships to facilitate building support for the Chinese government’s IPR protection efforts which, in turn, promote technology independency, innovation, and development. Mr. Lawrence Horn, Manager and CEO of MPEG LA attended the ceremony. Officials from the Department of Economical Operation of Ministry of Commerce (MII) were the guests of honor.

“MPEG LA appreciates the Chinese government’s consistent IPR protection endeavor. MPEG LA will continue to share its one-stop licensing model and worldwide experience with China to assist in commercializing China’s technology innovation and maximizing return on IPR. MPEG LA looks forward to the adoption of MPEG LA’s model also as China’s model and to serving China’s IPR owners in that capacity,” said Horn. “MPEG LA believes that IPR protection is a shared responsibility among all nations that calls for mutual understanding and cooperation. It has become increasingly important when China is looking to expand its market.”

CAIA member companies who sign the MPEG-2 Patent Pool License will receive coverage under more than 795 MPEG-2 essential patents owned by 24 Licensors in 57 countries, including China. The signing of the MOU will facilitate adoption of the patent pool license by Chinese companies, and further establish China’s independent patent pool model.



*MPEG LA is the world leader in one-stop technology platform patent licenses, enabling users to acquire worldwide patent rights necessary for a particular technology standard or platform from multiple patent holders in a single transaction as an alternative to negotiating separate licenses. Wherever an independently administered one-stop patent license would provide a convenient marketplace alternative to assist users with implementation of their technology choices, the licensing model pioneered and employed by MPEG LA may provide a solution. Currently MPEG LA's licenses portfolios consisting of essential patents in some 57 countries. Among MPEG LA's licenses is one for MPEG-2 digital video compression that has helped produce the most widely employed standard in consumer electronics history. MPEG LA has offices in Denver, Metropolitan Washington DC, London, Tokyo and Shanghai. For more information, please refer to <http://www.mpegla.com>.*