



## NEWS RELEASE

For Immediate Release

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### **Larry Horn of MPEG LA to Present at NewYorkBIO 25th Anniversary Conference on May 5**

(DENVER, CO, US – 4 May 2015) – MPEG LA, LLC today announced that President and CEO Larry Horn will speak at the NewYorkBIO 25th Anniversary Conference on May 5 in a session entitled "Strategic IP Management of Biomarker and Diagnostic Technologies" to be held at 10 on the Park at the Time Warner Center in New York City.

In pointing to the role MPEG LA's licensing model has played in providing access, incentive, predictability and innovation around the market's technology choices, Mr. Horn will discuss how changes in the legal environment surrounding intellectual property may have a negative, long-term impact on access and innovation critical to personalized medicine and other emerging technologies.

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### **MPEG LA, LLC**

MPEG LA is the world leader in alternative technology licenses assisting users with convenient access to intellectual property rights for their technology choices. MPEG LA pioneered the first modern day patent pool helping produce the most widely used standard in consumer electronics history, and its licensing model has become the template for addressing numerous other technologies. MPEG LA has conceived ventures for technology licensing and transfer in connection with molecular diagnostics, oligonucleotide therapeutics, gene editing, medical devices, energy storage and nanotechnology utilizing its expertise to

provide mass market solutions that fuel adoption and innovation. Today MPEG LA operates programs with over 10,000 patents in 80 countries, 200 licensors and some 6,000 licensees. For more information, please refer to <http://www.mpegla.com>.

## **NewYorkBIO**

The mission of NewYorkBIO is to support the development and growth of New York State's biotechnology industry, and serve its members and the biotechnology community by providing a network for information exchange, shared services, and collective action. For more information please visit <http://conference.newyorkbio.org>.