

250 Steele Street Suite 300  
Denver, Colorado 80206  
303 331.1880  
FAX 303 331.1879



## NEWS RELEASE

For Immediate Release

CONTACT:

Lawrence Horn

MPEG LA

301.986.6660

Fax 301.986.8575

[lhorn@mpegla.com](mailto:lhorn@mpegla.com)

### **MPEG LA Issues Call for Essential Patents Covering OMA DRM 2.0**

*Updated DRM Reference Model 3.0 covers emerging mobile technology*

(Denver, Colorado, USA, 23 September 2004) - MPEG LA, LLC, world leader in one-stop technology platform patent licensing, today issued DRM Reference Model 3.0 specifically covering the Open Mobile Alliance's OMA DRM 2.0 standard ("OMA DRM 2.0")

[[http://www.openmobilealliance.org/release\\_program/docs/CopyrightClick.asp?pck=DRM&file=V2\\_C/O\\_MA-DRM-V2\\_0-20040715-C.zip](http://www.openmobilealliance.org/release_program/docs/CopyrightClick.asp?pck=DRM&file=V2_C/O_MA-DRM-V2_0-20040715-C.zip)] and a call for patents that are essential to DRM Reference Model v 3.0 including OMA DRM 2.0. DRM refers to digital rights management technology.

Part of a continuing process begun on October 2, 2003 [[http://www.mpegla.com/news/n\\_03-10-02\\_drm.html](http://www.mpegla.com/news/n_03-10-02_drm.html)], DRM Reference Model 3.0 is the second update to the DRM Reference Model. DRM Reference Model 2.0, which was issued on July 20, 2004 (see [http://www.mpegla.com/news/n\\_04-07-20\\_drm.pdf](http://www.mpegla.com/news/n_04-07-20_drm.pdf) for more details), made clear the intention to offer a license covering OMA DRM 1.0 and applications such as Internet DRM Music Transfer Services. Updated versions of the DRM Reference Model such as DRM Reference Model 3.0 will continue to be issued as enhancements to the model that meet emerging market implementation needs are identified. Additional calls for patent submissions will also continue to be issued in order to add to the pool of essential patents that meet the criteria for inclusion in DRM patent portfolio licenses.

DRM has broad application for the protection and management of digital information; it is key to the success of electronic media distribution systems now gaining popularity on computers, mobile and consumer electronics platforms. The DRM Reference Model describes elements of DRM systems in

common use. Its purpose is to form the basis for evaluating and determining patents that are essential for DRM in order to provide users with convenient, fair, reasonable, nondiscriminatory access under alternative patent licenses. Of importance to DRM standards and other implementation initiatives, alternative patent licenses may assist in making available to the marketplace a wide variety of innovative new products and services based on DRM whose development and deployment might otherwise be inhibited.

Any party that believes it has patents that are essential to DRM Reference Model 3.0 and wishes to join a patent portfolio license upon successful evaluation is invited to submit them for evaluation by MPEG LA's patent experts in order to join this process. Independent patent experts will evaluate patents for their essentiality to all parts of DRM Reference Model 3.0, and a patent which is essential to any part would be included in licenses covering all parts of the DRM Reference Model as it may be revised periodically. Interested parties may request a copy of DRM Reference Model 3.0 and the revised terms and procedures governing patent submissions at [www.mpegla.com](http://www.mpegla.com), "Programs in Development," "DRM."

# # #

## **MPEG LA, LLC**

MPEG LA is the world leader in one-stop technology platform patent licenses, enabling users to acquire patent rights necessary for a particular technology standard or platform from multiple patent holders in a single transaction. 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. MPEG LA is not related to any standards agency and is not an affiliate of any patent holder. MPEG LA licenses portfolios of essential patents for the MPEG-2, IEEE 1394, DVB-T, MPEG-4 Visual (Part 2), MPEG-4 Systems and AVC/H.264 (also known as MPEG-4 Part 10) standards. In addition to licenses relating to DRM Reference Model v 3.0, MPEG LA is also facilitating the development of an alternative patent portfolio license for the proposed SMPTE VC-1 standard. For more information, please refer to [www.mpegla.com](http://www.mpegla.com).