



Press Release

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**MPEG LA Shares IPR Licensing Model at
China High-level Forum on IPR Protection 2006**

***MPEG LA One-Stop Model Is Key to Monetizing China's IPR Assets, Strengthening
China's Economy and Increasing China's Worldwide Competitiveness***

Beijing, China — April 26, 2006 — Lawrence Horn, Manager and CEO of MPEG LA, LLC, the world leader in one-stop technology platform patent licenses, spoke at the China High-level Forum on IPR Protection 2006 in Beijing, sharing MPEG LA's one-stop licensing model and worldwide experience. The forum is a key part of the China National Intellectual Property Rights Week 2006 campaign.

Horn said, "Much more than the world's largest IPR consumer, China is poised to become its most prolific owner. This presents a tremendous opportunity for China to fuel more innovation and increase worldwide competitiveness. MPEG LA will continue to share its one-stop licensing model with China to assist in commercializing China's technology innovation and maximizing return on IPR. In service to China's IPR owners, MPEG LA wishes for the MPEG LA model also to become China's model."

"MPEG LA appreciates the Chinese government's consistent IPR protection endeavor," said Horn. "IPR protection is a shared responsibility among all nations that calls for mutual understanding and cooperation. It redounds to everyone's benefit. MPEG LA highly values its relations with Chinese partners."

Horn's China agenda also includes attending a Memorandum of Understanding (MOU) signing ceremony on the MPEG-2 Patent Portfolio License with China Audio Industry Association (CAIA) and China Chamber of Commerce for Import and Export of Machinery and Electronic Products (CCCME) on April 27. Both parties will 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. This MOU will also initiate the facilitation for the adoption of the patent pool license by Chinese companies, and further establish China's independent patent pool model.

In addition, meetings with relevant Chinese enterprises and domestic patent pool institutions to discuss establishing a China domestic patent pool model are also arranged during Horn's visit in China.

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 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>.