



Personalized Media Communications Completes a Patent Licensing Agreement with Sharp Corporation and its subsidiaries

Sugar Land, TX, June 22, 2015 – Personalized Media Communications, LLC (PMC), which develops, owns and licenses a unique portfolio of patents that enhance media delivery and content (PMC Portfolio), has successfully concluded a new patent licensing agreement with Sharp Corporation and its subsidiaries. Both parties have agreed that the details of the licensing agreement are confidential.

About the PMC Portfolio

The strong rights of the new PMC portfolio are made up of 87 patents issued since 2010, all with either 1981 or 1987 priority dates. These patents will not begin to expire until 2027, and additional pending applications will likely extend PMC's portfolio well into the 2030's.

All of PMC's patents are its own internally-invented assets. PMC does not acquire third-party patents for assertion purposes.

About Personalized Media Communications

Personalized Media Communications, LLC is an inventor-owned and managed company that has developed a portfolio of fundamental patents. Established in 1981 by its founder and lead inventor, John C. Harvey, PMC's intellectual property rights cover a variety of communications systems, devices and networks. PMC inventions address the delivery and presentation of enhanced media content—media that is interactive and often personalized to maximize the interest and engagement of each recipient. The inventions are applicable to any media delivery platform, including traditional, cable or satellite TV and the Internet, and any device, such as cellular phones, set top boxes and game consoles.

PMC inventions enable publishers, advertisers, social networks, businesses, and consumers to enjoy the full benefit of new media content in a variety of ways. Licensees to date include Cisco Systems, Sony, Motorola Mobility, and DirecTV. For more information visit www.pmcip.com

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Contact:

Bruce Berman
Brody Berman Associates
bberman@brodyberman.com
+1 212.683.8125