



Via President Joe Siino Named One of the World's Top 40 Market Makers by Leading IP Business Journal *IAM*

San Francisco, November 6, 2017— The intellectual property industry's leading business journal *IAM (Intellectual Asset Management)* named Via Licensing President Joe Siino to its prestigious Global 40 Market Makers list of individuals "who are striking more innovative deals across more industries than ever before."

This list appeared in the November / December 2017 print edition of the magazine and online at www.iam-media.com.

In naming Siino, the magazine noted:

"It has been a year of significant progress for Via Licensing, led by its president, Joe Siino. The business has ramped up the focus on its long-term evolution (LTE) patent pool for fourth-generation mobile technology, hiring Taraneh Maghamé from Apple in January to head expansion. It then announced new royalty rates for the pool in an attempt to attract more low-volume manufacturers. That followed the introduction of a revised royalty structure for its AAC pool for audio compression technology which was designed to benefit domestic manufacturers in emerging markets such as China. Add in a string of new members for the LTE pool – including Lenovo, Conversant and Verizon – and Via's recent successes suggest that a collective approach to licensing may be key to resolving some of the patent market's problems."

"We are delighted that *IAM*, along with many others in the industry, is recognizing Via's tremendous momentum," said Siino in response to the magazine's announcement. "We're offering real solutions to the friction and litigiousness in IP licensing today, and that's what the industry wants."

Earlier this year, *IAM* also named Siino to its 2017 edition of *IAM Strategy 300 – "The World's Leading IP Strategists."* Other Via executives named to the list include Director of Patents and Corporate Development Tom Chia and Senior Director of Licensing and Strategy Nicholas Dudziak.

About Via Licensing Corporation

Via Licensing Corporation is a global intellectual property solutions provider dedicated to enabling innovation in partnership with technology companies, entertainment companies and universities around the world. Via develops and manages licensing programs on behalf of highly innovative companies in markets such as audio, wireless, broadcast, and automotive. Via is an independently managed subsidiary of Dolby Laboratories, Inc., a company with more than 50 years of experience in innovation. For more information about Via, please visit www.via-corp.com.