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Licensing

## Licensing Program to Cover Multiple Wireless Technology Standards

Via Licensing Corp. is launching a patent licensing program that covers old and new wireless industry standards.

Via, a unit of Dolby Laboratories Inc., manages patent pools covering industries such as audio, automotive, and high-speed wireless, that typically focus on a specific technology standard. Its new program pulls together cellular technology patents across multiple wireless standards such as 3G and 4G into a “one-stop shop,” Tom Chia, the director of patents and corporate development at Via, told Bloomberg Law.

The program offers a wide range of patents covering multi-generation wireless standard-essential patents that apply to internet-connected devices such as tablets and connected cars, Via said in a statement Feb. 26.

Heated negotiations on licensing fees for use of industry standard technology have led to global court battles among companies such as Apple and Qualcomm that are fighting over iPhone royalty rates.

Patent pools are created by groups of companies that bundle and offer patents for licensing at a negotiated royalty rate. Pool operators say that this lowers transaction costs by eliminating the need to negotiate licenses from multiple patent owners and stave off legal disputes.

**Old and New Technology** Connected cars, which are hitting the roads at a rapid pace, are an example of how some products and services require patents on a combination of old and new wireless technologies that are offered through the program, Chia said.

For instance, connected cars may require older cellular technologies for emergency call features but vehicle diagnostics and entertainment features call for high bandwidth applications involving 4G and high-speed Long Term Evolution (LTE) technology, he said.

Via’s 4G, also called Long Term Evolution-specific licensing pool, which was launched in 2012, has companies such as AT&T Inc., China Mobile Ltd., Deutsche Telekom AG, and Alphabet Inc.’s Google pooling in patents.

Chia declined to provide details on which companies have pitched in patents for the new program but said many of Via’s LTE pool licensors have worked on multi-generation technologies.

Companies that use technologies across multiple standards are best-suited for its new program, Chia said. Some of Via’s LTE pool licensors are also working on the upcoming next-generation 5G wireless standard technology, Chia said.

Via plans to roll out the first 5G-specific joint patent licensing program later this year, it said in its statement.

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