



Via Names Tim Crean as Head of Patent Strategy

Intellectual property veteran brings deep international patent strategy experience

SAN FRANCISCO, April 09, 2018 - Via Licensing Corporation today announced the addition of Tim Crean as its new Head of Patent Strategy and Transactions. Crean will play a senior leadership role in the expanding set of patent pools and other patent risk management offerings that Via makes available to companies around the world.

Crean brings more than 25 years of international patent strategy, transactions and management experience to Via, including many years leading the global IP operations of Germany's tech powerhouse SAP, and serving in key intellectual property roles at other leading companies such as Sun Microsystems and Nike.

"Tim's deep understanding of the patent risk management and monetization needs of global technology businesses makes him an incredibly valuable addition to our team," said Joe Siino, President, Via Licensing. "He has been involved in every dimension of the patent industry, including litigation, deals, asset development and international strategy."

"Via is a recognized leader in supporting innovation and providing intellectual property risk management solutions," said Crean. "I am honored to join this growing business and look forward to helping Via strengthen its reputation as a trusted partner to global technology leaders."

Tim holds a JD from the University of Virginia School of Law, as well as a degree in Computer Science from George Mason University.

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 and technology licensing. For more information about Via, please visit via-corp.com.



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