



Via Sponsors University of California's Asia IP Project

New Platform Supports Via's Deepening Relationships with Chinese Partners

SAN FRANCISCO, March 26, 2018 – Via Licensing today announced its sponsorship of the Asia Intellectual Property (IP) Project, a new initiative from the renowned Berkeley Center for Law & Technology (BCLT) at the University of California, Berkeley. The Asia IP Project brings together leading companies, academics, government officials, and legal experts from both sides of the Pacific to foster greater understanding of intellectual property issues in Asia and especially in China, which is now the world's second-largest economy.

"We are eager to deepen our collaboration with Chinese companies and innovators seeking to successfully expand into global markets," noted Via President Joe Siino. "Our involvement with the Asia IP Project at UC Berkeley helps us fulfill our goal of elevating the level of mutual understanding and trust between leading innovators, companies and policymakers in Asia and the West."

Via is the first top-tier sponsor of the Asia IP Project, its participation will drive towards developing global collaborations and building trusted partnerships in 2018 and beyond.

"We are excited to have Via join us," said veteran China expert and Asia IP Project head Mark Cohen. "Via's deep experience in partnering with Chinese companies will prove invaluable to all the participants in our new trans-Pacific initiative."

Via's recent success in crafting first-of-a-kind patent licensing deals with powerful Chinese companies - like smartphone leader Xiaomi and tech products maker Lenovo – demonstrates the unique value and contributions Via will bring to this project. In these deals, Via was widely hailed for its fair and flexible approach to the needs of growing Chinese businesses.

About Via Licensing Corporation

Via Licensing Corporation is a global intellectual property solutions provider facilitating innovation in partnership with technology companies, entertainment companies, and universities around the world. Via develops and manages fair and transparent licensing solutions for innovative product makers in markets such as audio, wireless, broadcast, and automotive. Via is an independently-managed subsidiary of American audio pioneer Dolby Laboratories, Inc., a company with more than 50 years of experience in innovation. For more information about Via, please visit via-corp.com.

Media Contact:

Kyrk Storer

info@vialicensing.com

650.773.1541