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BROADBAND & MULTIMEDIA STRATEGY & TECHNOLOGY

Executive leadership in industrial and consumer communications systems/networks: Business development, technology/R&D management, technical and strategic marketing, domestic and international markets. Focus on broadband/multimedia system and networking solutions for content management, distribution, consumption. Specialist in content security and digital rights management as applied in distribution, storage and rendering.

Extensive experience as a technology and business management consultant and testifying expert to the legal community (case listings and references available). Federal and International Trade Commission experience.

ACCOMPLISHMENTS

- Developed successful consulting business offering a variety of technical, strategic, management, business development, intellectual property and expert witness services.
- Lead security expert to the six major Hollywood studios for specification of security for Digital Cinema.
- Led strategic planning and technical marketing campaign resulting in TV/COM emerging as the first US supplier of end to end digital television compression systems for major operators in Europe.
- Directed numerous large development programs employing leading edge technology, and successfully executed make vs. buy and partnership programs to meet requirements.
- Developed, patented and applied fundamental symmetric-key encryption technology now employed throughout the broadband/broadcast world.

EXPERIENCE

Entropy Management Solutions, President (Current)

Broadband and multimedia consulting services. Specializing in technology strategy and management (identification and development of core technologies, IPR leveraging, positioning, make/buy/partner), business and strategic planning, value creation and market development. Satisfied clients in content security, content delivery networks and systems, intellectual property management, digital rights management, technology management and planning.

- Active in Digital Cinema security standards development: Consultant to "6 Majors" DCI studio consortium, former chairman of SMPTE DC28 Security and Key Management Ad Hoc.
- Consultant to major SI Valley entity sponsoring the development of an IPR-free DRM solution.
- Security infrastructure planning for theatrical and post-theatrical digital content distributors.
- Security review and enhancement plan for digital high definition hospitality video on demand network.
- Windows Media DRM compliance evaluation for wireless phone Music on Demand service
- Perform set top box evaluations of logical and physical security robustness & copy protection compliance.
- Architectural and system security/DRM design for wireless media player.
- Corporate advisor to supplier of cable audience measurement data (business and technical development).
- Assisted broadband conditional access supplier in evolving security technology into the IP & multicast space.
- IPR assertion project manager for European conditional access technology company (8 actions pursued/settled).
- Provided numerous technical expert & consulting services for legal community.
- Numerous technology evaluations for various entities for purposes of market expansion, partnership evaluation.

TV/COM International Inc., Subsidiary of Hyundai Electronics America

Vice President of Product Management 1997-1999

Business management for company's product and system solutions: Competitiveness of product mix, contract compliance, margin definition/maintenance, product marketing, customer support/field service. Cross-functional direction of third party customer relations, contract administration, product life cycle processes, IPR licensing.

General Manager, Conditional Access Business Unit 1995- 1997

Business head for the "Control and Conditional Access Systems" group, a P&L unit to develop, market, and support computerized network control and encryption-based broadband security systems for international cable, satellite and wireless/broadcast applications ("AlphaStar Television Network" and German "DF1" BetaCrypt DBS networks).

OCI Communications Inc./ TV/COM International 1990-1995

Vice President and Chief Technical Officer

Defined technical strategies and core technologies, rebuilt technical operations group (50 to 150), established cross functional team organization and formal project management disciplines. Formulated roadmap into digital television, and participated in realizing strategic partnering objectives (Nokia, C-Cube, Fuba, BetaTechnik, Irdeto). Participated in international standards and establishment of European and North American beachhead accounts.

OAK Communications, Inc., Division of OAK Industries, Inc.

Senior Vice President, Domestic Operations 1988-1990

Managed US operations for OAK Communications: Technical operations, marketing and sales (revenue capture, account management). As part of three member executive team, executed OCI's divestiture from OAK Industries.

Director Engineering, VP Engineering, VP Tech Ops 1982-1988

Managed engineering, technical marketing and sales, field operations, factory liaison (Taiwan). Developed the industry's first widely deployed consumer systems employing encryption security for satellite, cable and broadcast.

OAK Industries, Inc. 1980-1982

Member, Corporate Advanced Technology Group

Research, simulation and prototyping of technologies in support of OAK's broadcasting businesses. Explored advanced control and digital coding systems for scrambling, compression and transmission of audio and video, and developed/patented the industry's first hard encryption key management and control methodologies for broadcast.

General Dynamics, Electronics Division 1974-1980

Senior Engineer/Project Engineer

Aerospace Engineering: communications, embedded processing, digital signal processing for portable man/aircraft wargame instrumentation, moving target indicator (MTI) digital radar, Global Positioning System receivers.

EDUCATION

Executive Program for Scientists and Engineers	University of California, San Diego	1984
Master of Science, Electrical Engineering	San Diego State University	1979
Bachelor of Science, Electrical Engineering	University of Arizona	1974

OTHER

Publications/Presentations: Numerous technical and marketing presentations, publications and panels in the fields of cable and satellite broadcasting, standards development, broadband, Internet and digital cinema security.

Patents/Applications: "Storage & Delivery of Electronic Media with Advertising" US Pat App 10/028,013, and provisional following App 60/38,008, both Dec 2001. "Anonymous Transactions Over a System of Networked Computers" US Pat App 09/654,662. "Multilayer Encryption System for the Broadcast of Encrypted Information", U.S. Pat. No. 4,531,020, July 1985. "Universal Decoder", U.S. Pat. No. 5,113,440, May 1992.

Memberships (past/present): Society of Cable & Telecommunications Engineers, Society of Motion Picture and Television Engineers, Advanced Television Systems Committee, Organization for International Standardization, Institute of Electronic & Electrical Engineers.

ANTHONY WECHSELBERGER LEGAL EXPERIENCE

UPDATED: 1-16

CASE No.	CASE, FIRM, DESCRIPTION	DELIVERABLES
FEB 2009 – JULY 2013	PEGASUS DEVELOPMENT CORP. ET AL V. DIRECTV INC., HUGHES ELECTRONICS CORP., THOMPSON CONSUMER ELECTRONICS AND PHILIPS ELECTRONICS CORP. - USDC (DELAWARE) CIVIL C.A. No. 00-1020 (GMS). LEGAL FIRM: JONES, DAY RE-EMERGENCE OF CASE # 6 AFTER RE-EXAM. TESTIFYING EXPERT FOR DIRECTV IN PRIOR ART RESEARCH FOR MULTIPLE PATENT ASSERTIONS. ("JOHN HARVEY" PATENTS).	INVALIDITY REPORT SUBMITTED. (CASE SETTLED)
SEPT 2009 – JUNE 2011	APPLE IPOD / ITUNES ANTI-TRUST LITIGATION – CLASS ACTION. LEAD CASE No. C-05-00037-JW. UNITED STATES DISTRICT COURT, NORTHERN DISTRICT OF CALIFORNIA. LEGAL FIRM: JONES DAY TESTIFYING EXPERT ASSISTING DEFENDANT APPLE COMPUTER IN CLASS ACTION LITIGATION (DRM TECHNOLOGY)	EDUCATED ON DRM OPERATIONS AND CURRENT & HISTORICAL FACTS.
OCT 2009 – DEC 2010	TIVO INC. V. VERIZON COMMUNICATIONS INC; CASE No. 2:09-cv-257. LEGAL FIRM: KELLOGG, HUBER, HANSEN, TODD, EVANS & FIGEL, PLLC TECHNICAL EXPERT FOR VERIZON IN REVIEW OF POTENTIAL PATENT ASSERTION AND DEFENSE BETWEEN BOTH PARTIES (DVR AND RELATED INTERACTIVE TV TECHNOLOGIES).	PROVIDED TECHNOLOGY CONSULTING.
OCT 2009 – MARCH 2010	FUNAI ELECTRIC CO. V VIZIO INC; INVESTIGATION No. 337-TA-617. ITC ENFORCEMENT PROCEEDING RELATED TO CASE #14 (ABOVE) LEGAL FIRM: JONES-DAY TESTIFYING EXPERT ON INVALIDITY. TRIAL TESTIMONY FOR NEWLY DISCOVERED PRIOR ART (PROGRAM GUIDE TECHNOLOGY).	INVALIDITY REPORT WRITTEN AND DEFENDED. TESTIFIED BEFORE THE ITC (ALJ CHARNESKI).
JAN 2010 – FEB 2011	VERIZON COMMUNICATIONS INC. V. CABLEVISION INC. US INTERNATIONAL TRADE COMMISSION INVESTIGATION No. 337-T A-712 LEGAL FIRM: KELLOGG, HUBER, HANSEN, TODD, EVANS & FIGEL, PLLC TESTIFYING EXPERT ASSISTING IN PATENT ASSERTION AND "PRACTICE" ON BEHALF OF PLAINTIFF VERIZON COMMUNICATIONS.	INFRINGEMENT & PRACTICE OF PATENTS REPORTS WRITTEN & DEFENDED. TESTIFIED BEFORE THE ITC (ALJ JAMES GILDEA).
MAY 2010 – APRIL 2013	HITACHI CONSUMER ELECTRONICS Co. LTD V. TOP VICTORY ELECTRONICS Co. LTD ET AL. CASE No. 2:10-CV-260-JRG U.S. DIST COURT, EASTERN DISTRICT OF TEXAS LEGAL FIRM: O'MELVENY & MEYERS LLP TECHNICAL EXPERT SUPPORTING TOP VICTORY ELECTRONICS IN PRIOR ART RESEARCH AND NON-INFRINGEMENT ISSUES (VARIOUS DIGITAL TV AND BROADCAST TECHNOLOGY PATENTS).	INVALIDITY & NON-INFRINGEMENT REPORTS WRITTEN AND DEFENDED. TESTIFIED AT TRIAL (JUDGE GILSTRAP).
	ALCATEL-LUCENT USA INC. V. AMAZON.COM, INC. ET AL; EASTERN	ASSISTED IN PRIOR

MAY 2010 – JULY 2011	DISTRICT COURT OF TEXAS, TYLER DIVISION. CIVIL ACTION NO. 6:09-CV-422 [LED] LEGAL FIRM: FISH & RICHARDSON P.C. TECHNICAL EXPERT ASSISTING DEFENDANT AMAZON.COM IN PRIOR ART RESEARCH (INTERNET BASED CONTENT PURCHASING AND DELIVERY).	ART RESEARCH AND NON-INFRINGEMENT.
JULY 2010 – FEB 2011	ITC INVESTIGATION NO. 337-TA-713. SONY CORP V. CHI MEI INNOLUX CORP. & INNOLUX CORP. LEGAL FIRM: SIDLEY AUSTIN, LLP. TECHNICAL EXPERT ASSISTING DEFENDANTS IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (HDMI AND HDCP, ATSC EPG AND RELATED STANDARDS).	PREPARED EXPERT REPORT & ITC TUTORIALS (CASE SETTLED).
NOV 2010 – JAN 2011	ITC INVESTIGATION NO. 337-TA-742. LG ELECTRONICS INC. V. VIZIO INC. ET AL. LEGAL FIRM: JONES-DAY TECHNICAL EXPERT SUPPORTING VIZIO IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (DIGITAL TV AND INTERNET ACCESS TECHNOLOGY).	EXPERT REPORT PREPARATIONS (CASE SETTLED).
DEC 2010 – JUNE 2011	MONDIS TECHNOLOGY LTD. V. TOP VICTORY ELECTRONICS CO. LTD. ET AL. CASE NO. 2:08-CV-00748. U.S. DISTRICT COURT, EASTERN DISTRICT OF TEXAS. LEGAL FIRM: O'MELVENY & MEYERS LLP TESTIFYING EXPERT SUPPORTING TOP VICTORY ELECTRONICS IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (DIGITAL TV AND DISPLAY TECHNOLOGY).	PREPARED & DEFENDED EXPERT REPORT & PREPARED FOR TRIAL (CASE SETTLED).
MAR 2011 – MAY 2015	PERSONALIZED MEDIA CORP. (PMC) V. DISH NETWORK ET AL. CASE NO. 08-CV---70. U.S. DISTRICT COURT, EASTERN DISTRICT OF TEXAS. LEGAL FIRM: MORRISON AND FOERSTER TESTIFYING EXPERT ASSISTING DEFENDANT IN MULTIPLE PATENT ASSERTIONS. ("JOHN HARVEY" PMC PATENTS)	PREPARED & DEFENDED EXPERT REPORT. PREPARED FOR TRIAL (CASE SETTLED)
MAY – AUG 2011	ITC INVESTIGATION NO. 337-TA-765. SONY CORP V. LG ELECTRONICS INC. LEGAL FIRM: FISH & RICHARDSON P.C. TECHNICAL EXPERT ASSISTING DEFENDANTS IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (HDMI, HDCP, ATSC EPG STANDARDS).	PRIOR ART RESEARCH & REPORT PREPARATIONS (CASE SETTLED).
SEPT – DEC 2011	JOHN MARKEY V. VERIMATRIX, INC. SAN DIEGO SUPERIOR COURT CASE NO. 37-20074402-CU-WT-CTL. CONS. WITH 37-2008-00099311-CU-IP-CTL. LEGAL FIRM: Manning & Kass Ellrod, Ramirez, Trester LLP EXPERT FOR DEFENDANT VERIMATRIX IN DISPUTE OVER ALLEDGED MISAPPROPRIATION OF TRADE SECRETS AND WRONGFUL TERMINATION.	REVIEWED ALL CASE DOCUMENTS AND TESTIFIED AT TRIAL.
OCT 2011 – AUG 2012	KULAKOWSKI V. VERIMATRIX, INC. SAN DIEGO SUPERIOR COURT CASE NO. 37-2011-000885770CU-MC-CTL. LEGAL FIRM: COOLEY, LLP	REVIEWED ALL CASE DOCUMENTS AND TESTIFIED AT TRIAL.

	EXPERT ON BEHALF OF DEFENDANT VERIMATRIX IN DISPUTE OVER INTELLECTUAL PROPERTY ORIGATION AND OWNERSHIP.	
JAN – MAY 2012	K TECH TECHNOLOGIES, I NC. V. DIRECTV, CASE NO. 11-CV-9370-RGK. US DISTRICT COURT FOR THE CENTRAL DISTRICT OF CA.. LEGAL FIRM: O'MELVENY & MYERS LLP TECHNICAL EXPERT SUPPORTING DIRECTV IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (DIGITAL TV BROADCAST TECHNOLOGY).	ASSISTED IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (CASE SETTLED)
MAR – DEC 2012	ITC INVESTIGATION # 337-TA-824. WALKER DIGITAL LLC V. FUNAI CORP., "CERTAIN BLU-RAY DISC PLAYERS, COMPONENTS THEREOF AND PRODUCTS CONTAINING SAME" LEGAL FIRM: SHAW KELLER LLP EXPERT FOR JOINT DEFENSE GROUP IN PRIOR ART RESEARCH (SUPPLEMENTARY INFORMATION ACCESS FOR INTERACTIVE TV).	INVALIDITY REPORT WRITTEN AND DEFENDED (CASE SETTLED).
APRIL – NOV 2012	VIGILOS LLC V. ECHOSTAR TECHNOLOGIES LLC ET AL, CASE NO. 4:11-EV04117 SBA. US DISTRICT COURT FOR THE NORTHERN DISTRICT OF CALIFORNIA. LEGAL FIRM: MORRISON & FOERSTER LLP EXPERT FOR DEFENDANT ECHOSTAR IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (APPLIANCE REMOTE MONITORING AND CONTROL).	INVALIDITY REPORT PREPARED. (CASE SETTLED)
MAY – JULY 2012	JOAO CONTROL & MONITORING SYSTEMS, LLC V. XANBOO INC., AT&T. CIVIL ACTION No. SA 10-1909. US DISTRICT COURT FOR THE CENTRAL DISTRICT OF CALIFORNIA. LEGAL FIRM: F&B, LLP TECHNICAL EXPERT SUPPORTING DEFENDANT XANBOO IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (REMOTE DEVICE / PREMISES MONITORING AND CONTROL).	INVALIDITY REPORT PREPARED. (CASE SETTLED)
JUNE – DEC 2012	CONTENTGUARD HOLDINGS, INC., V. ZTE CORP. & ZTE (USA). CASE No. 1:12-CV-026-CMH-TCB FOR THE EASTERN DIST OF VIRGINIA. LEGAL FIRM: BRINKS HOFER GILSON & LIONE TECHNICAL EXPERT SUPPORTING DEFENDANT ZTE IN PRIOR ART RESEARCH AND NON-INFRINGEMENT (DIGITAL RIGHTS MANAGEMENT).	ASSISTED IN PRIOR ART RESEARCH & INVALIDITY.
OCT 2012 – DEC 2013	DIGITAL CBT LLP V. AT&T SERVICES INC. ET AL. CASE No. CV12-06421-GAF (RZX). LEGAL FIRM: BAKER BOTTS, LLP TECHNICAL EXPERT SUPPORTING DEFENDANT AT&T IN PRIOR ART RESEARCH (VIDEO SIGNAL EMBEDDED DATA DETECTION AND STORAGE)	INVALIDITY REPORT PREPARED. (CASE DISMISSED.)
OCT 2012 – OCT 2013	INVIDI TECHNOLOGIES CORP. V. VISIBLE WORLD INC. AND CSC HOLDINGS INC. (CABLEVISION). USDC-DE – C.A. No. 11-397 (RGA-CJB). LEGAL FIRM: FISH & RICHARDSON P.C. TECHNICAL EXPERT SUPPORTING PLAINTIFF INFRINGEMENT ASSERTION & EVALUATING ASSERTED PRIOR ART (TARGETED ADVERTISING TECHNOLOGIES FOR CABLE TV).	INFRINGEMENT AND VALIDITY REPORTS WRITTEN. (CASE SETTLED)

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