

Attachment A: Curriculum Vitae

Anthony J. Wechselberger

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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, references available). Federal District 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 architect 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.

- **Currently contributing to and consulting for Digital Cinema security standards development:** Consultant to "6 Majors" Digital Cinema Initiatives (DCI) studio consortium. Coeditor and continuing contributor to SMPTE digital cinema standards. Former chair 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.
- 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.
- IP 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: 2-19

TESTIMONY SUMMARY (CASE NUMBERS):

- TRIAL – TWO JURY (26, 47), THREE ITC (14, 24, 25), THREE BENCH (15, 33, 34)
- DEPOSITION – 35 DEPOSITION EXPERIENCES (SEE BOLDS IN “DELIVERABLES” COLUMN)
- PTAB DECLARATIONS – 44 IPRs, 12 CBMs. (INCLUDES §§ 101, 102/103, 112)

CASE NO.	CASE, FIRM, DESCRIPTION	DELIVERABLES
1. JUNE 1999 – MAY 2005	INITIAL ACTION: IRDETO ACCESS INC. V. ECHOSTAR CORP., KUDELSKI S.A., NAGRAVISION S.A. - USA CASE NO. 98-M-1291 (PLUS INTERNATIONAL ACTIONS AND ADDITIONAL DEFENDANTS). LEGAL FIRM: LATHAM & WATKINS TECHNICAL CONSULTANT AND CASE MANAGER FOR CLIENT IRDETO ASSERTING PATENTS ON AN INTERNATIONAL SCALE (SEVEN ACTIONS, FOUR COUNTRIES). MANAGED REGIONAL LEGAL TEAMS AND INTER-FIRM PROCESSES, AND ATTENDED LEGAL PROCEEDINGS.	TWO DECLARATIONS WRITTEN AS INVENTOR AND PERSPIENT WITNESS
2. JUNE 1999 – MARCH 2000	NORMAN YOURISH ET AL V. CALIFORNIA AMPLIFIER INC. ET AL – SUPERIOR COURT OF CA CASE NOS. CIV173569 & CIV173981. LEGAL FIRM: MILBERG WEISS BERSHAD HYNES & LERACH PRODUCT DESIGN TESTIFYING EXPERT ON BEHALF OF PLAINTIFFS IN SUIT ALLEDGING INSUFFICIENT PUBLIC DISCLOSURE OF PRODUCT DESIGN AND MARKETPLACE ISSUES.	EXPERT REPORT WRITTEN AND DEFENDED IN OPPOSITION TO DEFENDANT MSJ. TRIAL PREPARATION (CASE SETTLED).
3. JULY-SEPT 1999	DARRYL SPANGER V. TECHNOVISION COMMUNICATIONS INC. ET AL - SAN DIEGO SUPERIOR COURT NOS, 717275 & 724427. LEGAL FIRM: LUCE, FORWARD, HAMILTON & SCRIPPS TESTIFYING EXPERT ASSISTING DEFENDANT TECHNOVISION IN SHAREHOLDER LAWSUIT ALLEDGING UNDERVALUED SALE/TRANSFER OF COMPANY INTELLECTUAL ASSETS.	DEPOSITION TAKEN TO EXPLAIN MY FINDINGS
4. SEPTEMBER 2000	ANTHONY YOHE V. VIDEO STREAM INTERNATIONAL INC. ET AL - CASE CV99-6405-SVW (CWx). LEGAL FIRM: LUCE, FORWARD, HAMILTON & SCRIPPS RE-APPEARANCE OF ABOVE TECHNOVISION CASE. ASSISTED DEFENDANT IN DISCOVERY REQUESTS AND ASSOCIATED INTEROGATORIES; CASE QUICKLY SETTLED.	ASSISTED IN DISCOVERY.
5. MARCH – MAY 2002	PEGASUS DEVELOPMENT CORP. ET AL V. DIRECTV INC., HUGHES ELECTRONICS CORP., THOMPSON CONSUMER ELECTRONICS. - USDC (DELAWARE) CIVIL C.A. No. 00-1020 (GMS). LEGAL FIRM: JONES, DAY, REAVIS & POGUE EXPERT ASSISTING JOINT DEFENDANTS GROUP IN MULTIPLE PATENT ASSERTIONS. (“JOHN HARVEY” PMC PATENTS.)	PRIOR ART RESEARCH. (CASE WENT ON HOLD FOR PATENT RE-EXAM)
6. MAR 2002 – DEC 2005	COMMAND AUDIO CORP V. SONY ELECTRONICS INC. UNITED STATES DISTRICT COURT, NORTHERN DISTRICT OF CALIFORNIA. – CASE NO. C-02-0599 MJJ (EMC). LEGAL FIRM: LATHAM & WATKINS	INVALIDITY AND NON- INFRINGEMENT REPORTS WRITTEN AND DEFENDED.

	TESTIFYING EXPERT ON BEHALF OF DEFENDANTS SONY AND TIVO. ALLEGED PATENT INFRINGEMENT (5,590,195 AND 6,330,334 "RYAN"). WROTE & DEFENDED NON-INFRINGEMENT & INVALIDITY REPORTS.	
7. MAY 2002 – JUNE 2003	BROADCAST INNOVATION LLC V. ECHOSTAR COMMUNICATIONS CORP., HUGHES ELECTRONICS CORP, DIRECTV INC., THOMSON MULTIMEDIA INC., PEGASUS SATELLITE TV INC. – CASE NO. 01-WY-2201 AJ (BNB). LEGAL FIRM: WEIL, GOTSHAL & MANGES TESTIFYING EXPERT ASSISTING DEFENDANTS DIRECTV INC., HUGHES ELECTRONICS CORP & THOMSON INC. ALLEGED PATENT INFRINGEMENT (4,993,066 "JENKINS" REMOVABLE SECURITY MODULE).	EXPERT REPORT WRITTEN IN SUPPORT OF CLAIM CONSTRUCTION (CASE DISMISSED)
8. APRIL 2004- DEC 2005	BROADCOM CORP. SECURITIES LITIGATION. UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA, SOUTHERN DIVISION. – CASE NO. SACV-01-275 GLT (MLGx). LEGAL FIRM: HEINS MILLS & OLSEN, P.L.C. EXPERT FOR PLAINTIFF MINNESOTA STATE BOARD OF INVESTMENT.	OPENING AND REBUTTAL EXPERT REPORTS WRITTEN AND DEFENDED.
9. MARCH – DEC 2005	ACACIA MEDIA TECH. CORP. VS. COMCAST CORP, COX COMMUNICATIONS, HOSPITALITY NETWORK, THE DIRECTV GROUP, ET AL. UNITED STATES DISTRICT COURT, NORTHERN DISTRICT OF CALIFORNIA. – CASE NO. C-04-02308 SI. LEGAL FIRM: JONES, DAY, REAVIS & POGUE TECHNICAL EXPERT ASSISTING DEFENDANT DIRECTV IN PRIOR ART RESEARCH FOR VOD TECHNOLOGY (5,132,992 "YURT").	ASSISTED IN PRIOR ART RESEARCH.
10. Nov 2005 – DEC 2006	NEW WORLD TMT LIMITED VS. PREDI WAVE CORPORATION AND RELATED CROSS ACTIONS. – CASE NO. 104 CV020369. LEGAL FIRM: LATHAM & WATKINS TESTIFYING EXPERT ON MATTERS OF PRODUCT DESIGN AND INDUSTRY PRACTICES. ASSISTED DEFENDANT PREDI WAVE IN REVIEW OF PARTIES BUSINESS AND PRACTICES IN APPLYING VOD TECHNOLOGY.	DEPOSITION TAKEN TO RECORD OPINIONS
11. OCT – DEC 2006	TECHNOLOGY DEVELOPMENT & LICENSING, LLC V. KONINKLIJKE PHILIPS ELECTRONICS N.V. , ET AL– CASE NO. 2:06-cv-00912-RLH-LRL. US DISTRICT COURT, DISTRICT OF NEVADA. LEGAL FIRM: McDONNELL BOEHNEN HULBERT & BERGHOFF ASSISTED DEFENDANT PHILIPS IN PRIOR ART RESEARCH (CONSUMER APPLIANCES AND SET TOP BOXES).	ASSISTED IN PRIOR ART RESEARCH.
12. AUG 2007 – FEB 2010	WIDEVINE TECHNOLOGIES, INC. V. VERIMATRIX, INC. - CASE NO. 2:07-cv-00321-TJW-CE. U.S. DISTRICT COURT, EASTERN DIST. TEXAS. LEGAL FIRM: COOLEY, GODWARD & KRONISH LLP TESTIFYING EXPERT ON BEHALF OF VERIMATRIX PERFORMING PRIOR ART RESEARCH, NON-INFRINGEMENT SUPPORT AND TECHNICAL REVIEW OF DEFENDANT'S SOFTWARE MEDIA DRM PRODUCTS.	RE-EXAM DECLARATION SUBMITTED AND DEFENDED. WROTE AND DEFENDED NON-INFRINGEMENT REPORT.
13. OCT 2007 – SEPT 2009	GLOBAL COMMUNICATIONS, INC. V. ECHOSTAR COMMUNICATIONS CORP. ET AL. CASE NO. 2:07-CV-119 (TJW). US DIST. COURT, EASTERN DISTRICT OF TEXAS.	TWO DECLARATIONS SUBMITTED IN SUPPORT OF RE-

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