

IPR2020-01048 - UP000682
HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY



 UnifiedPatents
HEVC Zone

PROTECTIVE ORDER MATERIAL

1
UP-005367

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CURRENT LICENSING LANDSCAPE: SLOWING HEVC ADOPTION

Licensees



Licensors

VELIS
media

HEVCAdvance[®]

MPEGLA

technicolor

Others



Problems

- Asymmetric licensor assertion
- No validity analysis
- No transparency
- Royalty Stacking
- Significant licensee uncertainty

Proprietary and Confidential

2

PROTECTIVE ORDER MATERIAL

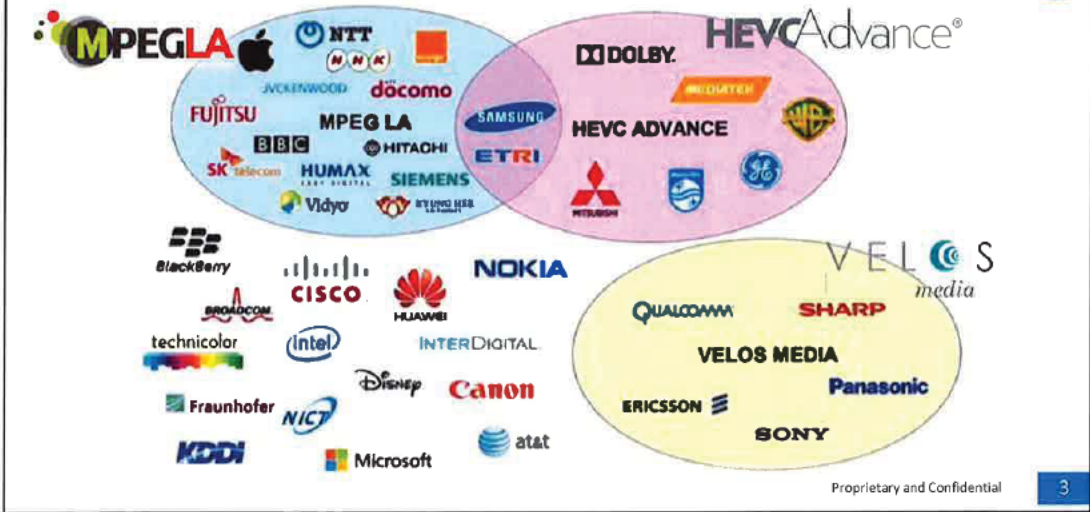
2

UP-005368

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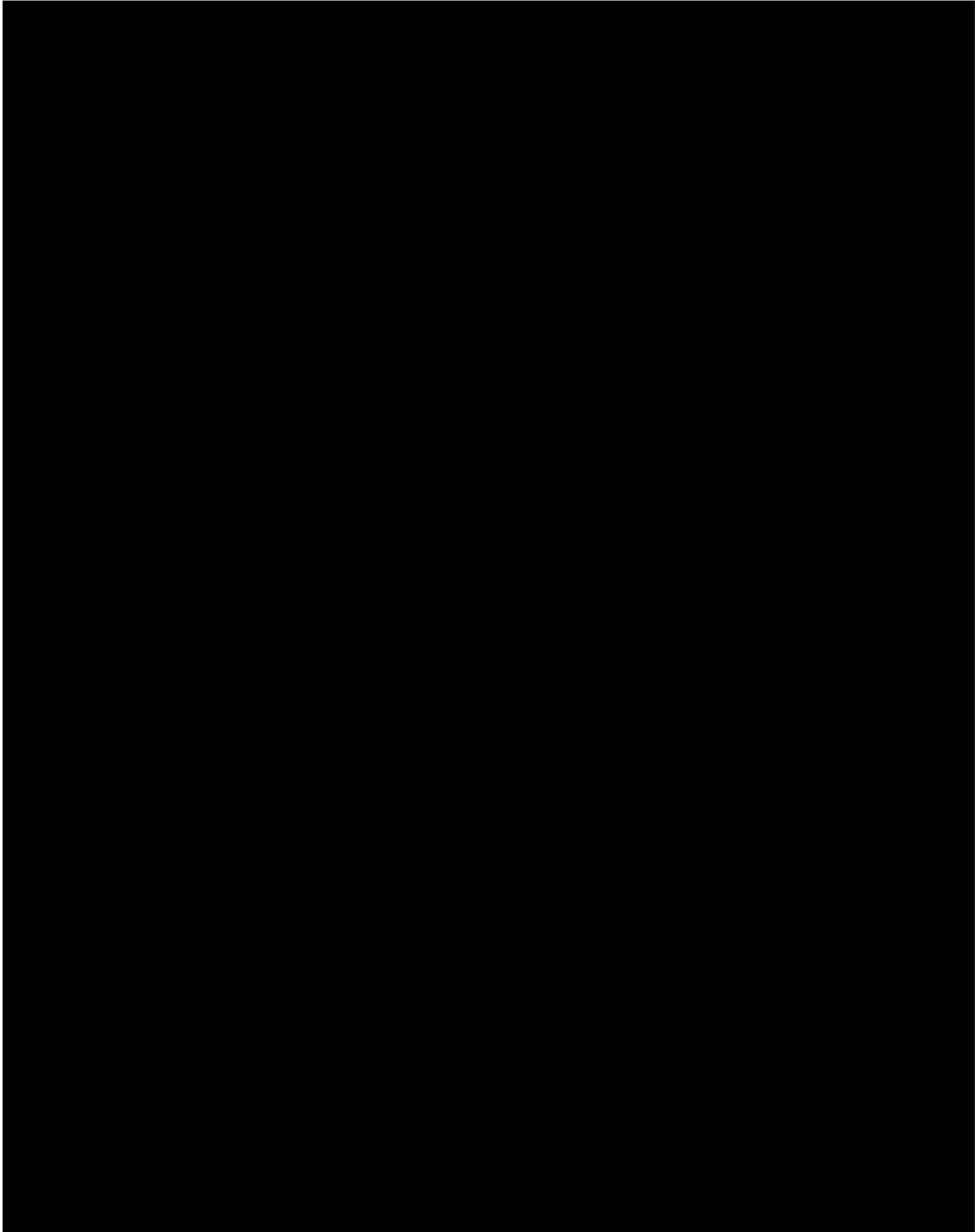
HEVC "KNOWN" UNIVERSE: SEP AND POOLS



PROTECTIVE ORDER MATERIAL

3
UP-005369

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