

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



 Unified Patents
HEVC Zone

PROTECTIVE ORDER MATERIAL

1
UP-005367

IPR2020-01048 - UP000683
HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

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

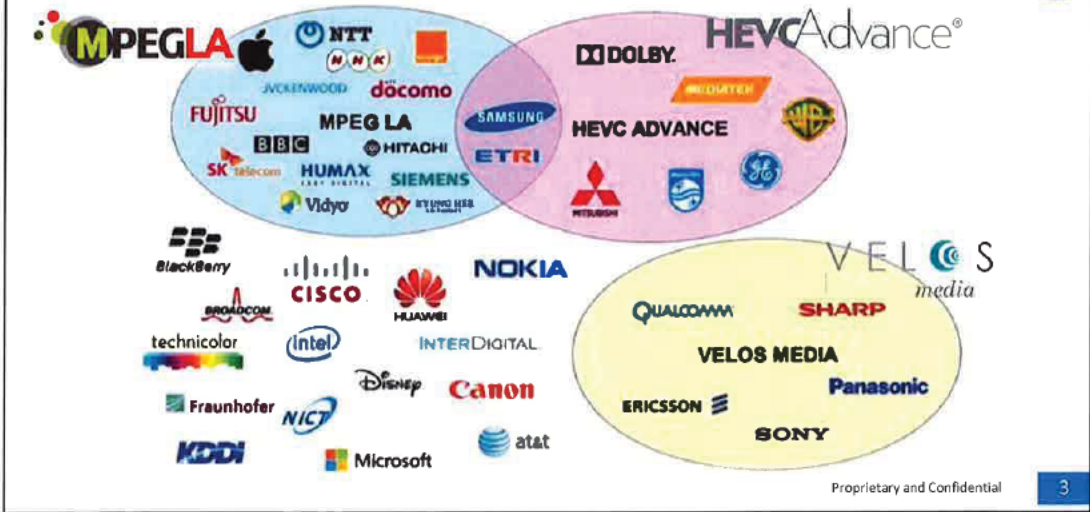
2

UP-005368

IPR2020-01048 - UP000684

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

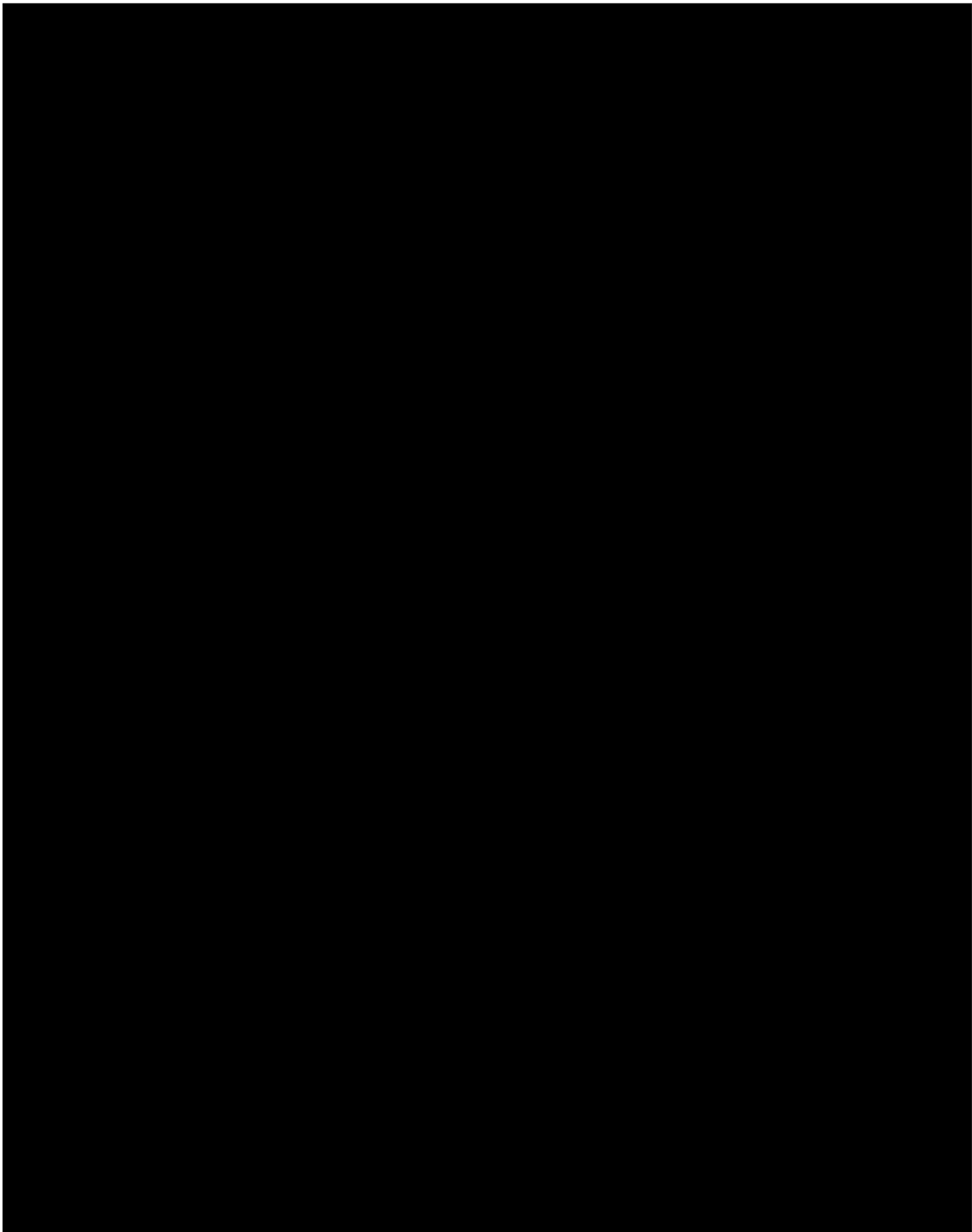
HEVC "KNOWN" UNIVERSE: SEP AND POOLS



PROTECTIVE ORDER MATERIAL

3
UP-005369

IPR2020-01048 - UP000685
HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY



IPR2020-01048 - UP000686
HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY



Find authenticated court documents without watermarks at docketalarm.com.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.