

## Podcasting Patent Asserted Against NBC and CBS

*Personal Audio Continues Enforcement of its Landmark Patent*

Friday April 12, 2013

### **BEAUMONT, Texas--**

[Personal Audio, LLC](#) filed new patent infringement lawsuits today against media conglomerates NBC and CBS in the US District Court for the Eastern District of Texas citing infringement of its U.S. 8,112,504 patent (titled “System for disseminating media content representing episodes in a serialized sequence”, also known as “The Podcasting Patent”). The suits name CBS Corporation and NBC Universal as unauthorized users of Personal Audio’s podcasting technology. CBS’s website ([www.cbs.com](http://www.cbs.com)) makes available over 40 podcasts available for download, including well known programs such as the “CBS Evening News” and “60 minutes.” NBC’s website ([www.nbc.com](http://www.nbc.com)) hosts “The Suze Orman Show”, “Hardball with Chris Matthews”, and the “NBC Nightly News” along with 16 other podcasts.

Personal Audio is actively licensing The Podcasting Patent to a number of the largest podcast publishing corporations. “Our licensing operations are proceeding apace nicely but it is unfortunate that we have had to resort to litigation in some cases”, said Richard Baker, Personal Audio’s Vice President of Licensing. “In particular, these two companies declined to even respond to our letters seeking to start licensing discussions”.

“It’s unfortunate that an inventor needs to resort to litigation in order to get a company to even respond to offers for amicable licensing discussions,” said Baker. “Asserting these patent rights is merely allowing the inventors to earn a reward for their significant effort and millions of investment dollars that went into a pioneering startup in the audio field,” said Baker.

In addition to The Podcasting Patent, Personal Audio is the owner of four other fundamental media patents, as well as several pending applications, that describe technology that can be used to offer a personalized media experience using audio downloaded over the Internet. These patents, as well as The Podcasting Patent, all date from the original 1996 invention and patent disclosure,.

In July 2011, Personal Audio won a jury verdict against Apple, Inc., in Texas for infringing The Playlist Patent, U.S. Patent No. 6,199,076, resulting in an \$8 million judgment plus \$4 million in interest. Other defendants in the suit, Archos and Coby, settled before trial. Samsung, HTC, Motorola, RIM, Sirius and others have now licensed the Personal Audio technology.

Personal Audio is represented by the Pitcock Law Group in this litigation.

### **About Personal Audio**

Personal Audio, Inc., a predecessor to Personal Audio, LLC, was founded in 1996 with a mission of offering personalized audio to listeners using portable players downloading content and playlists from the Internet. The self-funded company worked to develop such an audio player that could download, store and manipulate audio files and related data. That system, described in patent applications filed in October, 1996, pioneered techniques now commonly used today in MP3 players, smartphones, tablets and other products that store and play audio and video files and work with downloaded playlists and podcasts.

The founder of the company was James Logan, an entrepreneur who previously had been a pioneer in the touch screen industry. He founded MicroTouch Systems, which became a public company and leader in the industry, and later Gotuit Media, a pioneer in the video metadata field.

In 2009, Personal Audio, LLC was founded by Logan and co-inventor Charlie Call to market the innovations described in the patents. Robin, Kaplan, Miller & Ciresi L.L.P. was subsequently engaged to assert the patents against Apple, Inc. and other defendants. The complaint resulted in a jury trial in July 2011 and Apple was found to have infringed U.S. Patent 6,199,076. Today the Personal Audio patents are licensed by a number of major consumer electronic firms.

For more information, contact:

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