



Personalized Media Communications President, Gerald Holtzman, Named to the List of Top IP Market Marketers by IAM Magazine

Sugar Land, TX, June 19, 2014 – Personalized Media Communications, LLC (PMC), which owns and manages a portfolio of fundamental patents covering the inventions of John C. Harvey, has announced that Gerald Holtzman, President and Chief Intellectual Property Strategist of PMC, has been named to [*Intellectual Asset Magazine's*](#) list of top executives from the world's leading technology companies and advisors.

“There is a select group of individuals whose connections, decisions and actions drive the ever-expanding global IP marketplace,” stated the IAM editors. “There has never been, as far as we are aware, a serious attempt to identify the people driving the IP market, whether it is through buying, selling, licensing, investing, financing or anything else. And by ‘driving’, we mean doing the most, the biggest and/or the most innovative deals.

“Given the size and volume of many IP-based transactions – and frequently their strategic importance not only to individual entities, but sometimes to whole sectors – we felt that such a project was well overdue.”

Others selected for top IP market makers include IP executives from companies such as **Microsoft, Qualcomm, IBM, Ericsson, Nokia, Rockstar** and **Google**. The ranking is part of a cover story that appears in the July issue of IAM.

“This is a singular honor for both PMC and for me,” said Mr. Holtzman. “Our team has worked long and hard to perfect the company’s inventions and enforce its rights. Businesses that license successfully do not always achieve the recognition that they deserve. The editors of IAM have had the wisdom to recognize patent holders and strategists from a wide range of innovative fields, who also are talented managers.”

Founded in 1981 by Chief Inventor John C. Harvey, now Chairman, PMC has a renowned portfolio of patents with either 1981 or 1987 priority dates as a result of patent office delays in re-examination. The patents will not begin to expire until 2027.

PMC’s inventions cover the use of control and information signals embedded in electronic media content to generate output for display and are platform agnostic. The signals can be delivered via the Internet, intranet, cellular wireless or cable/satellite networks and run on PCs, laptops, tablets, smartphones, set-top boxes, televisions, game consoles, and other electronic-media delivery systems. Licensees to date include Cisco Systems, Motorola Mobility, Panasonic, Sony and Zynga.

Separately, Mr. Holtzman and PMC Senior Vice President, Licensing, Boyd Lemna, were named to the 2014 IAM 300, “The World’s Leading IP Strategists.” [The IAM 300](#) is an annual listing of those individuals identified by Intellectual Asset Management’s research team as offering operating companies and other IP owners world-class advice on maximizing the value of their intellectual property.

For more information on PMC visit www.personalizedmedia.com

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Contact:

Bruce Berman

Brody Berman Associates

bberman@brodyberman.com

+1 212.683.8125