

UNECE

Strategic Management
of Intellectual Property

Mark Anderson, EVP,
General Counsel

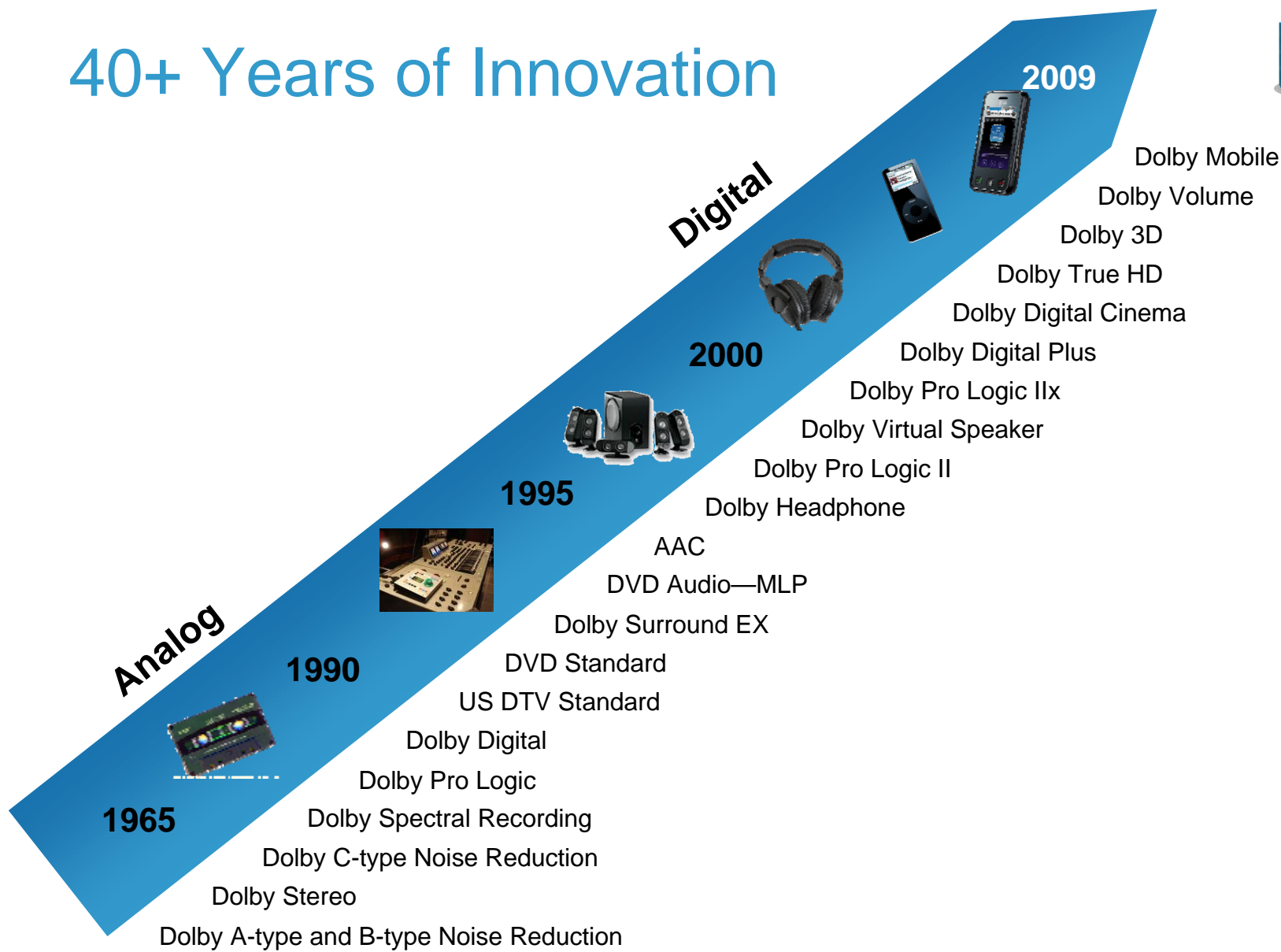
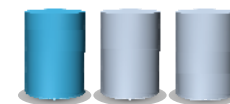
July 8, 2010



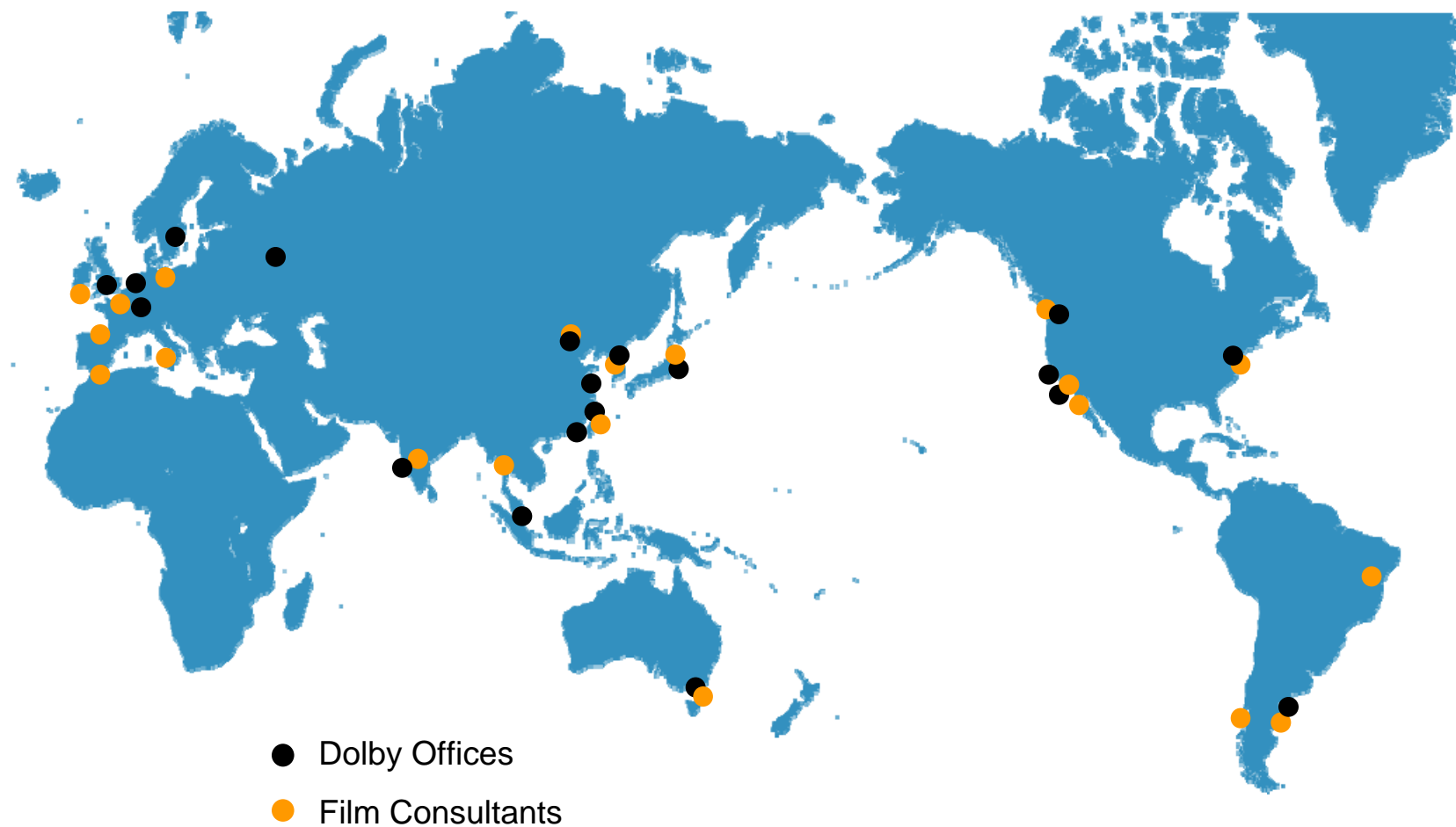
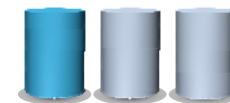
Three Pillars of Strategic IP Management



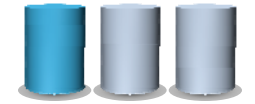
40+ Years of Innovation



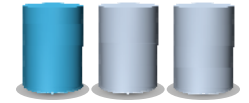
Global Locations



R&D Centers



Key Location Factors For R & D



Technical Talent

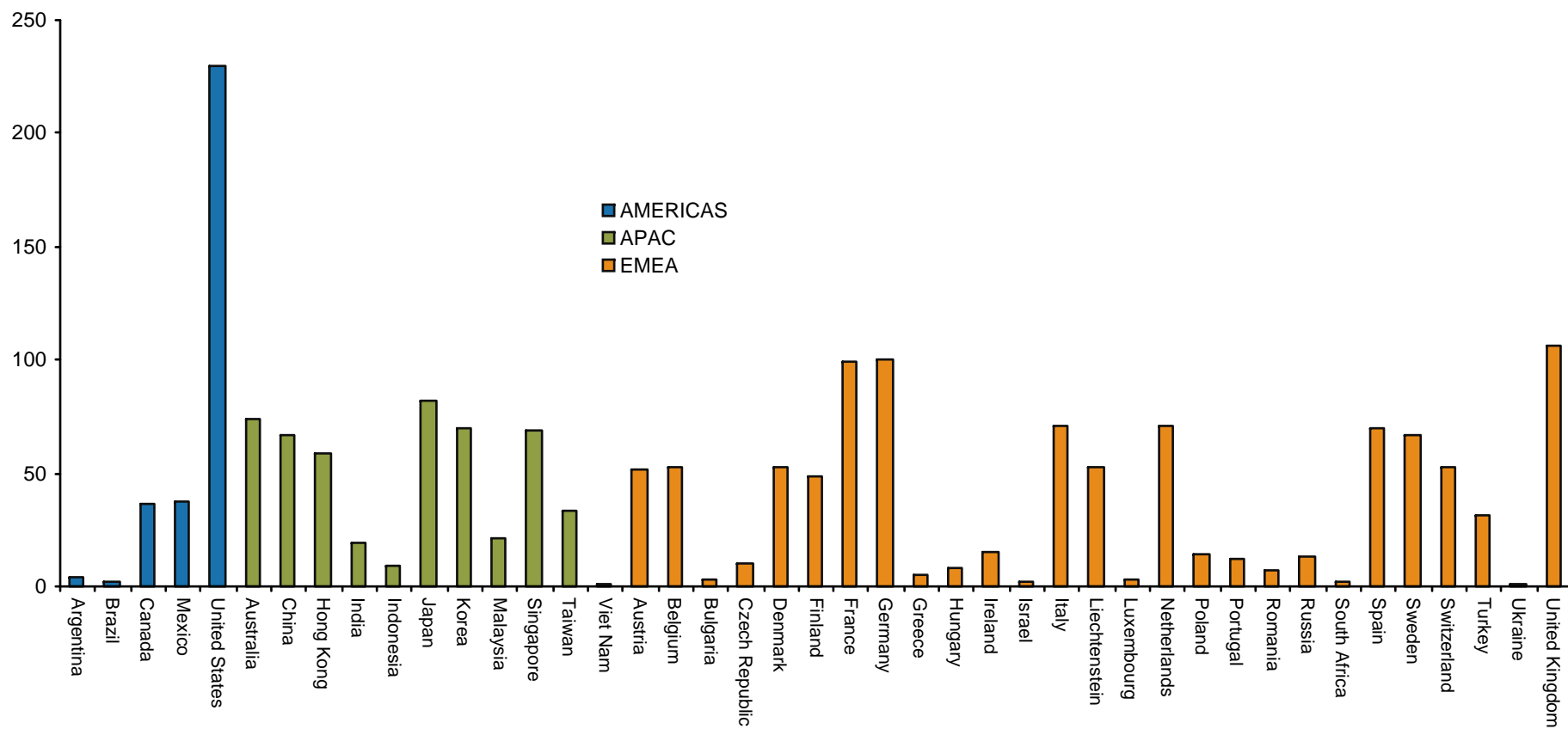
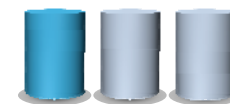
Robust IP Laws

Ability to Enforce IP Rights

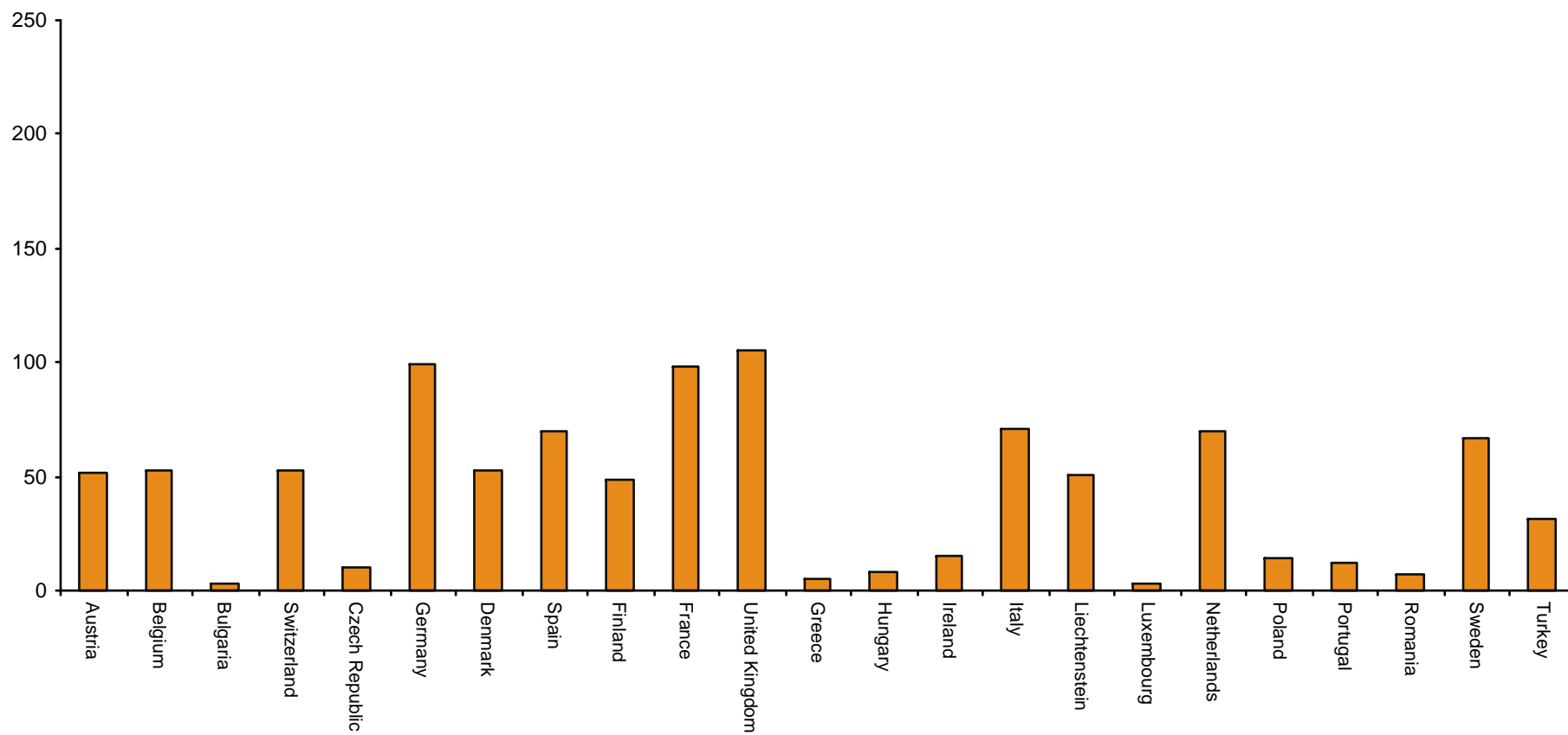
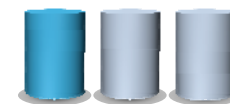
Location Costs

Taxation Considerations

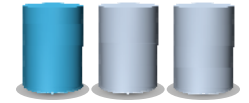
Patents — Worldwide



Patents — Europe



Where to File Patents



Size of Markets for Products

Manufacturing Footprint

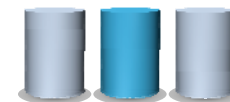
Robustness of IP Laws

Ability to Enforce IP Rights

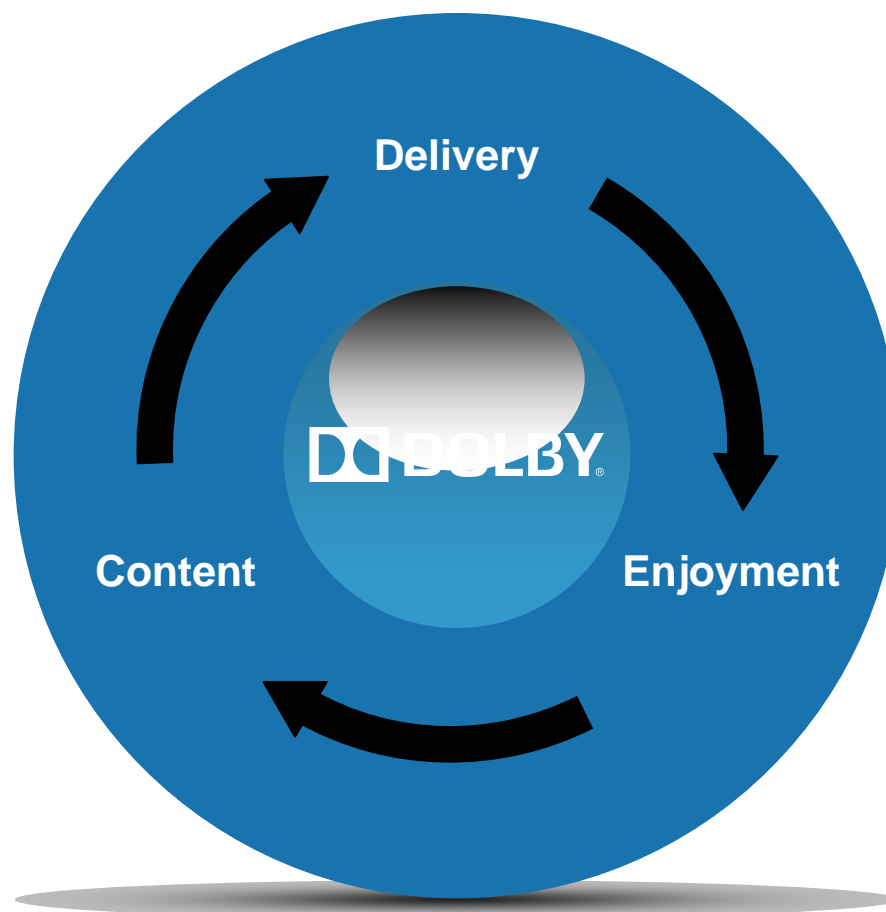
Standard, Licensed Technology, Product or Speculative

**Essential Patent or Related to Technology
Implementation or Ancillary Product**

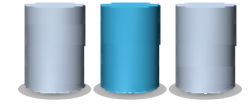
How We Do It



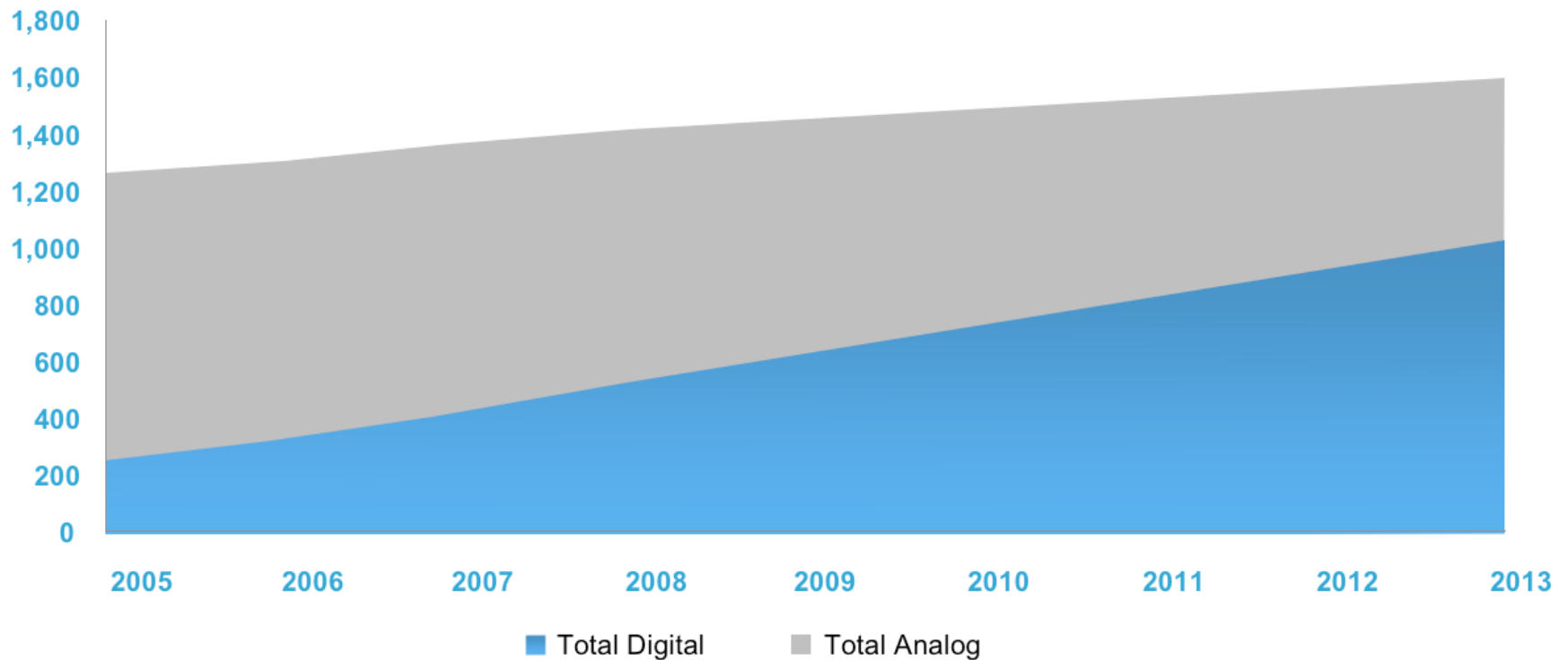
The Content Chain



Global Analog to Digital Conversion

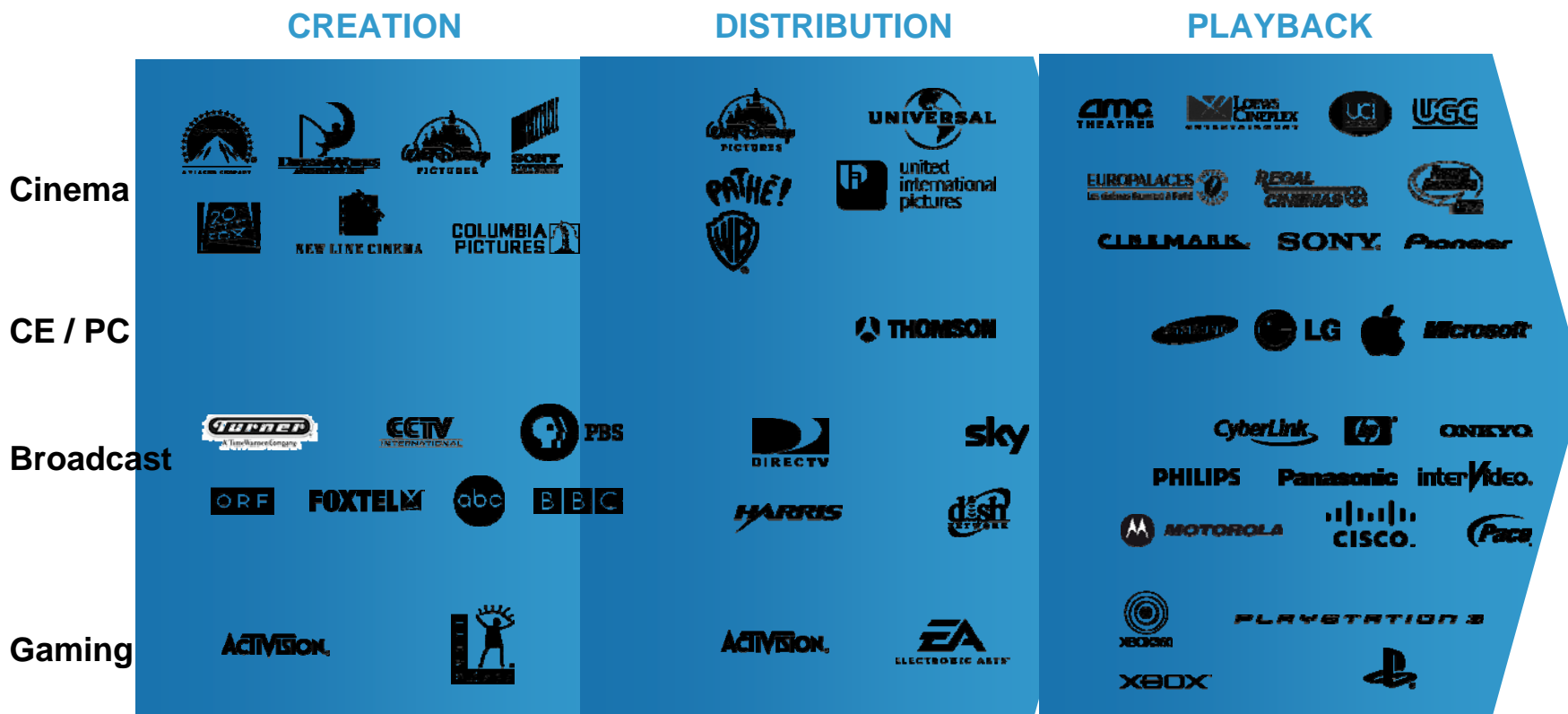
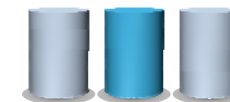


000,000 of TV Households

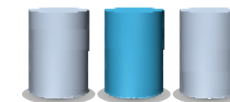


Source: IMS March 2009

Content Chain Participants

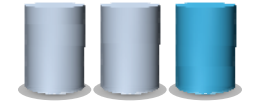


Dolby Broadcast: Eurasia

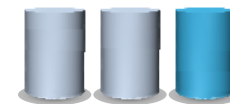


■ At least one service on air with DD, DD+, AAC or HEAAC

Global Compliance Offices



Compliance Tools



Licensee Audits

Customs Programs

Retail Programs

Investigative Actions

Raids

Legal Actions

Thank You

