



## **ContentGuard Licenses Digital Rights Management Patents to Panasonic Corporation for Mobile Handsets**

EL SEGUNDO, Calif. -- ContentGuard Holdings, Inc., the premier developer of digital rights management (DRM) technology, today announced a patent licensing agreement with Panasonic Corporation, a leading provider of mobile products. ContentGuard technology enables the consumer-friendly implementation of digital content distribution models such as content rental, content subscription, variable pricing, and secure peer-to-peer distribution.

Under the agreement, Panasonic is licensed to develop, manufacture and market mobile handset devices capable of receiving and playing DRM-enabled content. This agreement continues to affirm the importance of digital rights management technology for managing audio and video as well as eBook and TV content on mobile devices. Panasonic joins a growing list of mobile handset manufacturers who are licensed for ContentGuard patents. Other mobile handset licensees include Nokia, LG Electronics, Sharp, Sanyo, and Sony Ericsson.

### **ABOUT CONTENTGUARD**

ContentGuard is a developer of pioneering DRM and content distribution technology which enables the creation of new digital content business models and enterprise content security solutions. The company's portfolio features more than 200 patents and over 220 pending applications worldwide. ContentGuard maintains strong relationships with companies that facilitate the seamless movement of digital content across devices, maintaining the rights of content owners and meeting the needs of consumers. ContentGuard was spun out of Xerox PARC in 2000 and is privately-held. Current licensees of ContentGuard technology include LG Electronics, Microsoft Corporation, Nokia, Panasonic, Sharp, Sony, Sony Ericsson, Thomson, and Time Warner, Inc. For more information about ContentGuard and its technology and licensing programs, please visit <http://www.contentguard.com>.

For press information, please e-mail ContentGuard at: [info@contentguard.com](mailto:info@contentguard.com).