



## **MPEG LA's Librassay™ Molecular Diagnostics Patent Supermarket**

MPEG LA is the world's leading source for patent pools and other alternative intellectual property solutions – in which multiple patents related to a common technology or standard, but owned by many different parties, are jointly licensed to users. Patent pools create a broad marketplace in which patent owners maximize return on investment by achieving the largest possible uptake of their technologies and patent users enjoy nonexclusive access to valuable patent portfolios enabling them to resolve business uncertainty and conflict.

MPEG LA's pioneering program for MPEG-2 digital video compression revolutionized patent licensing to help produce the most widely employed standard in consumer electronics history and is the template for a range of patent pools of critical importance to the industry's huge growth in recent years. Today MPEG LA operates licensing programs consisting of more than 5000 patents in 70 countries with over 130 Licensors and 5000 licensees.

MPEG LA has broadened its focus to the field of life sciences with its announcement early last year of an initiative to make genetic and other biomarker-related patents available for diagnostic testing. Discoveries related to molecular diagnostic testing have paved the way for the development of personalized medical therapy. Yet patent "thickets," restrictive licensing practices and the current unavailability of viable licensing alternatives may threaten swift and widespread adoption of these important technologies, the lives they save and cost-savings they can achieve. Applying its mass market patent licensing expertise in service to the healthcare market, MPEG LA has designed the new Librassay™ molecular diagnostics patent licensing "supermarket" balancing access with incentive to serve the needs of patent owners, molecular diagnostic test and research tool developers, labs, biopharma companies, clinicians, healthcare providers and patients.

The Librassay™ diagnostics patent supermarket is a web-based store offering nonexclusive, nondiscriminatory access to a wide range of molecular diagnostic (field of use limited) patent rights in support of existing and emerging tests for the diagnosis of disease and other medical conditions, patient monitoring and personalized treatment - e.g., in relation to cancer, cardiovascular disease, diabetes, neurological disorders, and various hereditary conditions such as hearing loss. The store will enable "one-stop" shopping for patent needs and streamlined licensing on a nonexclusive basis at reasonable rates to promote widespread use among licensees and attractive returns to patent owners.

MPEG LA will assume all costs related to patent evaluation, legal, marketing and administrative tasks related to bringing patents into the supermarket, licensing them to end users, and collecting and distributing royalties shared among relevant patent owners. Different options tailored to the needs of individual patent owners are available.

MPEG LA is in the process of signing “anchor” patent owners. In addition, MPEG LA welcomes the opportunity to work with other interested industry participants who may benefit from access to these patent rights.

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**MPEG LA, LLC**

MPEG LA is an independent licensing administrator; it is not related to any standards agency. For more information, please refer to <http://www.mpegla.com>.

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