



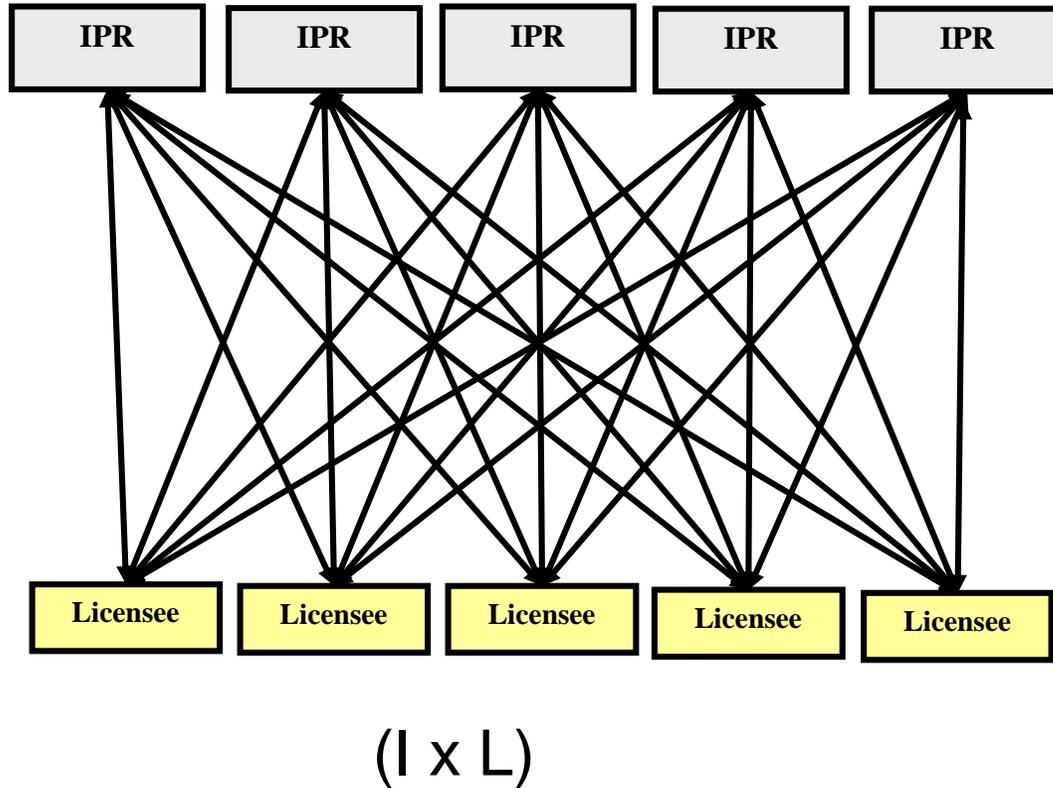
**2019** **NAATBatt**  
INTERNATIONAL  
**ANNUAL MEETING & CONFERENCE**



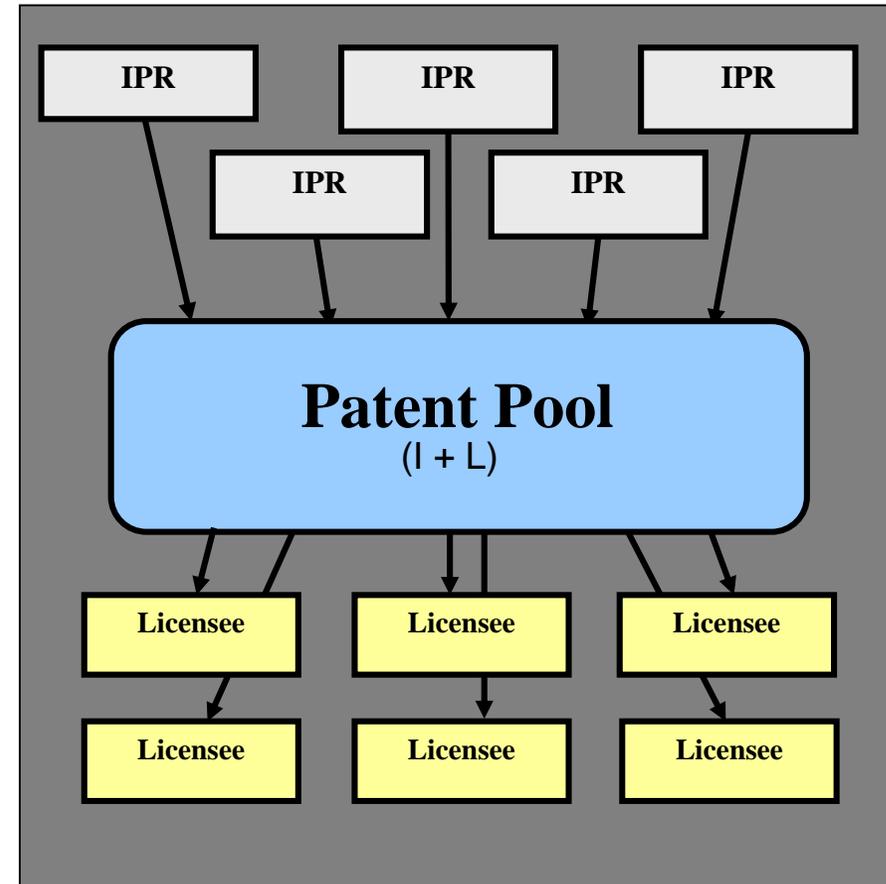
**Energy Storage and Infrastructure  
Patent Pool**  
a pool whose time has come

# MPEG LA<sup>®</sup> Licensing Model

No Model – IPR Thicket



MPEG LA<sup>®</sup> “Many-to-Many”  
Licensing Model



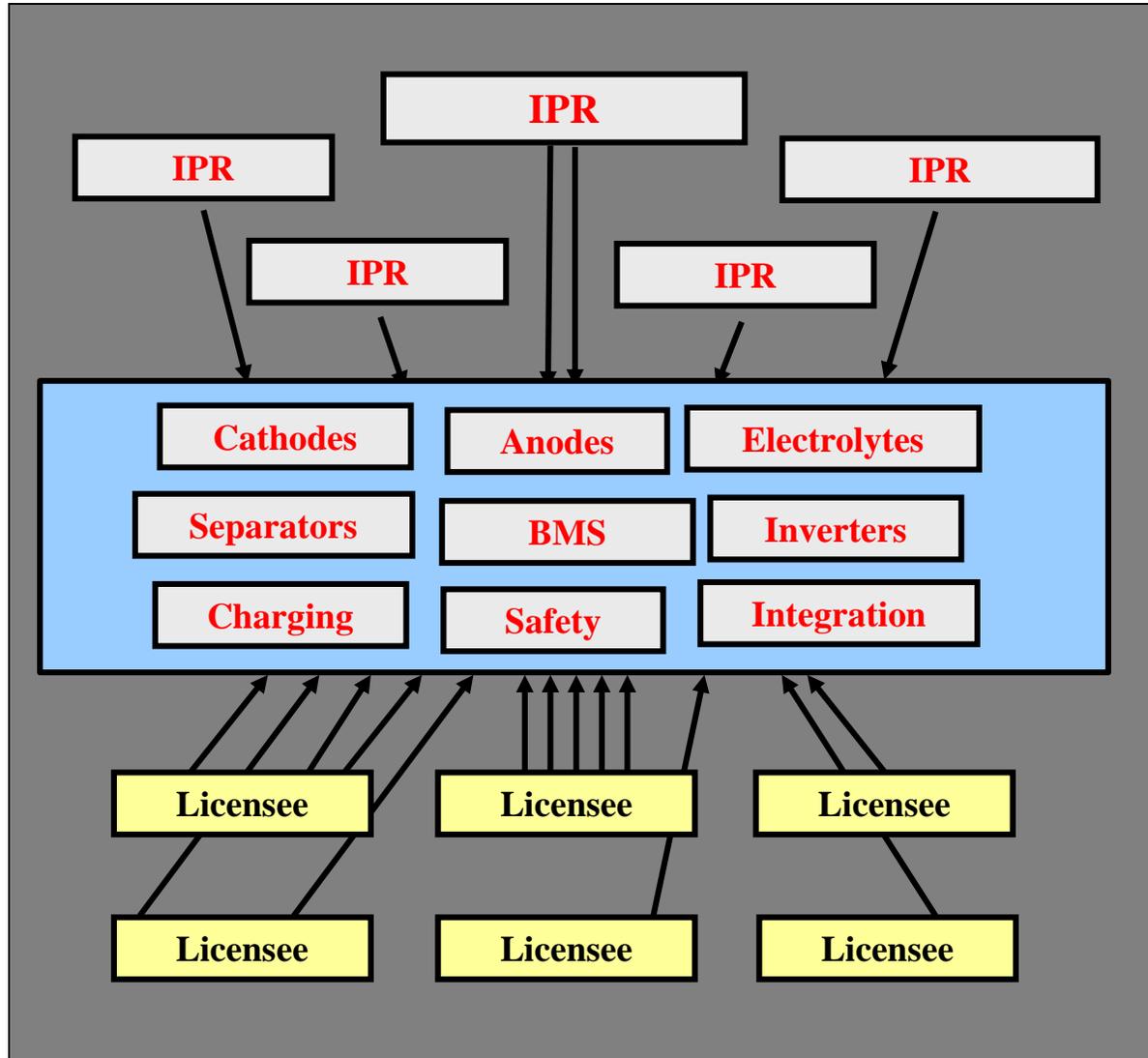
MPEG LA pioneered modern patent pool licensing with the  
MPEG-2 Video Standard

\* IPR=Intellectual Property Rights

# Energy Storage and Transportation Infrastructure Challenges and Opportunities

- **Standards and Interoperability**
- **Speed adoption and reduce risk**
  - Efficient access and freedom to operate
  - Substantially reduce litigation
  - Provide total market solutions
- **Burgeoning battery industry market**
  - \$30B (2016) growing to >\$70B by 2020
- **Promote and incentivize innovation!**

# Energy Storage and Infrastructure Patent Pool



- Sub-pools comprising key technologies
- Technology/Application matrix defines relevant intellectual property
- Non-Exclusive Worldwide Licenses
- Standards & Interoperability

# Energy Storage – A POOL Whose Time has Come!



- Benefits of a battery patent pool
  - Wide access to important technologies
  - Transparency
  - Transactional efficiency
  - Freedom to operate
  - Reduced royalty stacking
  - Reduced litigation risk
  - Predictability
  - Substantial return to innovators
  - Security of independent and trusted pool licensing, recognized for its expertise

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**Everyone.... Into the [Patent] Pool!**

