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BROADBAND & MULTIMEDIA STRATEGY & TECHNOLOGY

Executive leadership in industrial and consumer communications systems/networks: Business development, technology/R&D management, technical and strategic marketing, domestic and international markets. Focus on broadband/multimedia system and networking solutions for content management, distribution, consumption. Specialist in content security and digital rights management as applied in distribution, storage and rendering.

Extensive experience as a technology and business management consultant and testifying expert to the legal community (case listings, references available). Federal District and International Trade Commission experience.

ACCOMPLISHMENTS

- Developed successful consulting business offering a variety of technical, strategic, management, business development, intellectual property and expert witness services.
- Lead security architect to the five major Hollywood studios for specification of security for Digital Cinema.
- Led strategic planning and technical marketing campaign resulting in TV/COM emerging as the first US supplier of end to end digital television compression systems for major operators in Europe.
- Directed numerous large development programs employing leading edge technology, and successfully executed make vs. buy and partnership programs to meet requirements.
- Developed, patented and applied fundamental symmetric-key encryption technology now employed throughout the broadband/broadcast world.

EXPERIENCE

Entropy Management Solutions, President (Current)

Broadband and multimedia consulting services. Specializing in technology strategy and management (identification and development of core technologies, IPR leveraging, positioning, make/buy/partner), business and strategic planning, value creation and market development. Satisfied clients in content security, content delivery networks and systems, intellectual property management, digital rights management, technology management and planning.

- **Currently contributing to and consulting for Digital Cinema security standards development:** Consultant to "6 Majors" Digital Cinema Initiatives (DCI) studio consortium. Coeditor and continuing contributor to SMPTE digital cinema standards. Former chair of SMPTE DC28 Security and Key Management Ad Hoc.
- Consultant to major SI Valley entity sponsoring the development of an IPR-free DRM solution.
- Security infrastructure planning for theatrical and post-theatrical digital content distributors.
- Security review and enhancement plan for digital high definition hospitality video on demand network.
- Windows Media DRM compliance evaluation for wireless phone Music on Demand service
- Perform set top box evaluations of logical and physical security robustness & copy protection compliance.
- Corporate advisor to supplier of cable audience measurement data (business and technical development).
- Assisted broadband conditional access supplier in evolving security technology into the IP & multicast space.
- IP assertion project manager for European conditional access technology company (8 actions pursued/settled).
- Provided numerous technical expert & consulting services for legal community.
- Numerous technology evaluations for various entities for purposes of market expansion, partnership evaluation.

TV/COM International Inc., Subsidiary of Hyundai Electronics America

Vice President of Product Management 1997-1999

Business management for company's product and system solutions: Competitiveness of product mix, contract compliance, margin definition/maintenance, product marketing, customer support/field service. Cross-functional direction of third party customer relations, contract administration, product life cycle processes, IPR licensing.

Samsung v. Truesight IPR2024-01477 Exhibit 1003

General Manager, Conditional Access Business Unit 1995- 1997

Business head for the “Control and Conditional Access Systems” group, a P&L unit to develop, market, and support computerized network control and encryption-based broadband security systems for international cable, satellite and wireless/broadcast applications (“AlphaStar Television Network” and German “DF1” BetaCrypt DBS networks).

OCI Communications Inc./ TV/COM International 1990-1995

Vice President and Chief Technical Officer

Defined technical strategies and core technologies, rebuilt technical operations group (50 to 150), established cross functional team organization and formal project management disciplines. Formulated roadmap into digital television, and participated in realizing strategic partnering objectives (Nokia, C-Cube, Fuba, BetaTechnik, Irdeto). Participated in international standards and establishment of European and North American beachhead accounts.

OAK Communications, Inc., Division of OAK Industries, Inc.

Senior Vice President, Domestic Operations 1988-1990

Managed US operations for OAK Communications: Technical operations, marketing and sales (revenue capture, account management). As part of three member executive team, executed OCI’s divestiture from OAK Industries.

Director Engineering, VP Engineering, VP Tech Ops 1982-1988

Managed engineering, technical marketing and sales, field operations, factory liaison (Taiwan). Developed the industry’s first widely deployed consumer systems employing encryption security for satellite, cable and broadcast.

OAK Industries, Inc. 1980-1982

Member, Corporate Advanced Technology Group

Research, simulation and prototyping of technologies in support of OAK’s broadcasting businesses. Explored advanced control and digital coding systems for scrambling, compression and transmission of audio and video, and developed/patented the industry’s first hard encryption key management and control methodologies for broadcast.

General Dynamics, Electronics Division 1974-1980

Senior Engineer/Project Engineer

Aerospace Engineering: communications, embedded processing, digital signal processing for portable man/aircraft wargame instrumentation, moving target indicator (MTI) digital radar, Global Positioning System receivers.

EDUCATION

Executive Program for Scientists and Engineers	University of California, San Diego	1984
Master of Science, Electrical Engineering	San Diego State University	1979
Bachelor of Science, Electrical Engineering	University of Arizona	1974

OTHER

Publications/Presentations: Numerous technical and marketing presentations, publications and panels in the fields of cable and satellite broadcasting, standards development, broadband, Internet and digital cinema security.

Patents/Applications: “Multilayer Encryption System for the Broadcast of Encrypted Information,” U.S. Pat. No. 4,531,020, July 1985. “Universal Decoder,” U.S. Pat. No. 5,113,440, May 1992. “Storage & Delivery of Electronic Media with Advertising” US Pat App 10/028,013, and provisional following App 60/38,008, both Dec 2001. “Anonymous Transactions Over a System of Networked Computers” US Pat App 09/654,662. “Remote Audience Participation at Live Events” US Pat App 63/091518, filed October 14, 2020.

Memberships (past/present): Society of Cable & Telecommunications Engineers, Society of Motion Picture and Television Engineers, Advanced Television Systems Committee, Organization for International Standardization, Institute of Electronic & Electrical Engineers.

ANTHONY WECHSELBERGER LEGAL TESTIFYING: 5 YEARS

UPDATED: 9-2024

TESTIMONY SUMMARY (CASE NUMBERS):

- TRIAL EXPERIENCE – TWO JURY, FOUR ITC, FOUR BENCH
- DEPOSITION – 48 DEPOSITION EXPERIENCES (SEE BOLDS IN “DELIVERABLES” COLUMN)
- PTAB AND EX PARTE RE-EXAMINATION DECLARATIONS – 72 IPRs, 12 CBMs, 6 RE-EXAMS.

CASE NO.	CASE, FIRM, DESCRIPTION	DELIVERABLES
81. AUG 2018 – JAN 2020	MULTIMEDIA CONTENT MANAGEMENT V. DISH NETWORK CORP. CIVIL ACTION NO.: 6:18-CV-207 (WESTERN DISTRICT OF TEXAS) LEGAL FIRM: BAKER BOTTS, LLC TESTIFYING EXPERT ASSISTING DISH IN DEVELOPING SECTION 101 MOTION, AND IPR (NETWORKED CONTENT DISTRIBUTION AND DRM.)	SUPPORTED 101 MOTION TO DISMISS. IPR DECLARATION SUBMITTED (PARTIES SETTLED)
84. NOV 2018 – MARCH 2020	RETAINED ON BEHALF OF ERISE IP, P.A. AND UNIFIED PATENTS INC. V. MV3 PARTNERS LLC. IN IPR OF U.S. PATENT NO. 8,863,223. LEGAL FIRM: ERISE IP, P.A. TECHNICAL EXPERT: ASSISTED ERISE IN PRIOR ART RESEARCH AND DECLARATION AND PETITION. (CONTENT DISTRIBUTION TO MOBILE DEVICE FOR UP-CONVERSION AND EXTERNAL DISPLAY.)	IPR DECLARATION SUBMITTED AND DEFENDED.
86. FEB 2019 – DEC 2020	COMCAST CABLE COMMUNICATIONS V. ROVI CORPORATION. <i>INTER PARTES</i> REVIEW OF THREE ROVI PATENTS. LEGAL FIRM: BANNER & WITCOFF, LTD. TESTIFYING EXPERT ASSISTING PETITIONER COMCAST IN IPRs OF THREE PATENTS. PERFORMED PRIOR ART RESEARCH AND PREPARED IPR DECLARATIONS (ELECTRONIC PROGRAM GUIDE TECHNOLOGIES).	NINE IPR DECLARATIONS SUBMITTED AND DEFENDED (3 DEPO'S)
87. FEB 2019 – AUG 2020	DISH NETWORK, LLC V. CONTEMPORARY DISPLAY LLC. <i>INTER PARTES</i> REVIEW OF THREE CONTEMPORARY DISPLAY PATENTS. LEGAL FIRM: KING & SPALDING LLP. TESTIFYING EXPERT ASSISTING PETITIONER DISH NETWORK. PERFORMED PRIOR ART RESEARCH AND PREPARED IPR DECLARATIONS (MULTI-INPUT/OUTPUT GRAPHICS ACCELERATOR CARD AND EPG TECHNOLOGIES FOR COMPUTERS AND SET-TOP BOXES).	THREE IPR DECLARATIONS SUBMITTED AND DEFENDED.
89. APRIL 2019 – JUNE 2020	RETAINED ON BEHALF OF WHITE & CASE LLP AND UNIFIED PATENTS INC. V. CONTEMPORARY DISPLAY LLC IN IPR OF U.S. PATENT NO. 8,863,219. LEGAL FIRM: WHITE & CASE LLP TECHNICAL EXPERT: ASSISTED IN PRIOR ART RESEARCH AND DECLARATION AND PETITION. (IDENTIFICATION OF TV SIGNAL SOURCES AND SELECTION THEREOF FOR VIEWING FROM A GRAPHICS OSD.)	IPR DECLARATION & REPLY SUBMITTED.
95. SEPT 2019 – DEC 2020	COMCAST CABLE COMMUNICATIONS V. ROVI CORPORATION. <i>INTER PARTES</i> REVIEW OF ROVI PATENTS. LEGAL FIRM: BANNER & WITCOFF, LTD.	SIX IPR DECLARATIONS SUBMITTED AND DEFENDED.

	TESTIFYING EXPERT ASSISTING PETITIONER COMCAST IN IPRs. PERFORMED PRIOR ART RESEARCH IN PREPARATION FOR IPR DECLARATIONS (ELECTRONIC PROGRAM GUIDE TECHNOLOGIES).	
96. FEB 2020 – MAY 2021	RETAINED ON BEHALF OF UNIFIED PATENTS LLC V. TARGETED RADIO LLC IN IPR OF U.S. PATENT No. 8,948,684. LEGAL FIRM: UNIFIED PATENTS, LLC TESTIFYING EXPERT: ASSISTED IN PRIOR ART RESEARCH AND DECLARATION AND PETITION. (REAL-TIME CUSTOMIZED ADVERTISEMENT INSERTION INTO STREAMING INTERNET RADIO TRANSMISSIONS.)	IPR DECLARATION SUBMITTED AND DEFENDED.
97. APRIL 2020 – MAY 2021	RETAINED ON BEHALF OF DISH NETWORKS LLC V. SOUND VIEW INNOVATIONS LLC IN IPR OF U.S. PATENT No. 6,502,133. LEGAL FIRM: BAKER BOTTS, LLP TESTIFYING EXPERT ASSISTING IN IPR DECLARATION PREPARATION. (REAL-TIME ANALYSIS ENGINE PARALLEL COMPUTER PROCESSING UTILIZED IN AUTO-RECOVERY CRITICAL TELECOMMUNICATIONS.)	IPR DECLARATION SUBMITTED.
98. MAY 2020 – OCT 2021	BROADBAND ITV V. AT&T SERVICES INC. AND DIRECTV, LLC. CASES No. 6:19-cv-00712 AND 00714, WESTERN DISTRICT OF TEXAS. LEGAL FIRM: BAKER BOTTS, LLP TESTIFYING EXPERT ASSISTING DEFENDANTS ON CLAIM CONSTRUCTION AND INVALIDITY. (VOD CONTENT LOADING, PROCESSING/STAGING, AND STB DELIVERY AND CONSUMPTION OVER CABLE & IPTV NETWORKS.)	INVALIDITY REPORT SUBMITTED AND DEFENDED. (PARTIES SETTLED)
99. JULY 2020 – OCT 2021	CLEARPLAY INC. V. DISH NETWORK, LLC, ET AL. CASE No. 2:14-cv-00191-DN-CMR. DISTRICT OF UTAH. LEGAL FIRM: BAKER BOTTS, LLP TESTIFYING EXPERT ASSISTING IN PRIOR ART RESEARCH AND EX PARTE REEXAM. (METHODS FOR AUTOMATIC FILTERING AND REPLACEMENT OF SELECTED SEGMENTS OF A MULTIMEDIA PROGRAM BY CATEGORY.)	4 DECLARATIONS WRITTEN IN SUPPORT OF EX PARTE REEXAM.
100. AUG 2020 – JAN 2021	RETAINED ON BEHALF OF UNIFIED PATENTS LLC FOR EX PARTE REEXAM OF U.S. PATENT No. 9,645,720. LEGAL FIRM: UNIFIED PATENTS, LLC TECHNICAL CONSULTANT: ASSISTING IN PRIOR ART RESEARCH AND DECLARATION AND PETITION. (WIRELESS DATA/FILE SHARING BETWEEN MOBILE CONSUMER APPLIANCES.)	DECLARATION IN SUPPORT OF EX-PARTE REEXAM SUBMITTED.
101. OCT 2020 – MARCH 2021	ESW HOLDINGS, INC. V. ROKU, INC. CASE No. 6:19-cv-00044; WESTERN DISTRICT OF TEXAS. LEGAL FIRM: JACKSON WALKER, LLP TESTIFYING EXPERT ASSISTING DEFENDANT ROKU IN STUDYING NON-INFRINGEMENT. (AUTOMATIC CHARACTER RECOGNITION AS APPLIED TO DIGITAL SIGNATURES/FINGERPRINTS IN MULTIMEDIA FOR CONTROL OF INTERACTIVE TELEVISION APPLICATIONS.)	NON-INFRINGEMENT EXPERT REPORT WRITTEN AND DEFENDED. (NON-INFRINGEMENT SJ GRANTED)
102. OCT 2020 – NOV 2021	RETAINED ON BEHALF OF TEXTILE RENTAL SERVICES ASSOCIATION IN IPR OF U.S. PATENT No. 8,234,185. LEGAL FIRM: FISH & RICHARDSON P.C.	IPR DECLARATION SUBMITTED. (PARTIES SETTLED)

	TESTIFYING EXPERT ASSISTING IN IPR DECLARATION PREPARATION. (COMPUTER-BASED AUTOMATED MEMORABILIA AUTHENTICATION AND LIFE CYCLE AND OWNERSHIP TRACKING.)	
103. Nov 2020 – JULY 2021	DIVIX, LLC V. JOINT DEFENSE GROUP (SAMSUNG, LG, REALTEC, TCL). ITC INVESTIGATION No. 337-TA-1222. LEGAL FIRM: K&L GATES LLP AND JDG TESTIFYING EXPERT IN SUPPORT OF JOINT DEFENSE GROUP IN PATENT LITIGATION (MULTIMEDIA CONTENT ENCRYPTION/DECRYPTION BY PARTIAL FRAME ENCRYPTION PROCESSES.)	INVALIDITY REPORT WRITTEN AND DEFENDED. TESTIFIED FOR INVALIDITY AT ITC HEARING.
104. MAY – JUNE 2020	RE-EMERGENCE OF ABOVE CASE #59: PERSONALIZED MEDIA COMMUNICATIONS, LLC V. APPLE INC., CASE No. 2:15-cv-1366-JRG-RSP; EASTERN DISTRICT OF TEXAS LEGAL FIRM: KIRKLAND & ELLIS LLP PTAB APPELLATE BOARD REVISED A CLAIM CONSTRUCTION TERM, RESULTING IN THE INVALIDATION OF ONE CLAIM SET BEING REVERSED. (DECRYPTION PROCESSES OF A DIGITAL SET TOP BOX.)	TESTIFIED AT EDTX TRIAL RE LATCHES & OBVIOUSNESS TYPE DOUBLE PATENTING. (PREVAILED ON LATCHES)
105. MAY 2021 – FEBRUARY 2023	RETAINED ON BEHALF OF NETFLIX, INC. V. BROADCOM CORP. IN IPR OF U.S. PATENT No. 8,646,014. LEGAL FIRM: SHEPPARD MULLIN, LLP TESTIFYING EXPERT ASSISTING IN IPR DECLARATION PREPARATION. (METHODS FOR REDUCING CHANNEL ACQUISITION LATENCY IN DIGITAL TELEVISION RECEIVER SYSTEMS.)	IPR DECLARATION SUBMITTED AND DEFENDED.
107. AUG 2021 – MAY 2022	RETAINED ON BEHALF OF UNIFIED PATENTS INC. IN IPR OF U.S. PATENT No. 7,394,423. LEGAL FIRM: PERKINS COIE LLP TESTIFYING EXPERT ASSISTING IN IPR DECLARATION PREPARATION. (INTERNET PROTOCOL BASED 911 EMERGENCY CALL PLACEMENT USING GPS LOCATION DATA.)	IPR DECLARATION SUBMITTED.
109. SEPT 2021 – MARCH 2022	G&G CLOSED CIRCUIT EVENTS, LLC V. CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO FOUNDATION. CASE No. 2:20-vb-02137-JLS-NLS LEGAL FIRM: ESCONDIDO CITY ATTORNEY'S OFFICE: PROVIDED TECHNICAL EXPERT ANALYSIS OF ALLEGED UNAUTHORIZED PRESENTATION OF A PPV BOXING MATCH AT THE ESCONDIDO PERFORMING ARTS CENTER.	EXPERT REPORT SUBMITTED.
110. Nov. 2021 – MAY 2023	RETAINED ON BEHALF OF ERICSSON INC. IN IPR OF U.S. PATENT No. 9,667,669. LEGAL FIRM: BAKER BOTTS, LLP TESTIFYING EXPERT ASSISTING IN IPR DECLARATION PREPARATION. (USING INTERNET PROTOCOLS (SIP, RTSP, RTP, SDP) TO ESTABLISH AND MANAGE ASSOCIATED SESSIONS IN A NETWORK.)	IPR DECLARATION SUBMITTED.
117. OCT 2022 – DEC 2023	RETAINED ON BEHALF OF NETFLIX INC. IN IPRs OF U.S. PATENT NOS. 7,233,790 AND 7,440,559. LEGAL FIRM: WILLKIE FARR & GALLAGHER, LLP	Two IPR DECLARATIONS FILED & DEFENDED.

	TESTIFYING EXPERT IN SUPPORT OF IPR CHALLENGES. (DELIVERY OF CONTENT TO DEVICES BASED ON DEVICE CAPABILITY & CONTROL OF "FLOW" OF CONTENT DOWNLOADS & DELETES.)	
122. DEC 2023 – MARCH 2024	EX PARTE REEXAMINATION ON BEHALF OF UNIFIED PATENTS, LLC. U.S. PATENT No. 8,014,394. <i>LEGAL FIRM: LEE & HAYES, P.C.</i> ASSISTED IN INVALIDITY ANALYSIS. (A NETWORK ELEMENT FOR PROCESSING MULTICAST PACKET STREAM REQUESTS AND FORWARDING SAID STREAMS TO A PLURALITY OF APPROVED CLIENTS.)	DECLARATION SUBMITTED IN SUPPORT OF EX PARTE RE-EXAM