

DDB Technologies and MLB Advanced Media Reach Patent Portfolio Agreement



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AUSTIN, Texas--(BUSINESS WIRE)--DDB Technologies, L.L.C. ("DDB"), owner of a patent portfolio of innovative interactive media-based technologies, and MLB Advanced Media, L.P. ("MLBAM"), the interactive media and Internet company of Major League Baseball, have reached an agreement on certain patented technology.

MLBAM is acquiring from DDB U.S. Patent No. 5,189,630 (the '630 Patent), which enables searchable video content and notification of interesting plays, events, or situations. Along with the acquisition of the '630 Patent, MLBAM will also receive from DDB a non-exclusive worldwide license to the remaining assets in the DDB patent portfolio which consist of U.S. Patent Nos. 5,526,479; 5,671,347; 6,204,862; 7,373,587; and a pending continuation application (collectively, the Data Driven portfolio).

The DDB Data Driven portfolio discloses technologies that enable services such as:

- Live simulation of a sporting event
- Play-by-play text, graphics, and animation
- Generating information about the state of the game

Dr. David Barstow, DDB's President and Founder and lead inventor of the DDB patents commented, "I'm excited about this relationship with MLB Advanced Media. MLBAM is well-known and recognized as a pioneering technology company in online sports media. MLBAM is a tremendous licensee for our on-going patent licensing program."

According to Michael McLaughlin, Founder and Principal of IPInvestments Group, "We are excited to have MLBAM as our newest licensee. It continues to be the dominant player in the sports interactive media and internet industry."

This agreement resolves all outstanding litigation between the parties. The terms of the agreement are confidential.

About DDB Technologies, L.L.C.

DDB Technologies, located in Austin, Texas, is an intellectual property holding company established to capitalize on the value of its patented technology. The technology described in the patents supports a variety of interactive media services related to sports events. The company's President and Founder, Dr. David Barstow, has a Ph.D. in Computer Science from Stanford University and is the lead inventor of the technology. Dr. Barstow is an internationally recognized authority in Artificial Intelligence and Software Engineering.

About MLB Advanced Media, L.P.

Established in June 2000 following a unanimous vote by the 30 Major League Baseball club owners to centralize all of Baseball's Internet operations, MLB Advanced Media, L.P. (MLBAM) is the interactive media and internet company of Major League Baseball. MLBAM manages the official league site, http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.mlb.com&esheet=6230483&lan=en_US&anchor=www.mlb.com&index=1&md5=3605049dbd07c3342e3c24ed5de286b4, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet. MLB.com offers fans the most complete baseball information and interactivity on the web, including up-to-date statistics, game previews and summaries, extensive historical information, online ticket sales, baseball merchandise, authenticated memorabilia and collectibles, fantasy games, live full-game video webcasts and on-demand highlights, live and archived audio broadcasts of every game, Gameday pitch-by-pitch application, around-the-clock hosted and specialty video programming and complete blogging capabilities. MLB.com offers more live events on the Internet than any other website in the world.

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