

# PersonalAudio™

*Pioneers in Playlists & Podcasting™*

3827 Phelan Blvd., Suite 180

Beaumont, Texas 77707

[REDACTED]

Re: Licensing Podcast Technology; United States Patent No. 8,112,504

Dear [REDACTED]

Personal Audio is the owner of a fundamental patent involving the distribution of podcasts. We are actively licensing these patents and invite [REDACTED] to join our growing list of licensees.

[REDACTED] may wish to have its patent counsel examine Personal Audio's U.S. Patent No. 8,112,504 (the '504 patent), in particular claim 31, to determine whether a non-exclusive license is needed under the patent for the [REDACTED] podcast and any other similar podcasts. While the '504 patent recently issued on February 7, 2012, it is based on a very early filing date of October 2, 1996.

The '504 patent covers important technology related to automatically identifying and retrieving media files representing episodes in a series as those episodes become available. These patented techniques are commonly used in podcasting. We are currently engaged in litigation on the '504 in the Eastern District of Texas. Other patents in this patent family were successfully asserted against Apple in a jury trial in 2011 and have also successfully gone through re-exam.

We invite [REDACTED] to take a license to this patent. Please let me know if you would be willing to discuss this matter directly with Personal Audio. We are looking forward to friendly negotiations between our organizations.

Sincerely,



Richard A. Baker, Jr.  
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Incl. US Patent 8,112,504

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