



## FOR IMMEDIATE RELEASE

### **Via Licensing Alliance Announces NAND Memory Licensing Program Expansion and Issues Formal Call for Patents**

*Via Engages Leading Global Law Firm Sullivan & Cromwell as Licensing Counsel for Data Center Programs*

**SAN FRANCISCO, Calif. (May 22, 2026)** – [Via Licensing Alliance](#) (Via) today announced the expansion of its AI and data center licensing efforts by issuing a formal call for patents for its new NAND memory licensing program. The initiative builds on Via’s previously announced DRAM-focused program and reflects the growing importance of advanced memory technologies in supporting next-generation AI infrastructure and data center environments.

“As AI infrastructure continues to evolve, NAND memory will play an increasingly important role in enabling large-scale data storage and retrieval,” said Kevin Mack, president at Via Licensing Alliance. “Building on our work in DRAM licensing, this new program expands our data center efforts and positions us to support the next generation of AI technologies.”

Garrard Beeney, a leader of Sullivan & Cromwell’s IP practice for over two decades and whose work has helped shape the global patent licensing landscape, has been engaged to serve as licensing counsel for Via’s data center licensing efforts.

In 2025, Via announced its plans to launch a series of pools in AI infrastructure and data centers, the first focusing on DRAM memory. Now, as Via continues to focus on opportunities for licensing memory technologies within the data center, the company is moving toward the launch of the second new pool offering in this series: NAND memory.

The rise of AI data centers has redefined the importance of high-performance memory technologies, with NAND playing a critical role in enabling large-scale data storage, retrieval, and processing. As AI workloads continue to scale, demand for advanced memory solutions is expected to accelerate across the data center ecosystem. The program builds on Via’s previously announced DRAM-focused licensing efforts and represents the company’s second AI and data center-focused patent pool initiative.

Both NAND and DRAM play critical roles in the future of AI and data centers. DRAM currently represents the greatest memory bottleneck for AI and is used for real-time computing and



processing. DRAM and NAND therefore work together to form the foundation of modern computer architecture.

Via Licensing Alliance is inviting patent holders with technologies essential to NAND memory implementations to submit patents for evaluation and potential inclusion in the program.

**About Via Licensing Alliance:**

Via Licensing Alliance is the collaborative licensing leader, dedicated to accelerating global technology adoption, fostering participation, and generating return on innovation with balanced licensing solutions for innovators and manufacturers of all sizes around the globe. Via has operated dozens of licensing programs for a variety of technologies. Via is an independently managed company owned by industry-leading participants with over 25 years of intellectual property licensing leadership. For more information about Via, please visit <https://www.via-la.com>.

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