

TCL Expands Participation in Via LA's ATSC 3.0 Patent Pool

Company First Joined Via LA's ATSC 3.0 Pool Several Years Ago as a Licensee, Now Increases Involvement as a Licensor

SAN FRANCISCO, May 20, 2025 — Today, Via Licensing Alliance ("Via LA"), a global leader in collaborative technology licensing, welcomed TCL, one of the world's best selling and leading technologies, into its ATSC 3.0 patent pool as a new licensor. The addition of TCL comes as adoption of the ATSC 3.0 standard steadily increases around the globe.

"TCL is one of the largest television manufacturers in the world," said Heath Hoglund, President of Via LA. "We are pleased to welcome them into our ATSC 3.0 patent pool as a licensor, which has grown over the last two years to include 18 others. Our ATSC 3.0 pool continues to show positive momentum not just with licensors but also with licensees. This is the result of the Via team's continued efforts to engage both innovators and implementors in China and around the world."

PurpleVine IP, a China-based premier global-facing IP service provider, helped broker the SEP acquisition for TCL, enabling TCL to join Via LA's ATSC 3.0 patent pool.

"PurpleVine is honored to have played a role in facilitating TCL's acquisition of their ATSC 3.0 patents," said Victor Yang, PurpleVine Chairman and CEO. "We see this as a beneficial arrangement for TCL, whose business will be strongly linked to the ATSC 3.0 standard. The addition of a major manufacturer in the space such as TCL will also be a major value-add for Via LA's patent pool."

Daniel Fu, TCL's General Counsel, expressed his delight in joining Via LA's patent pool as a licensor, facilitated by PurpleVine IP. He emphasized that this further collaboration supports the growth of patent licensing and advances technology adoption across the global ecosystem.

TCL adds to a list of Via LA ATSC 3.0 pool members that has expanded with the entrance of multiple new companies in recent weeks.

About Via Licensing Alliance

Via LA 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 LA has operated dozens of licensing programs for a variety of technologies consisting of approximately 25,000 patents in over 130 countries with more than 100 patent holders and nearly 10,000 licensees. Via LA is an independently managed company owned by industry-leading participants with over 25 years of intellectual property licensing leadership. For more information about Via LA, please visit www.Via-LA.com.

About TCL

TCL empowers customers to enjoy more. With a lineup of award-winning televisions, audio products, mobile devices, and appliances, TCL takes pride in delivering meaningful experiences by combining thoughtful design and the latest technology. As one of the world's largest consumer electronics brands, our extensive manufacturing expertise, a vertically integrated supply chain, and state-of-the-art panel



factory, helps TCL deliver innovation for all. For more information about TCL, please visit <https://www.tcl.com/global/en>.

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