

Via Licensing Alliance Partners with ULDAGE to Expand EV Charging Licensing Efforts in Japan

ULDAGE to Support Via LA Licensing Growth in Japan, Highlighting Via LA's Strategic Focus in the Market

SAN FRANCISCO, TOKYO, February 18, 2025 — Today, Via Licensing Alliance ("Via LA"), a global leader in collaborative technology licensing, announced a strategic partnership with ULDAGE, a prominent provider of patent pool license management and administration solutions. ULDAGE will support Via's efforts to expand its EV Charging Patent Pool in Japan by engaging new licensors and licensees in the country. This partnership underscores Via LA's commitment to accelerating the development and advancement of electric vehicle (EV) charging infrastructure, which is essential as the automotive industry in Japan continues to help drive global EV adoption and technological innovation.

Via's [EV Charging patent pool](#) covers essential technologies underlying worldwide standards for conductive AC and DC charging, connection, communication and safety used in equipment that provides electric charging for electric vehicles. The pool addresses standards adopted in markets such as Japan, the United States, Europe, China, and India. With Japan's automotive industry at the forefront of EV adoption and innovation in the space, significant licensing opportunities exist around EV charging technologies. ULDAGE, with its deep expertise in IP management and strong connections within Japan's automotive and technology sectors, is well-positioned to engage potential licensors and licensees in the country to help drive participation in Via's EV Charging pool.

"We are pleased to renew our partnership with ULDAGE, building on the success of our earlier collaboration on the MPEG-2 Systems program," said Heath Hoglund, President of Via Licensing Alliance. "With Japan aiming for 100% electric vehicles in new light-duty vehicle sales by 2035, the country is playing a major role in the global EV transition. Significant licensing opportunities abound in the space, and ULDAGE's strong network and expertise will be valuable in supporting our further engagement with the Japanese market."

The partnership will focus on engaging automotive manufacturers and technology implementers in Japan, as well as patent holders, with ULDAGE applying its deep experience in patent pool management to facilitate connections between key licensors and potential licensees.

"We are proud to collaborate with Via LA on this important initiative," said Shuichi Endo, President & CEO of ULDAGE. "Since our inception in 2006, we've worked to resolve complex patent issues across multiple industries. With our strong network in Japan's automotive and technology sectors, we're well-positioned to support Via LA in creating a balanced and effective licensing environment for the rapidly evolving EV charging market"

The EV Charging Patent Pool will streamline the licensing process, providing manufacturers and service providers with the clarity and certainty needed to deploy charging solutions that meet international standards. Key contributors to the pool include Mitsubishi Electric, Mitsubishi Heavy Industries, LG Energy Solutions, and LG Innotek, and ULDAGE's involvement will help expand the pool and engage additional stakeholders.

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 nearly 50,000 patents in over 130 countries with more than 500 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 ULDAGE

Established in 2006, ULDAGE Inc. is a leader in patent pooling and licensing solutions, dedicated to simplifying the licensing process and promoting innovation across various industries. The company specializes in aggregating essential patents held by multiple parties into single, comprehensive packages, offering a streamlined and cost-effective approach for businesses to secure licensing rights. ULDAGE's model facilitates collaboration among industry leaders, ensuring level playing field under fair and reasonable terms for both patent holders and licensees.

With a portfolio supported by major stakeholders such as JVCKENWOOD, Maxell, Mitsubishi Electric, Panasonic, Sharp, Sony, and Toshiba, ULDAGE has a proven track record in facilitating technology adoption and reducing licensing complexity. The company's focus on digital broadcasting and emerging sectors like electric vehicle (EV) charging demonstrates its commitment to advancing industry standards and creating a unified approach to patent licensing and its origin of corporate name (United License for Digital AGE). For more information about ULDAGE, please visit www.uldage.com.

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