



NEWS RELEASE

Marc Ehrlich Joins TiVo as Senior Vice President of Patent Strategy

2017-10-12

Company Release - 10/12/2017 8:00 AM ET

SAN JOSE, Calif.--(BUSINESS WIRE)-- **TiVo Corporation** (NASDAQ: TIVO), the global leader in entertainment technology and audience insights, today announced that Marc Ehrlich has joined the company as senior vice president of patent strategy. Marc will manage strategic account intellectual property (IP) strategy and legal teams across TiVo's IP and patent licensing business. He will report directly to Arvin Patel, executive vice president and chief intellectual property officer out of the company's San Jose office.

"Marc has extensive experience managing a top-tier global IP team and developing a portfolio spanning tens of thousands of patents worldwide, making him a valuable addition to our IP executive team," said Patel. "Adding a powerhouse like Marc further illustrates TiVo's commitment to building IP offerings that empower our customers to deliver innovative solutions globally."

Marc has nearly 30 years of engineering and IP management experience. Most recently, he served as associate general counsel for IBM, where he led the patent licensing and business development legal team responsible for generating IP income. Marc began his career as an IBM engineer in 1988, joining the law department in 1994, where his legal career included many leadership positions within IBM's IP law department.

During his tenure with IBM, Marc managed the IP department for the company's highly successful semiconductor design and manufacturing business. He co-developed IBM's "Innovation Cycle" approach to IP management, and helped develop and deploy the company's open source IP strategy. He was instrumental in developing many of IBM's current IP licensing models and has been extensively involved in IP policy advocacy, including advancing a pilot project enabling third-party submission of prior art that was incorporated into the 2011 America Invents Act.

“TiVo is well known for its extensive IP portfolios that provide foundational entertainment technologies for customers around the world,” said Ehrlich. “I look forward to building upon the company’s successful legacy and advancing TiVo’s innovation agenda.”

Marc holds a law degree from Pace University School of Law in New York, where he graduated cum laude. He has also served as chair of the Lawyer’s Committee for Open Invention Network for the past nine years.

About TiVo

TiVo Corporation (NASDAQ: TIVO) is a global leader in entertainment technology and audience insights. From the interactive program guide to the DVR, TiVo delivers innovative products and licensable technologies that revolutionize how people find content across a changing media landscape. TiVo enables the world’s leading media and entertainment providers to deliver the ultimate entertainment experience. Explore the next generation of entertainment at tivo.com, forward.tivo.com or follow us on Twitter [@tivo](https://twitter.com/tivo) or [@tivoforbusiness](https://twitter.com/tivoforbusiness).

Caution Concerning Forward-Looking Statements

This press release contains forward-looking statements. Readers are cautioned that such forward-looking statements involve risks and uncertainties that could cause actual events or our actual results to differ materially from those expressed in any such forward-looking statements. Readers are directed to TiVo’s periodic and other reports filed with the Securities and Exchange Commission (SEC) for a description of such risks and uncertainties. TiVo undertakes no obligation to update any forward-looking statements.

TiVo and the TiVo logo are registered trademarks of TiVo Corporation and its subsidiaries worldwide.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20171012005075/en/>

Finn Partners for TiVo

Ricca Silverio

+1 (415) 348-2724

Source: TiVo Corporation