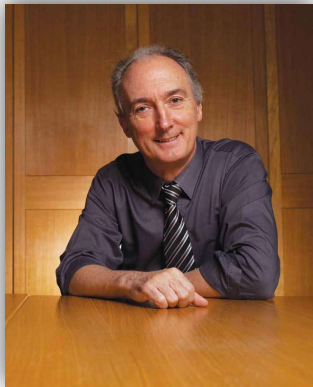




Motion Picture Licensing Corporation
5455 S. Centinela Avenue
Los Angeles, CA 90066
United States

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Dana Lambert
MPLC
(310) 822-8855 ext. 3344
dlambert@mplc.com

MPLC CEO Named World-Class IP Strategist
Mike Weatherley Honored in New Edition of *IAM Strategy 300*



Mike Weatherley



Los Angeles, CA: MPLC today announced that CEO, **Mike Weatherley** has been included in the latest edition of ***IAM Strategy 300: The World's Leading IP Strategists.***

The unique guide lists the individuals that in-depth research, undertaken by a team based in London, Washington DC and Hong Kong, has shown to possess world-class skills in the development and roll-out of strategies that maximize the value of patents, copyright, trademarks and other IP rights. Only those individuals nominated multiple times by different parties as outstanding IP strategists are listed in the *IAM Strategy 300*.

A former member of the British Parliament, Weatherley was appointed the first, and only, Intellectual Property Rights advisor to the Prime Minister. He has authored four internationally acclaimed reports which have transformed the UK approach to intellectual property: *Search Engines and Piracy*; *Follow the Money*; *Copyright, Education and Awareness*; and *Safe Harbour Provisions*.

— more —

Since being named MPLC CEO in January 2019, Weatherley has enacted sweeping change by:

- Negotiating a partnering with Tenzing, a London-based private equity firm
- Increasing MPLC's global reach, championing expansion into Asia and beyond
- Inspirationally driving organizational growth with the mantra to make MPLC, *"the most professional non-theatrical licensing company in the world."*

"I have long been a champion of intellectual property rights and copyright compliance," says Weatherley. "During my tenure in Parliament I worked with MPs to strengthen UK IP protection. The same educational approach has made MPLC the global licensing leader for movies, TV, and other audiovisual content. Our passion for IP allows us to encourage compliance among individuals and collect revenue for rights holders around the world."

About IAM: IAM is the only intelligence service to provide global coverage of the IP value creation environment. Its unrivalled coverage and in-depth analysis of key sectors give executives critical business intelligence to maximize their IP value. IAM's unique and timely intelligence service informs high-level decision making in boardrooms globally. For more information, please contact Nicholas Richardson, IAM London, at nicholas.richardson@LBResearch.com or www.IAM-media.com

About MPLC: MPLC is the global leader in public exhibition licensing, supporting legal access to movies, TV, and other audiovisual content in more than 40 countries. Through its Umbrella License[®], a blanket license for public exhibition, MPLC represents a variety of rights holders, ranging from Hollywood studios to independent producers. MPLC licensees include government, corporations, and non-profit organizations. Hundreds of thousands of locations around the world publicly exhibit content legally with the Umbrella License. In January 2020, MPLC joined forces with Tenzing Private Equity Capital to drive growth opportunities and fuel its charge to become the most professional non-theatrical licensing company in the world.

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