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Serverside Granted Two Patents by Australian Patent Office

- *Company's patent portfolio now gaining an 'irresistible momentum'*

London, 26 July 2011 – [Serverside Group](#), the company that pioneered card customization, has been granted two further patents by the Australian Patent Office. The two patents, No. 2009200590 and No. 2009200591, concern Serverside's core payment card customization technology. They were granted on July 21st 2011.

The decision by the Australian Patent Office comes shortly after the grant of two patents in the United States and the unamended confirmation of a further patent by the European Patent Office following opposition proceedings.

The granting of the Australian patents also follows the recent commencement by Serverside of a patent infringement suit in the United States District Court for the District of Delaware. Serverside's complaint alleges that 15 parties are infringing its US patents relating to financial transaction card customization technology.

Serverside has a number of other patent applications pending in the United States, including one that is related to one of the patents recently granted by the Australian Patent Office. Serverside expects these patents to come to grant in the US in due course.

With five patents granted or confirmed across different major territories in the past four months alone, and nine patents now granted globally, Serverside continues to reinforce its position as the innovator in the market and the go-to provider for payment card customization technology.



Michael Campbell, General Counsel, Serverside Group, commented:

“With five patents either granted or confirmed in a matter of months, our patent portfolio is gaining an irresistible momentum. The fact that a corresponding patent application currently being examined by the US Patent and Trademark Office has been granted in Australia bodes well for the likely outcome in the United States. As ever, Serverside welcomes inquiries from companies interested in entering into business relationships.”

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About Serverside

Founded in 2003, [Serverside Group](#) is the global technology leader in digital card design and a provider of innovative solutions to issuers, personalization bureaus and card manufacturers.

Serverside has built a market-leading position by running more than 1,000 card programs through its network of over 200 card issuers in 27 countries. Its clients include: RBS Group, ING, Permanent TSB, ANZ, BMW, KBC, Fortis and Heritage Building Society. [Serverside Group](#) is headquartered in London and has offices in New York, Chicago and Auckland.

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