UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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SAP AMERICA, INC. ET AL.
Petitioner

v.

VERSATA DEVELOPMENT GROUP, INC.
Patent Owner

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Case CBM2012-00001 (MPT)
Patent 6,553,350

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**PATENT OWNER VERSATA DEVELOPMENT GROUP, INC.'S
DEMONSTRATIVE EXHIBITS 1 – 49
FOR APRIL 17, 2013 ORAL HEARING**

Practical Application of Alleged Abstract Idea

Board:

▪ "The concept of arranging customer and product data into hierarchies …."

(ID at 30.)

SAP/Siegel:

▪ "[T]he rearrangement of prior art pricing data into 'completely arbitrary' hierarchies and the calculation of product prices using 'abstracted' numbers.."

(SP at 17; SX 1005, §§ 44-45, 49.)

Versata/Liebich:

▪ Claims, in addition to including steps/elements for arranging customer and product data into hierarchies and calculating a product price, include separate and distinct steps/elements requiring a particular way of determining product price. The combination of steps/elements required by the claims represents a practical application of the alleged abstract idea.

(VR at 16-26, 32, 36-37, 40, 43-44; VX 2091, ¶¶ 56-63, 80, 85-88, 99, 104-107.)

Claim 17

17. A method for determining a price of a product offered to a purchasing organization comprising:

arranging a hierarchy of organizational groups comprising a plurality of branches such that an organizational group below a higher organizational group in each of the branches is a subset of the higher organizational group;

arranging a hierarchy of product groups comprising a plurality of branches such that a product group below a higher product group in each of the branches in a subset of the higher product group;

storing pricing information in a data source, wherein the pricing information is associated, with (i) a pricing type, (ii) the organizational groups, and (iii) the product groups;

retrieving applicable pricing information corresponding to the product, the purchasing organization, each product group above the product group in each branch of the hierarchy of product groups in which the product is a member, and each organizational group above the purchasing organization in each branch of the hierarchy of organizational groups in which the purchasing organization is a member;

sorting the pricing information according to the pricing types, the product, the purchasing organization, the hierarchy of product groups, and the hierarchy of organizational groups;

eliminating any of the pricing information that is less restrictive; and determining the product price using the sorted pricing information.

Claim 27

27. A computer implemented method for determining a price of a product offered to a purchasing organization comprising:

retrieving from a data source pricing information that is (i) applicable to the purchasing organization and (ii) from one or more identified organizational groups, within a hierarchy of organizational groups, of which the purchasing organization is a member;

retrieving from the data source pricing information that is (i) applicable to the product and (ii) from one or more identified product groups, within a hierarchy of product groups, of which the product is a member; and

receiving the price of the product determined using pricing information applicable to the one or more identified organizational groups and the one or more identified product groups according to the hierarchy of product groups and the hierarchy of organizational groups.

Claims 26 & 28

26. A computer readable storage media comprising: computer instructions to implement the method of claim 17.

28. A computer readable storage media comprising: computer instructions to implement the method of claim 27.

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