

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.

Petitioner

v.

SIGHTSOUND TECHNOLOGIES, LLC

Patent Owner

Case CBM2013-00020

Patent 5,191,573

Before the Honorable MICHAEL P. TIERNEY, JUSTIN T. ARBES, and
GEORGIANNA W. BRADEN,
Administrative Patent Judges.

DECLARATION OF ROBERTO J. GONZALEZ

I, Roberto J. Gonzalez, make the following Declaration pursuant to 28 U.S.C. §
1746:

1. I am a senior paralegal at the law firm of Ropes & Gray LLP.
2. I provide this Declaration in connection with the above-identified

Covered Business Method Patent Review proceeding and Petitioner's Reply to Patent
Owner SightSound Technologies LLC's Response. Unless otherwise stated, the facts
stated in this Declaration are based on my personal knowledge.

3. Exhibit 4182 hereto is a true and correct copy of the “Apple-iTunes” webpage, which I retrieved on March 17, 2014 from the internet address <http://www.apple.com/itunes/>, to which all parties have access. The document, as printed, bears a title “Apple – iTunes – Everything you need to be entertained,” at the top of each page and an internet address, date, and time label, “<http://www.apple.com/itunes/>[3/17/2014 4:42:37 PM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

4. Exhibit 4183 hereto is a true and correct copy of the “Apple-iTunes-Features” webpage, which I retrieved on March 17, 2014 from the internet address <http://www.apple.com/itunes/features/>, to which all parties have access. The document, as printed, bears a title “Apple – iTunes – Your favorite music, movies, and TV. Everywhere,” at the top of each page and an internet address, date, and time label, “<http://www.apple.com/itunes/features/>[3/17/2014 4:48:54 PM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

5. Exhibit 4184 hereto is a true and correct copy of the “FAQs: For Podcast Fans” webpage, which I retrieved on March 17, 2014 from the internet address <http://www.apple.com/itunes/podcasts/fanfaq.html>, to which all parties have access. The document, as printed, bears a title “Apple – iTunes – Podcasts –

FAQs: For Podcast Fans,” at the top of each page and an internet address, date, and time label, “<http://www.apple.com/itunes/podcasts/fanfaq.html>[3/17/2014 4:50:12 PM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

6. Exhibit 4185 hereto is a true and correct copy of the “iTunes: Give the gift of iTunes.” webpage, which I retrieved on March 21, 2014 from the internet address <http://www.apple.com/itunes/gifts/>, to which all parties have access. The document, as printed, bears a title “Apple – iTunes – Give the gift of music and more,” at the top of each page and an internet address, date, and time label, “<http://www.apple.com/itunes/gifts/>[3/21/2014 10:13:29 AM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

7. Exhibit 4186 hereto is a true and correct copy of the “iTunes Store Allowance,” webpage, which I retrieved on March 17, 2014 from the internet address <http://support.apple.com/kb/HT2105>, to which all parties have access. The document, as printed, bears a title “iTunes Store Allowance,” at the top of each page and an internet address, date, and time label, “<http://support.apple.com/kb/HT2105>[3/17/2014 4:53:56 PM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

8. Exhibit 4187 hereto is a true and correct copy of the article entitled “Aggregation and Aggravation – Micropayments 2013” by Russ Jones, dated August 16, 2013, which I retrieved on March 21, 2014 from the internet address <http://paymentsviews.com/2013/08/16/aggregation-and-aggravation-micropayments-2013/>, to which all parties have access. The document, as printed, bears a title, “Aggregation and Aggravation – Micropayments 2013 — Payments Views from Glenbrook Partners,” at the top of each page and an internet address, date, and time label, “<http://paymentsviews.com/2013/08/16/aggregation-and-aggravation-micropayments-2013/>[3/21/2014 5:50:30 PM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

9. Exhibit 4188 hereto is a true and correct copy of the presentation entitled “Payment Systems, E-Commerce Winter 2011, Marek Maurizio,” which I retrieved on March 17, 2014 from internet address <http://www.dsi.unive.it/~marek/files/09.5%20-%20payment%20systems.pdf>, to which all parties have access. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

10. Exhibit 4189 hereto is a true and correct copy of the October 16, 2003 press release entitled “Apple and Pepsi to Give Away 100 Million Free Songs,” which I retrieved on March 17, 2014 from internet address

<http://www.apple.com/pr/library/2003/10/16Apple-and-Pepsi-to-Give-Away-100-Million-Free-Songs.html>, to which all parties have access. The document, as printed, bears a title, “Apple - Press Info - Apple and Pepsi to Give Away 100 Million Free Songs,” at the top of each page and an internet address, date, and time label, “<http://www.apple.com/pr/library/2003/10/16Apple-and-Pepsi-to-Give-Away-100-Million-Free-Songs.html>[3/17/2014 4:59:42 PM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

11. Exhibit 4190 hereto is a true and correct copy of the August 2, 2006 press release entitled “Coca-Cola & Apple Team Up on Major Music Promotions in Europe,” which I retrieved on March 17, 2014 from internet address <https://www.apple.com/pr/library/2006/08/02Coca-Cola-Apple-Team-Up-on-Major-Music-Promotions-in-Europe.html>, to which all parties have access. The document, as printed, bears a title, “Apple - Press Info - Coca-Cola & Apple Team Up on Major Music Promotions in Europe,” at the top of each page and an internet address, date, and time label, “<https://www.apple.com/pr/library/2006/08/02Coca-Cola-Apple-Team-Up-on-Major-Music-Promotions-in-Europe.html>[3/17/2014 5:00:32 PM],” at the bottom of each page. An exhibit label on the first page and pages numbers on all pages have been added to the bottom of this document but no other alterations have been made.

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