UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BRANCH BANKING AND TRUST COMPANY Petitioner

v.

MAXIM INTEGRATED PRODUCTS, INC. Patent Owner

Case CBM2013-00059 Patent 5,949,880

Mailed: September 25, 2013

Before Althea Wilburn, Trial Paralegal.

NOTICE OF FILING DATE ACCORDED TO PETITION AND TIME FOR FILING PATENT OWNER PRELIMINARY RESPONSE

The petition for covered business method patent review in the above proceeding has been accorded the filing date of September 16, 2013.

Administrative Patent Judge Sally Medley has been designated to manage the proceeding. 37 C.F.R. § 42.5.



Patent Owner may file a preliminary response to the petition no later than three months from the date of this notice. The preliminary response is limited to setting forth the reasons why the requested review should not be instituted. Patent Owner may also file an election to waive the preliminary response to expedite the proceeding. For more information, please consult the Office Patent Trial Practice Guide, 77 Fed. Reg. 48756 (Aug. 14, 2012), which is available on the Board Web site at http://www.uspto.gov/PTAB.

Patent Owner is advised of the requirement to submit mandatory notice information under 37 C.F.R. § 42.8(a)(2) within 21 days of service of the petition.

The parties are encouraged to use the heading on the first page of this Notice for all future filings in the proceeding.

The parties are advised that under 37 C.F.R. § 42.10(c), recognition of counsel *pro hac vice* requires a showing of good cause. The parties are authorized to file motions for *pro hac vice* admission under 37 C.F.R. § 42.10(c). Such motions shall be filed in accordance with the "Order -- Authorizing Motion *for Pro Hac Vice* Admission" in Case IPR2013-00010 (MPT), a copy of which is available on the Board Web site under "Representative Orders, Decisions, and Notices." Any motion for *pro hac vice* admission filed by the parties shall also indicate that the person sought to be admitted will be subject to the USPTO Rules of Professional Conduct. *See* Changes to Representation of Others Before the United States Patent and Trademark Office; Final Rule, 78 Fed. Reg. 20180 (Apr. 3, 2013) (effective May 3, 2013).

The parties are reminded that unless otherwise permitted by 37 C.F.R. § 42.6(b)(2), all filings in this proceeding must be made electronically in the



Case CBM2013-00059 Patent 5,949,880

Patent Review Processing System (PRPS), accessible from the Board Web site at http://www.uspto.gov/PTAB. To file documents, users must first obtain a user ID and password by registering with PRPS. Information regarding how to register with and use PRPS is available at the Board Web site.

If there are any questions pertaining to this notice, please contact Althea Wilburn at 571-272-6230 or the Patent Trial and Appeal Board at 571-272-7822.

PETITIONER:

Steven Baughman @ropesgray.com

Leslie M. Spencer

<u>Leslie.spencer@ropesgray.com</u>

PATENT OWNER:

JENKENS & GILCHRIST, PC 1445 ROSS AVENUE SUITE 3200 DALLAS, TX 75202

STEVEN R. GREENFIELD HOWISON & ARNOTT LLP LINCOLN CENTRE II 5420 LBJ FREEWAY, SUITE 660 DALLAS, TX 75240-2318



Case CBM2013-00059 Patent 5,949,880

ROGER L. MAXWELL C/O SOCIAL COMPASS 703 MCKINNEY AVE. SUITE 433 DALLAS, TX 75202

NORTH WEBER & BAUGH LLP ATTN: MICHAEL V. NORTH 2479 E. BAYSHORE RD, SUITE 707 PALO ALTO, CA 94303

