# **EXHIBIT 2018**





### **BACKGROUND**

### I. Procedural History

Defendants in twelve related patent infringement actions, all involving claims brought by Plaintiff Ameranth, Inc. ("Ameranth"), filed the instant motions to dismiss in their respective dockets on September 24, 2012.¹ The twelve related actions were subsequently consolidated with the lead case, *Ameranth v. Pizza Hut, Inc.*, Case No. 11-CV-1810 ("lead case" or "1810"), for pretrial purposes up to and including claim construction on October 4, 2012.² (1810, ECF No. 279.) In each action, Ameranth has brought claims against Defendants for directly and/or indirectly infringing three of its patents: (1) United States Patent Number 6,384,850 ("the '850 patent"); (2) United States Patent Number 6,871,325 ("the '325 patent"); and (3) United States Patent Number 8,146,077 ("the '077 patent") (collectively, the "Asserted Patents").

Ameranth makes similar factual allegations in each case and asserts the same patents. The actions allegedly giving rise to the individual complaints are nearly identical, differing only as to the named defendant or defendants and the accused device. These allegations will be discussed in greater detail below, as appropriate.

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<sup>&</sup>lt;sup>2</sup>A total of thirty-one related cases, all involving patent infringement claims brought by Ameranth against various Defendants, were consolidated for pretrial purposes.



<sup>&</sup>lt;sup>1</sup>Ameranth, Inc. v. Hotel Tonight, Inc., 12-CV-1633 JLS (NLS) ("1633"), ECF No. 17; Ameranth, Inc. v. Hotels.com, LP, 12-CV-1634 JLS (NLS) ("1634"), ECF No. 17; Ameranth, Inc. v. Kayak Software Corp., 12-CV-1640 JLS (NLS) ("1640"), ECF No. 17; Ameranth, Inc. v. Orbitz, LLC, 12-CV-1644 JLS (NLS) ("1644"), ECF No. 17; Ameranth, Inc. v. StubHub, Inc., 12-CV-1646 JLS (NLS) ("1646"), ECF No. 17; Ameranth, Inc. v. Ticketmaster, LLC, 12-CV-1648 JLS (NLS) ("1648"), ECF No. 18; Ameranth, Inc. v. Travelocity.com, LP, 12-CV-1649 JLS (NLS) ("1649"), ECF No. 17; Ameranth, Inc. v. Fandango, Inc., 12-CV-1651 JLS (NLS) ("1651"), ECF No. 18; Ameranth, Inc. v. Wanderspot LLC, 12-CV-1652 JLS (NLS) ("1652"), ECF No. 17; Ameranth, Inc. v. Hotwire, Inc., 12-CV-1653 JLS (NLS) ("1653"), ECF No. 17; Ameranth, Inc. v. Expedia, Inc., 12-CV-1654 JLS (NLS) ("1654"), ECF No. 17; Ameranth, Inc. v. Micros Sys., Inc, 12-CV-1655 JLS (NLS) ("1655"), ECF No. 17.

### II. The Asserted Patents<sup>3</sup>

As stated in the Complaint of each instant action, the Asserted Patents are directed to:

[the] generation and synchronization of menus, including but not limited to restaurant menus, event tickets, and other products across fixed, wireless and/or internet platforms as well as synchronization of hospitality information and hospitality software applications across fixed, wireless and internet platforms, including but not limited to, computer servers, web servers, databases, affinity/social networking systems, desktop computers, laptops, "smart" phones and other wireless handheld computing devices.<sup>4</sup>

# A. The '850 Patent — Information Management and Synchronous Communications System with Menu Generation

The '850 Patent covers an information management and synchronous communications system and method for generating computerized menus for use on specialized displays. The invention allows for the more efficient use of handheld wireless devices in the restaurant and hospitality fields by creating an integrated solution that formats data for smaller displays and allows for synchronization of data.

The asserted claims of the '850 Patent share the following elements: (1) a central database containing hospitality applications and data; (2) at least one wireless handheld computing device on which hospitality applications and data are stored; (3) at least one web server on which hospitality applications and data are stored; (4) at least one web page on which hospitality application and data are stored; (5) an application program interface; and (6) a communications control module. Claim 12 claims a system with the above elements wherein applications and data are synchronized between the central data base, at least one wireless handheld computing device, at least one web server, and at least one web page; and wherein the application program interface allows integration

<sup>&</sup>lt;sup>4</sup>1633, ECF No. 1 at 3; 1634, ECF No. 1 at 3; 1640, ECF No. 1 at 3; 1644, ECF No. 1 at 3; 1646, ECF No. 1 at 3; 1648, ECF No. 1 at 3; 1649, ECF No. 1 at 3; 1651, ECF No. 1 at 3; 1652, ECF No. 1 at 3; 1653, ECF No. 1 at 3; 1654, ECF No. 1 at 3; 1655, ECF No. 1 at 3.



<sup>&</sup>lt;sup>3</sup>This section is based on the published Patents. (*See generally* 1633, ECF No. 1-1; 1634, ECF No. 1-1; 1640, ECF No. 1-1; 1644, ECF No. 1-1; 1646, ECF No. 1-1; 1648, ECF No. 1-1; 1651, ECF No. 1-1; 1652, ECF No. 1-1; 1653, ECF No. 1-1; 1654, ECF No. 1-1; 1655, ECF No. 1-1.)

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of outside applications with the hospitality applications; and wherein the communications control module interfaces between the hospitality applications and any other communications protocols.

#### The **B**. '325 Patent — Information Management and Synchronous Communications System with Menu Generation

The '325 Patent also covers an information management and synchronous communications system and method for generating computerized menus for use on specialized displays. The asserted claims of both the '325 and '850 Patents share the following elements: (1) a central database containing hospitality applications and data; (2) at least one wireless handheld computing device on which hospitality applications and data are stored; (3) at least one Web server on which hospitality applications and data are stored; (4) at least one Web page on which hospitality application and data are stored; (5) an application program interface; and (6) a communications control module.

### *C*. '077 Patent — Information Management and Synchronous Communications System with Menu Generation, and Handwriting and Voice **Modification of Orders**

The '077 Patent also covers an information management and synchronous communications system and method for generating computerized menus for use on specialized displays, but with the added ability to manually modify the entries with handwriting or voice. Generally, the '077 Patent expands upon the prior two patents and also covers the incorporation of a manual interface to allow consumers to manually input a selection.

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