

UNITED STATES PATENT AND TRADEMARK OFFICE

---

BEFORE THE PATENT TRIAL AND APPEAL BOARD

---

APPLE INC.,  
Petitioner,

v.

SMARTFLASH LLC,  
Patent Owner.

---

Case CBM2015-00016

Patent 8,033,458 B2

---

**PATENT OWNER'S REQUEST FOR REHEARING**

## TABLE OF CONTENTS

I.	INTRODUCTION .....	1
II.	STATEMENT OF PRECISE RELIEF REQUESTED .....	2
III.	BACKGROUND .....	2
IV.	ARGUMENT .....	4
A.	Like the Claims in DDR Holdings, the Challenged Claims Are Patent Eligible Because They Teach a Specific Solution to a Novel Problem Presented By Digital Commerce .....	5
B.	The Challenged Claims Do Not Resemble Those in <i>Alice</i> .....	10
1.	The Challenged Claims Are Directed To A Specific Device, Not An Abstract Idea .....	10
2.	The Challenged Claims Contain Numerous “Additional Features” That Demonstrate That They Do Not Cover An Abstract Idea .....	12
V.	CONCLUSION.....	15

## I. INTRODUCTION

The Board’s final written decision in this covered business method patent review misapprehends the Federal Circuit’s and Supreme Court’s guidance on patent eligible subject matter under 35 U.S.C. § 101. The challenged claims cover a specific physical device operating within a novel content delivery system that facilitates distribution of digital content over the Internet while helping to reduce piracy—a pressing problem at the time of invention. The claims contain meaningful limitations that are both inventive and technological, which, when taken in ordered combination, amount to more than the idea of “controlling access to content” and do not pre-empt the field. Furthermore, the claims improve the functioning of computers used to download, store, and access data thereby effecting a technological improvement in the relevant field.

The Board wrongly determined that these claims on a physical device actually covered an abstract idea and ignored the claims’ specific combination of hardware and software to hold that the claims contain no inventive concept. Under the Board’s analysis, any device used in an economic transaction that contains conventional components would be patent ineligible. This error is exactly what the Supreme Court cautioned against in *Alice*. *See Alice Corp. Pty. Ltd. v. CLS Bank Int’l*, 134 S. Ct. 2347, 2354 (2014) (warning against “construing this exclusionary principle [to] swallow all of patent law”). Patent Owner respectfully requests rehearing to correct these errors. *See* 37 C.F.R. § 42.71(d).

## II. STATEMENT OF PRECISE RELIEF REQUESTED

Patent Owner requests that the Board reverse its original decision (Paper 56, March 29, 2016) and hold that challenged claims 6, 8, and 10 are patent eligible.<sup>1</sup>

## III. BACKGROUND

1. The opportunities and challenges associated with distribution of digital content over the Internet “introduces a problem that does not arise” with content distributed on physical media. *DDR Holdings, LLC v. Hotels.com, L.P.*, 773 F.3d 1245, 125 (Fed. Cir. 2014). By the late 1990s, as a result of improved data compression and increasing bandwidth for Internet access, content providers, for the first time, had the ability to offer data for purchase over the Internet; at the same time, unprotected data files could be easily pirated and made available “essentially world-wide.” Ex. 1201, 1:32-33. The conventional operation of the Internet does not solve the problem of data piracy: on the contrary, the Internet facilitates the distribution of data without restriction or protection. *Id.* 1:49-55.

Content providers had faced the issue of piracy before—a CD can be copied onto a cassette tape or onto another CD and the pirated copy sold—but the problem of widespread distribution of pirated content over the Internet was unprecedented. There had never before been a way to make free, identical, and flawless copies of

---

<sup>1</sup> Claim 11 was invalidated on indefiniteness grounds; Patent Owner reserves the right to appeal that determination but does not seek rehearing with respect to it.

physical media available to millions of people instantaneously at virtually no incremental cost. *See generally Metro-Goldwyn-Mayer Studios, Inc. v. Grokster, Ltd.*, 545 U.S. 913, 929-30 (2005). The advent of the Internet thus gave rise to an urgent need to address the problem of data piracy.

The inventor devised a data storage and access system for downloading and paying for data, described in the specification and claimed in this patent and others, comprising specific elements designed to overcome the problems inherent in making digital content available over the Internet. Ex. 1201, at 1 (Abstract). The relevant claims of the '458 patent are directed to one aspect of that system: namely, a “data access device”—for example, a mobile multi-media player—for “retrieving stored data from a data carrier.” *Id.* at 27:8-9. Related patents cover other aspects of the system and interactions explained in the specification.

Claim 6 requires the “data access device” to include a “processor” coupled to a “program store” storing code to “retrieve use status data” and “use rules data” from the data carrier. The device includes code “to evaluate the use status data using the use rules data to determine whether access is permitted.” “[W]hen access is permitted,” the device includes code to access the content data stored on the data carrier. Ex. 1201, 27:8–23. Claim 8 adds “user access control,” in which the “user access data,” too, is stored on the data carrier. Claim 10 adds code to retrieve and output “supplementary data”—such as advertising—to the user.

# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

## Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

## API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

## LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.