

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE, INC.

Petitioner

v.

SMARTFLASH LLC

Patent Owner

Case CBM2015-00028

Patent 7,334,720

PATENT OWNER'S MANDATORY NOTICE INFORMATION

UNDER 37 CFR 42.8

Pursuant to Rule 42.8, Patent Owner hereby submits its mandatory notice information. This information is being filed and served within 21 days of service of the Petition.

I. NOTICE OF REAL PARTY-IN-INTEREST

The real party-in-interest is Smartflash LLC, 100 E. Ferguson, First Place, Suite 406, Tyler, Texas 75702. A Power of Attorney from the real party-in-interest has previously been filed in the patent.

II. STATUS OF RELATED PROCEEDINGS

Patents claiming priority back to a common series of applications (U.S. Application No. 10/111,716, its PCT application and the GB priority application) are currently the subject of four instituted CBM reviews (CBM2014-00102, CBM2014-00106, CBM2014-00108 and CBM2014-00112) filed by Apple Inc., four earlier 2015 petitions (CBM2015-00015 to -00018) filed by Apple that have not been instituted, and five later-filed 2015 petitions (including this one) by Apple that have not been instituted (including CBM2015-00028, -00029, -00031, -00032 and -00033). In addition, ten other petitions were filed by Samsung Electronics America, Inc., Samsung Electronics Co., Ltd., and Samsung Telecommunications America, LLC on September 26, 2014 in CBM2014-00190, -00192, -00193,

-00194, -00196, -00197, -00198, -00199, -00200 and -00204), but preliminary responses have not yet been filed by Patent Owner.

In addition, those patents are involved in patent litigation in: Case No. 6:13-cv-447, *Smartflash LLC and SmartFlash Tehnologies Limited v. Apple Inc., Robot Entertainment, Inc., Kingsisle Entertainment, Inc., and Game Circus LLC*, Case No.6:13-cv-448, *Smartflash LLC and SmartFlash Tehnologies Limited v. Samsung Electronics Co., Ltd., Samsung Electronics America, Inc., Samsung Telecommunications America, LLC, HTC Corporation, HTC America, Inc., Exedea, Inc., and Game Circus LLC*, and Case No. 6:14-cv-435, *Smartflash LLC and SmartFlash Tehnologies Limited v. Google, Inc., Gearbox Software LLC, and Bonus XP, Inc.*, all pending in the U.S. District Court for the Eastern District of Texas (E.D. Tex.).

III. Notification of Lead and Backup Counsel

Lead counsel:

Michael R. Casey

Davidson Berquist Jackson & Gowdey, LLP

4300 Wilson Blvd, Suite 700

Arlington, VA 22203

Telephone/Fax: (703) 894-6406/(703) 894-6430

Email: mcasey@dbjg.com

Registration No. 40,294

Backup counsel:

J. Scott Davidson

Davidson Berquist Jackson & Gowdey, LLP

4300 Wilson Blvd, Suite 700

Arlington, VA 22203

Telephone/Fax: (703) 894-6401/(703) 894-6430

Email: jsd@dbjg.com

Registration No. 33,489

IV. SERVICE INFORMATION

Michael R. Casey

Davidson Berquist Jackson & Gowdey, LLP

4300 Wilson Blvd, Suite 700

Arlington, VA 22203

Telephone/Fax: (703) 894-6406/(703) 894-6430

mcasey@dbjg.com; docket@dbjg.com

V. PATENT OWNER PRELIMINARY RESPONSE

The Patent Owner reserves the right to file a preliminary response at a later time.

Dated: December 15, 2014

/ Michael R. Casey /

Michael R. Casey
Registration No. 40,294
Davidson Berquist Jackson &
Gowdey, LLP
4300 Wilson Blvd, Suite 700
Arlington, VA 22203
Telephone: (703) 894-6406
Fax: (703) 894-6430
Email: mcasey@dbjg.com

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.