

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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GOOGLE INC. AND APPLE INC.,  
Petitioners,

v.

CONTENTGUARD HOLDINGS, INC.,  
Patent Owner.

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Case No. CBM2015-00040<sup>1</sup>  
U.S. Patent No. 7,774,280

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**MANDATORY NOTICES FOR PETITIONER APPLE INC.**

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<sup>1</sup> Case No. CBM2015-00160 has been joined with this proceeding.

CBM2015-00040  
CBM2015-00160

Pursuant to 37 C.F.R. § 42.8, Petitioner Apple Inc., which has been joined as a party to this proceeding, submits the following Mandatory Notices. Because Apple cannot presently file documents in this proceeding, counsel for Petitioner Google Inc. is electronically submitting this document.

**I. Real Party In Interest**

In accordance with 37 C.F.R. § 42.8(b)(1), the real party in interest is Apple Inc. located at One Infinite Loop, Cupertino, CA 95014.

**II. Related Matters**

In accordance with 37 C.F.R. § 42.8(b)(2), Petitioner Apple identifies the following district court proceedings that may affect or be affected by a decision in this proceeding:

- *ContentGuard Holdings Inc. v. Amazon.com, Inc., et al.*, Civ. No. 2:2013-cv-01112 (E.D. Tex.)
- *ContentGuard Holdings Inc. v. Google Inc.*, Civ. No. 2:14-cv-00061 (E.D. Tex.)
- *Google Inc. v. ContentGuard Holdings Inc.*, Civ. No. 3:14-cv-00498 (N.D. Cal.)
- *ContentGuard Holdings Inc. v. DirecTV, LLC*, Civ. No. 2:15-cv-00128 (E.D. Tex.)

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The following proceedings, patents, or patent applications involve or involved U.S. Patent No. 7,774,280 or related patents and may affect or be affected by a decision in this proceeding:

- Google's Petition for Covered Business Method Review for U.S. Patent No. 8,001,053 (CBM2015-00043);
- Apple's Petitions for *Inter Partes* Review for U.S. Patent No. 7,774,280 (IPR2015-00351, 352, 353, 354);
- Apple's Petitions for *Inter Partes* Review for U.S. Patent No. 8,001,053 (IPR2015-00355, 356, 357, 358);
- Pending U.S. Patent Applications related to U.S. Patent No. 7,774,280 (U.S. Application No. 13/296,599);
- Pending U.S. Patent Applications related to U.S. Patent No. 8,001,053 (U.S. Application No. 13/162,826);
- Issued U.S. Patents related to U.S. Patent No. 7,774,280 (U.S. 8,078,542);
- ZTE's Petitions for *Inter Partes* Review of patents related to the '012 patent (IPR2013-00133, 134, 137, 138, 139, 454); and
- Apple's Petitions for *Inter-Partes* Review of patents related to the '012 patent (IPR2015-00440 to -00458).

**III. Lead and Back-Up Counsel**

Pursuant to 37 C.F.R. § 42.10, Petitioner Apple provides the following designation of counsel for this proceeding:

<u>Lead Counsel</u> <sup>2</sup> Jeffrey P. Kushan (Reg. No. 43,401) jkushan@sidley.com (202) 736-8914	<u>Backup Lead Counsel</u> Michael R. Franzinger (46,335) mfranzinger@sidley.com (202) 736-8583  Thomas A. Broughan, III (66,001) tbroughan@sidley.com (202) 736-8314
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Service on Petitioner Apple may be made by e-mail (iprnotices@sidley.com), or by mail or hand delivery to: Sidley Austin LLP, 1501 K Street, N.W., Washington, D.C. 20005. The fax number for lead and backup lead counsel is (202) 736-8711.

Dated: November 5, 2015

Respectfully Submitted,

/Jeffrey P. Kushan/  
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*Attorney for Petitioner Apple*

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<sup>2</sup> Because this is a joined proceeding, Apple's Lead Counsel is designated as Backup Counsel in PRPS.

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**CERTIFICATE OF SERVICE**

I hereby certify that on this 5<sup>th</sup> day of November 2015, a copy of this  
MANDATORY NOTICES FOR PETITIONER APPLE, has been served in its  
entirety by e-mail on the following counsel of record for Patent Owner:

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Dated: November 5, 2015

Respectfully Submitted,

/ Jeffrey P. Kushan /

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