PATENT OWNER

EXHIBIT 2030

From: Steven Larson (PACWEST) [mailto:stevelar@microsoft.com]
Sent: Wed 1/3/2007 10:37 AM
To: Keith McNally
Subject: RE: Ameranth/Microsoft support of Starbucks

Hi Keith,
Happy New Year to you as well. I spoke to Rob about this and he sent the details around that you
provided to me. What I have learned is that Starbucks is in the middle of an entire overhaul of their web
presence primarily www.starbucks.com
They have gone to RFI for a revamp Web2.0 with some of the big players and niche players in the
industry. Rob wanted me to let you know that right now that has 100% of everyone's focus. Once they
settle in on what they want to do I think we should make another run at this.
As I mentioned to you earlier, you should not hesitate to go directly to the Marketing Org to make
inroads with them. My guess is that this redesign will take time. Marketing is leading that effort. Call me
if you have any questions and would be happy to help in any way I can.
Best regards,
Steve

From: Keith McNally [mailto:KMcNally@ameranth.com]
Sent: Tuesday, January 02, 2007 6:24 PM
To: Steven Larson (PACWEST)
Subject: RE: Ameranth/Microsoft support of Starbucks
Steve-
Happy New Year! Hope that you had a really nice holiday season. Hopefully, you will be able to close with
Rob/Starbucks this week and set up the date for me/us to meet with them in Seattle this month - to
discuss our exciting concepts-
Please advise-
Thanks-
Keith McNally

From: Keith McNally
Sent: Friday, December 15, 2006 2:23 PM
To: 'Steven Larson (PACWEST)'
Subject: RE: Ameranth/Microsoft support of Starbucks
OK. Thanks Steve. I realize - at this time of year, everyone is pretty maxed. Pls offer for me to come in
and meet with Rob/them in January and hopefully work toward a pilot for one or more aspects of what we
proposed. Again, we will do all of this at our own cost and at the local Starbucks here in SD, we only need
corporate blessing. Thanks again! Keith

From: Steven Larson (PACWEST) [mailto:stevelar@microsoft.com]
Sent: Friday, December 15, 2006 1:53 PM
To: Keith McNally
Subject: RE: Ameranth/Microsoft support of Starbucks
Hi Keith,
I am sorry for the slow resonse here. I have not had any feedback from Rob Reed on what I showed him
a few weeks ago. I will ask him today and when he responds I will let you know what he says.
Thanks
Steve
From: Keith McNally [mailto:KMcNally@ameranth.com]
Sent: Friday, December 15, 2006 12:52 PM
To: Steven Larson (PACWEST)
Subject: RE: Ameranth/Microsoft support of Starbucks
Steve-

I am not trying to be 'a pain', but any chance of an update from Starbucks? We remain **excited** and anxious to move forward but obviously we need some kind of a direct interface with Rob - to establish the appropriate next step-
Please advise-
Keith

From: Keith McNally
Sent: Monday, December 11, 2006 9:09 AM
To: Steven Larson (PACWEST)
Cc: Suresh Sreedharan; Mark Patterson (SAN DIEGO, CA); Sam Chenaur
Subject: RE: Ameranth/Microsoft support of Starbucks
Steve-
I hope that all is well with you. Any news back from Rob - as to setting up the next step - of us meeting with Starbucks?
Please advise-
Thanks-
Keith McNally

From: Steven Larson (PACWEST) [mailto:stevelar@microsoft.com]
Sent: Fri 12/1/2006 7:49 AM
To: Keith McNally
Cc: Suresh Sreedharan; Mark Patterson (SAN DIEGO, CA); Sam Chenaur
Subject: RE: Ameranth/Microsoft support of Starbucks

Hi Keith,
I showed Rob the slide deck you provided to me. He liked what he saw. Commented that Tmobile owns the hot spots in the stores. However if the business folks at Starbucks wanted to add Ameranth that TMobile would do it.
He asked me to send him the presentation so he could show it to some folks there. He was not specific as to who he would show it to but I will find that out.
I will be sending it to him today. I will follow up with him next week and find out who you should talk to at Starbucks.
You did a very nice job of putting the slide show together and it showed well. Thanks for the hard work you put into that. I will send you another update by mid next week.
Have a good weekend.
Steve
From: Keith McNally [mailto:KMcNally@ameranth.com]
Sent: Friday, December 01, 2006 7:40 AM
To: Steven Larson (PACWEST)
Cc: Suresh Sreedharan; Mark Patterson (SAN DIEGO, CA); Sam Chenaur
Subject: RE: Ameranth/Microsoft support of Starbucks
Steve-
Hope that all is well. How did it go yesterday with Rob? Next steps?
Please advise-
Keith

Rob Reed

Managing Partner at CircleTwice Consulting

Greater Seattle Area | Retail

500+ connections

Current	Circle Twice Consulting
Previous	Car Toys Inc./Wireless Advocates LLC, Starbucks Coffee Company, Excell Data (contract at Microsoft)
Education	University of Arizona
Recommendations	**10** people have recommended **Rob**

Join LinkedIn and access Rob's full profile. It's free!

As a LinkedIn member, you'll join 400 million other professionals who are sharing connections, ideas, and opportunities.

• See who you know in common
• Get introduced
• Contact **Rob** directly

View Rob's Full Profile

Summary

Technology Executive with extensive and diversified experience in creating and implementing global technology solutions from concept development to product delivery across a wide variety of technologies for Car Toys/Wireless Advocates, Starbucks Coffee Company, Microsoft and SAFECO Insurance. A strong record of building and leading highly successful teams, delivering innovative solutions and growing successful and profitable businesses online.

Specialties: •Strategic and operational planning
•Major capital expenditure planning and oversight
•Forecasting and budgeting (Operating and Capital)
•Global technology delivery and operations management
•P&L profit growth and expense control
•Emerging technologies and enterprise architectures
•Global portfolio management and prioritization
•Business Development
•Re-engineering operations and process-improvement
•Technology vendor management and contract negotiation

Experience

Managing Partner

Circle Twice Consulting

December 2013 – Present (2 years 2 months) | Greater Seattle Area

CircleTwice Consulting. We focus on large project delivery and managing technology initiatives and strategy – with an emphasis on brick-and-mortar and omni-channel retailers. We help retailers deliver technologies and strategies quickly, efficiently, and with focused results. Our approach is simple – keep the process simple and focused – delivering what is needed in the fastest and lowest cost possible – without sacrificing quality.

Technology VP (CIO), E-Commerce GM

Car Toys Inc./Wireless Advocates LLC

April 2010 – December 2013 (3 years 9 months) | Greater Seattle Area

Car Toys is the largest independent retailer of mobile entertainment and wireless phones in the nation and Wireless Advocates, LLC is the exclusive third-party provider of wireless related products and services for Costco, Staples, and select Army & Air Force Exchange Service (AAFES) base locations.

Vice President and E-Commerce General Manager responsible for the Enterprise Information Technology organization & online commerce team for a 1200+ retail location consumer and mobile electronics retailer and wholesaler.

Responsibilities include full leadership for all technology functions: retail technology and point-of-sale (POS), ERP, ecommerce, helpdesk, business intelligence, emerging platforms, software engineering, voice and data services, PMO, information security, finance, infrastructure, supply-chain and HRIT.

GM of E-Commerce duties include full P&L and leadership responsibility for broad online commerce activities: multi-channel e-commerce, customer service call center, b2b/b2c, SEO/SEM, strategic digital partnerships and digital business development.

Director of Global Business Technology

Starbucks Coffee Company

2007 – 2010 (3 years)

Strategic, financial and operational responsibility for the global technology support of Starbucks' 170,000 employees.
•Created and led the program and project management office responsible for leading the design of a $30M business process outsourcing (BPO) transition for operational services covering a multitude of HR capabilities including workforce administration, payroll, and employee and manager self-service programs.
•Initiated and delivered an automated hiring and employee training process for all Starbucks locations to an online, zero-paper system resulting in an annual hourly employee turnover reduction of 10%
•Led the development and implementation of global systems architectures, complex cross-functional program and project management practices, portfolio management, operations (security, business intelligence, recruiting and staffing), and strategic technology leadership resulting in the introduction of 5 global systems in under two years.
•Architected a departmental reorganization in response to company leadership change (CEO) to support change in strategic direction while exceeding operational service levels across all existing business systems and processes.
•Designed, led, and managed the due diligence processes with large, global teams to evaluate potential benefits, risks and mitigation plans for program implementations; led a team responsible for conducting detailed business case analysis including market and company analysis, strategic fit, value proposition and financial and economic modeling supporting the assessment and valuation of potential opportunities.
•Developed department-wide vendor management program tied to large scale technology procurement and implementation. Drove vendor selection, vendor negotiations, contracting, and implementation of multiple SaaS and packaged software solutions resulting in an average departmental contract savings of approximately 15% on existing, renegotiated agreements.

Director of Global Web Solutions and Strategic Vendor Relationships

Starbucks Coffee Company

2002 – 2007 (5 years)

Built and led a team designing, developing and supporting all online services for Starbucks and more than 16,000 stores in 44 countries, servicing over 30 million customers per week.
•P&L accountability for enterprise-wide online services including Starbucks.com and all international multi-lingual web properties, internal employee portals, mobile applications, kiosks,

DOCKET ALARM

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 inter-face) 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.

fastcase®
Smarter legal research.