

PATENT OWNER  
EXHIBIT 2036



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# The most powerful mobile ecosystem of any retailer in the world

MOBILE ORDER & PAY

Will add incremental visits and increase throughput –  
launched today in Portland

MOBILE APPS

12M who are actively using our apps | 15% of tender  
7M transactions per week

MY STARBUCKS REWARDS®/LOYALTY

8M active MSR members

STARBUCKS CARD

33% of tender in stores (pre-paid)

STORES

47M transactions each week | ~12k stores in the US

## Mobile order and pay will drive both topline and ticket... and increase bottom line efficiency

1

Convenience will induce many more customers to establish pre-paid MSR accounts

More active MSR customers

2

1:1 marketing and ordering functionality encourage customization and attach

Average order size increases

3

Customers will increase their frequency because of added convenience

More transactions from current customers

4

Customer order entry reduces time the baristas need to spend on the POS

Increased operating efficiency, including reduction of the POS bottleneck

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DELIVERY

MOBILE ORDER & PAY

MOBILE APPS

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# 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.

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Sync your system to PACER to automate legal marketing.