

PATENT OWNER

EXHIBIT 2053

**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](http://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

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**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

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**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 response 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

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**From:** Keith McNally  
**Sent:** Monday, December 11, 2006 9:09 AM  
**To:** Steven Larson (PACWEST)  
**Cc:** Suresh Sreedharan; Mark Patterson (SAN DIEGO, CA); Sam Chenaar  
**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

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**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 Chenaar  
**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 Chenaar  
**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

### Find a different Rob Reed

Example: [Rob Reed](#)



**Robert Reed**  
IT Recruiter at Allianz Life  
United States



**Rob Reed**  
HR Recruiter at AutoNation  
United States



**Rob Reed**  
Founder, MomentFeed  
United States



**Robert M. Reed**  
Director – U.S. AML Regulatory Effectiveness at BMO Financial Group  
United States



**Robert Reed**  
Marketing & Sales Professional  
United States

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### People Also Viewed



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Business Systems Analyst at Desert Oasis Healthcare



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VP of IT



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**C. Norman Shaffer**



**Paul Kim**  
Enterprise Project Manager at CarToys & Wireless Advocates



**Steve Dennis**



**Suzelle Tinnell**  
Manager, Project Management Office



**Glen Hamilton**  
Ecommerce Professional



**Rietta Stoneman**  
EVP and CIO at Wireless Advocates and Car Toys



**David K Drew**  
President and COO at Car Toys

### 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.

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