UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

### FORD MOTOR COMPANY Petitioner,

v.

**VERSATA SOFTWARE, INC.** Patent Owner.

U.S. Patent No. 7,739,080

CBM Case No.: CBM2016-00101

PETITION FOR POST-GRANT REVIEW (COVERED BUSINESS METHOD REVIEW) UNDER 35 U.S.C. §321 AND §18 OF THE LEAHY-SMITH AMERICA INVENTS ACT (CLAIMS 1-22 OF U.S. PATENT NO. 7,739,080)

DOCKET A L A R M Find authenticated court documents without watermarks at <u>docketalarm.com</u>.

DOCKET

# **Table of Contents**

List of Exhibitsiii						
Mandatory Notices Under 37 C.F.R. § 42.8 iv						
	Real Party-In-Interest – 37 C.F.R. § 42.8(b)(1) iv					
	Related Matters – 37 C.F.R. § 42.8(b)(2) iv					
	Lead	Lead and Back-Up Counsel Under 37 C.F.R. § 42.8(b)(3) iv				
	Service Information Under 37 C.F.R. § 42.8(b)(4)					
I.	Intro	ntroduction1				
II.	The '080 Patent1					
III.	Standing Requirements Under 37 C.F.R. §42.304					
	A. Petitioner meets the eligibility requirements of §42.3022					
	В.	The '	080 Patent is a Covered Business Method Patent2			
		1.	The '080 patent claims a "financial product or service"2			
		2.	Claims 1-22 are not directed to a "technological			
			invention"6			
	C.	Chal	lenged Claims – 37 C.F.R. §42.304(b)(1)9			
	D.	Grou	nds of Challenge – 37 C.F.R. §42.304(b)(2)9			
IV.	Person Having Ordinary Skill in the Art9					
V.	Claim Construction – 37 C.F.R. §42.304(b)(3)10					
VI.	The Claims Are Unpatentable Under The Statutory Grounds Identified Above – 37 C.F.R. §42.304(b)(4)					
	A.	Grou	nd 1 – Claims 1-22 are unpatentable under 35 U.S.C. §10110			
		1.	Step One: The '080 patent claims are directed to a patent-ineligible concept – an abstract idea			
			a. Independent claims 1, 3, 4, and 2214			
			b. The dependent claims22			
		2.	Step Two: The '080 patent claims lack an inventive			
			concept			

	Ground 2 – Claims 2, 10, and 16 are indefinite under 35 U.S.C. §112, ¶2	29
VIII.	Ground 3 – Claim 22 is an improper means-plus-function claim under 35 U.S.C. § 112, ¶ 6 and indefinite under § 112, ¶ 2	34
IX.	Conclusion	42
X.	Fee Statement	42

DOCKET

# **List of Exhibits**

Exhibit No.	Description	Identifier
1001	U.S. Patent No. 7,739,080	'080 patent
1002	Versata Complaint in the Versata lawsuit	
1003	Versata Counterclaim in the Ford lawsuit	
1004	A Guide to the Legislative History of the America Invents Act; Part II of II, 21 Fed. Cir. Bar J. No. 4 (2002), pp. 539-653	AIA Legislative History Guide
1005	U.S. Patent No. 7,200,582	'582 patent
1006	Declaration of Deborah L. McGuinness	McGuinness Decl.
1007	File history of the '080 patent	'080 file history
1008	McGuinness Curriculum Vitae	
1009	Stefik, Introduction to Knowledge Systems (1995)	Stefik
1010	McDermott, <i>R1: an Expert in the Computer</i> Systems Domain, Proceedings AAAI-80 (1980)	McDermott
1011	McGuinness et al., An Industrial-Strength Description Logic-Based Configurator Platform, IEEE Intelligent Systems (1998)	
1012	McGuinness et al., <i>Description Logic in Practice:</i> <i>A CLASSIC: Application</i> , Proceedings of the 14th International Joint Conference on Artificial Intelligence, Montreal, Canada, (August 1995)	
1013	Versata's identification of "means" structure for claim 22 of the '080 patent from the <i>Ford</i> lawsuit	
1014	Versata's Opening Claim Construction Brief in the <i>Ford</i> lawsuit	

# Mandatory Notices Under 37 C.F.R. § 42.8

### Real Party-In-Interest – 37 C.F.R. § 42.8(b)(1)

Petitioner certifies that Ford Motor Company ("Ford") is the real party-ininterest.

# **Related Matters – 37 C.F.R. § 42.8(b)(2)**

Petitioner identifies the following related judicial matter: *Ford Motor Co. v. Versata Software, Inc.*, Case No. 2:15-cv-10628-MFL-EAS ("the *Ford* lawsuit"). U.S. Patent No. 7,739,080 ("the '080 Patent") is being asserted by Versata in the *Ford* lawsuit, along with seven additional patents. In connection with the *Ford* lawsuit, Versata Software, Inc. has stated that it "holds all right, title, and interest in and to the '080 Patent."<sup>1</sup> (Ex. 1003 at 2, 36.)

The '080 Patent was also asserted in *Versata Dev. Grp., Inc. v. Ford Motor Co.*, Case No. 4:15-cv-00316-RC-CMC ("the *Versata* lawsuit"). (Exh. 1002.) The *Versata* lawsuit was dismissed without prejudice on December 3, 2015.

Petitioner has not filed any concurrent petitions concerning the '080 Patent.

### Lead and Back-Up Counsel Under 37 C.F.R. § 42.8(b)(3)

Petitioner appoints Thomas A. Lewry (Reg. No. 30,770) of Brooks Kushman P.C. as lead counsel, and appoints John S. LeRoy (Reg. No. 48,158),

<sup>1</sup> The most recent assignment recorded with the U.S. Patent and Trademark Office states that the assignee of the '825 Patent is Versata Development Group, Inc.

# DOCKET A L A R M



# 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.