

**Patent Owner MobileMedia Ideas LLC's Demonstrative
Exhibit
for October 18, 2013 Oral Argument**

**BlackBerry Corp. and BlackBerry Limited
v. MobileMedia Ideas LLC**

**IPR2013 – 0016 (JYC)
Trial Hearing – Mobile Media's Motion to Amend**

October 18, 2013

**MobileMedia Ideas
Exhibit 2012
Blackberry v. MobileMedia
IPR 2013-0016**

Mobile Media's Motion To Amend The '828 Patent Should Be Granted

- 1. Mobile Media Complied With The Guidance From The Board Provided In The Conference All**
- 2. The Motion To Amend Complies With The Statute And PTO Rules And Guidelines**
- 3. The Motion to Amend Presents Claims That Are Supported And Definite**
- 4. The Motion to Amend Proposed Claims That Are Narrower In Scope Than The Original Claims**
- 5. The Motion to Amend Is Supported By Unrebutted Expert Opinion That The Proposed Claims Are Not Anticipated and Not Obvious**

Overview Of Presentation

- 1. Overview Of The '828 Patent**
- 2. Priority Date Of The '828 Patent**
- 3. Mobile Media's Motion To Amend Complied With The USPTO Practice Guide Trial And Board Guidance**
- 4. Substitute Claims Marked To Show Changes from Original Claims**
- 5. Specification And Priority Application Support**

Overview Of Presentation (cont'd)

- 6. The Motion To Amend Present Claims That Are (a) Narrower In Scope Than The Original Claims, (b) Definite, And (c) Supported**
- 7. Dr. Madisetti Has Presented Unrebutted Expert Testimony That The Proposed Claims Are Not Anticipated Or Obvious**

U.S. Patent No. 6,441,828



US006441828B1

(12) **United States Patent**
Oba et al.

(10) **Patent No.:** US 6,441,828 B1
(45) **Date of Patent:** Aug. 27, 2002

(54) **IMAGE DISPLAY APPARATUS**

(75) **Inventors:** Haruo Oba; Kunihiro Sawai, both of Kanagawa; Yoshiaki Inoue; Iwami Tsujimura, both of Aichi, all of (JP)

(73) **Assignee:** Sony Corporation, Tokyo (JP)

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) **Appl. No.:** 09/391,941
(22) **Filed:** Sep. 8, 1999

(30) **Foreign Application Priority Data**
Sep. 8, 1998 (JP) 10-254231
Jan. 25, 1999 (JP) 11-016215

(51) **Int. Cl.⁷** G09G 5/34
(52) **U.S. Cl.** 345/659; 345/905; 348/794
(58) **Field of Search** 345/10, 126, 1-2, 345/905, 326-327, 329, 330; 361/681, 683, 686-687; 348/333.01, 333.02, 333.03, 333.04, 333.11, 333.12, 232, 222, 207, 211, 552, 794, 373, 14.09; 725/109, 112-113, 118, 133, 141; 382/103; 709/204

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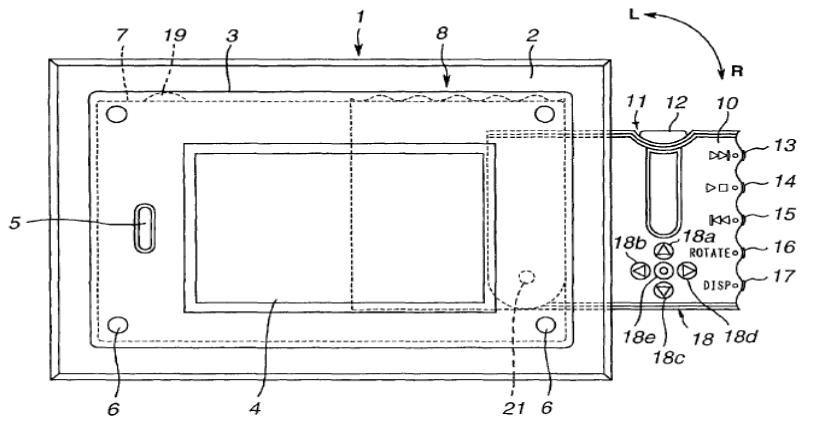
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Assistant Examiner—Francis Nguyen
(74) *Attorney, Agent, or Firm*—Jay H. Maioli

(57) **ABSTRACT**

In an image display apparatus, information on a direction in which an image is to be displayed on a display panel is recorded in a memory card, and a to-be-displayed image signal corresponding to the displaying-direction information read from the memory card is displayed on the display panel. The displaying-direction information relates to a direction in which the image is to be displayed on the display panel. More particularly, it is information indicative of a direction designated by the user of the apparatus pressing a rotate button on an operation panel and in which image information initially read from the memory card is displayed on the display panel. Pressing the rotate button a maximum of three times for one image will rotate the image clockwise, for example, whereby it is possible to designate a desired direction in which the image is to be displayed. Thus an image can be displayed in a correct direction even with no designation for an image's normal direction regardless of whether the image display apparatus itself is placed with the shorter or longer side down.

18 Claims, 13 Drawing Sheets



Filed: September 18, 1999
Claims at Issue: 6, 7, 15, 17, 18
Independent Claim: 6
Dependent Claims: 7, 15, 17, 18
Substitute Claims: 19, 20, 21, 22, 23
Claim 19 is the sole independent substitute claim

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