

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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PNY Technologies, Inc.  
Petitioner

v.

Phison Electronics Corp.  
Patent Owner

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Case IPR2013-00472  
Patent 7,518,879

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**DECLARATION OF STEVE VISSER**

## I. Engagement

1. I am Steven Carl Visser.
2. I live at 2472 Gala Court, West Lafayette, IN 47906. I can be reached by phone at the following numbers; Purdue phone 765-494-2295, home phone 765-588-4241, and cell phone 765-491-9633.
3. I have been asked to offer technical opinions with respect to the present *inter partes* review of U.S. Patent No. 7,518,879 (“the ‘879 patent”). I base these opinions on my experience regarding industrial design and manufacturing. My current curriculum vita is attached. I have been asked to opine on issues related to the validity of U.S. Patent No. US 7,518,879, entitled “UNIVERSAL SERIAL BUS (USB) MEMORY PLUG” (the “‘879 patent”).
4. I have been retained by the law firm of Fish & Richardson, P.C. on behalf of Phison Electronics Corp., (“Phison”). My billing rate through IMS expert services is \$455/hour for time spent on this matter. My compensation is hourly and unaffected by the substance or outcome of my opinions.
5. I received a Masters of Fine Art with a major of Industrial Design in 1988 from the University of Illinois at Urbana-Champaign. I

have also received a Bachelor of Art with a major of Fine Art in 1982 from Northwestern College, Orange City Iowa.

6. I began my academic career as a teaching assistant at University of Illinois at Champaign Urbana from 1986 to 1988. Since 1989, I have held several positions in the Department of Visual and Performing Arts at Purdue University: Visiting Assistant Professor of Industrial Design at Purdue University from 1989 to 1990; Assistant Professor of Industrial Design from 1990 to 1996; Associate Professor of Industrial Design from 1996 to 2006; and Professor of Industrial Design from 2006 to present. I am currently a tenured Full Professor at Purdue University in the area of Industrial Design, where I serve as the Area Representative for Industrial Design. I served as a Fulbright Professor at the University of Art and Design Helsinki from 1996 to 1997.

7. In preparing my report I have reviewed documents listed in Exhibit A.

8. A copy of my CV is attached as Exhibit B.

## II. Qualifications and Experience

9. Before teaching, I worked as an industrial designer at Hari and Associates in Skokie, Illinois.

10. From 1990 to 2005, I designed through a consultancy firm I founded: Steve Visser Design. I worked for a variety of companies and inventors by providing industrial design services.

11. From 2005 to present, I have designed through DesigNapkin, a firm I co-founded that provides industrial design services. The firm has designed products for a variety of companies including: Samsung, Omega Lighting, Klipsch, and Filadex.

12. I have designed a variety of products as an industrial designer. Of particular interest in this case, I have designed several consumer electronic products. Specifically, near the time of the '879 patent application, I designed several electronic products, including cell phones for Samsung, an iPhone accessory for Klipsch, a conceptual networking device that was exhibited internationally, and a USB memory device for Filadex Inc.

13. My industrial design work focuses on the integration of the functional and psychological requirements of products. I consider the

functional needs of both the manufacturing process, and the functional needs of the consumer in producing designs. As part of this design work, I am responsible for understanding the physical structures that make up each particular design. I also consider various manufacturing processes and materials in the design of a product, with the goal of creating a design that can be profitably produced and still fulfill all of its needs. The psychological requirements of the consumer are also considered. My work helps create the interface and aesthetics that allow the consumer understand how to use the product as well as appreciate it.

14. My design work has been recognized nationally and internationally. I have received recognition in international design competitions, including the following: Award of Excellence in the Taiwan International Design Competition, two Opus Awards in the Opus Design Award: International Eyewear Design Competition in Japan, Honorable Mention in ID Magazine's 50th Annual International Design Competition, Finalist in the Korean International Travel Souvenir Design Competition, Second Place in Neste Forma Finlandia 3

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