

**UNITED STATES PATENT AND TRADEMARK OFFICE**

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**BEFORE THE PATENT TRIAL AND APPEAL BOARD**

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**TARGET CORPORATION**  
Petitioner

v.

**DESTINATION MATERNITY CORPORATION**  
Patent Owner

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Case No. IPR2013-00532  
(U.S. Patent No. RE43,531)

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Dated: September 16, 2014

Before JENNIFER S. BISK, MICHAEL J. FITZPATRICK, and  
MITCHELL G. WEATHERLY *Administrative Patent Judges*.

**PATENT OWNER'S EXHIBIT LIST**

- Exhibit 2001: October 19, 2007 blog post on The Mommy Playbook
- Exhibit 2002: July 31, 2008 blog post on Mamanista!
- Exhibit 2003: Color artifact of JC Penney Catalog 2005 found in USSN 12/117,004 (US 7,900,276)
- Exhibit 2004: December 4, 2011 Form 1449 from US RE43,563
- Exhibit 2005: Excerpts from the October 10, 2013 Deposition of Mindy Simon
- Exhibit 2006: Excerpts from the October 4, 2013 Deposition of Gregory Stangle
- Exhibit 2007: May 31, 2008 blog post on Everyday Becky
- Exhibit 2008: July 15, 2008 Review: Secret Fit Belly Jeans from Motherhood Maternity
- Exhibit 2009: January 30, 2008 blog post on Pinching Your Pennies Forums
- Exhibit 2010: October 28, 2008 blog post on The Shy Girl's Guide to Pregnancy and Parenting
- Exhibit 2011: October 3, 2008 blog post on Mamapedia
- Exhibit 2012: January 2008 blog post on The Bump
- Exhibit 2013: October 15, 2008 blog post on Pregnant Fashionista
- Exhibit 2014: August 2008 blog post on Libby's Latest
- Exhibit 2015: January 6, 2009 blog post on Keeping the Kingdom First
- Exhibit 2016: May 21, 2009 blog post on Pregnant Fashionista
- Exhibit 2017: Declaration of David Brookstein, Sc.D.
- Exhibit 2018: Deposition transcript of Frances Harder (April 24, 2014)

- Exhibit 2019: UNDER SEAL deposition transcript of Amy Brady (October 10, 2013)
- Exhibit 2020: UNDER SEAL Exhibit 114 from deposition transcript of Amy Brady
- Exhibit 2021 July 17, 2007 Patent Owner press release - introduction to Secret Fit Belly styles
- Exhibit 2022: UNDER SEAL Declaration of Philip Green
- Exhibit 2023: Merriam-Webster's Collegiate Dictionary, 11th Ed., 2007, p. 1245
- Exhibit 2024: Merriam-Webster's Collegiate Dictionary, 11th Ed., 2007, p. 679
- Exhibit 2027 : REDACTED deposition transcript of Amy Brady (October 10, 2013)
- Exhibit 2028: REDACTED Exhibit 114 from deposition transcript of Amy Brady
- Exhibit 2029: REDACTED Declaration of Philip Green
- Exhibit 2030 U.S. Patent 6,669,064
- Exhibit 2031 U.S. Patent 5,034,999
- Exhibit 2032 U.S. Patent 7,089,597
- Exhibit 2033 U.S. Patent 8,016,640
- Exhibit 2034 U.S. Patent 4,590,624
- Exhibit 2038 DMC 2006 10K
- Exhibit 2039 DMC 2008 10K
- Exhibit 2040 DMC 2009 10K

Exhibit 2041	DMC 2012 10K
Exhibit 2042	DMC 2013 10K
Exhibit 2043	DMC0002838
Exhibit 2044	DMC0003635
Exhibit 2045	DMC0031917
Exhibit 2046	DMC0037084
Exhibit 2047	DMC0066466
Exhibit 2048	DMC0119452
Exhibit 2049	DMC0031997
Exhibit 2050	<a href="http://www.motherhood.com/maternity/secret-fit-belly.asp">http://www.motherhood.com/maternity/secret-fit-belly.asp</a>
Exhibit 2051	<a href="http://www.motherhood.com/Shop_Motherhood_Maternity/SecretFitBelly-Testimonials.asp">http://www.motherhood.com/Shop_Motherhood Maternity/SecretFitBelly-Testimonials.asp</a>
Exhibit 2052	<a href="http://www.destinationmaternity.com">www.destinationmaternity.com</a>
Exhibit 2053	<a href="http://www.alvanon.com/assets/files/AlvaForm_Catalog_(v3.0)_12X27_[SO FT]_24APR2013.pdf">http://www.alvanon.com/ assets/files/AlvaForm_Catalog_(v3.0)_12X27_[SO FT]_2 4APR2013.pdf</a>
Exhibit 2054	UNDER SEAL Supplemental Declaration of Philip Green (Served not filed)
Exhibit 2055	REDACTED Supplemental Declaration of Philip Green (Served not filed)
Exhibit 2056	UNDER SEAL Secret Fit Belly Historical Sales & GM.xls
Exhibit 2057	REDACTED Secret Fit Belly Historical Sales & GM.xls
Exhibit 2058	UNDER SEAL Belly not Secret Fit 2009_2013 Kohl's.xls

Exhibit 2059 REDACTED Belly not Secret Fit 2009\_2013 Kohl's.xls

Exhibit 2060 UNDER SEAL Belly not Secret Fit HE,MH,Out.xls

Exhibit 2061 REDACTED Belly not Secret Fit HE,MH,Out.xls

Exhibit 2062 UNDER SEAL Belly Secret Fit Kohl's 10-18-13.xls

Exhibit 2063 REDACTED Belly Secret Fit Kohl's 10-18-13.xls

Exhibit 2064 UNDER SEAL Figures 2 and 3 of the Green Declaration

Exhibit 2065 REDACTED Figures 2 and 3 of the Green Declaration

Exhibit 2066 Exhibit A of the Green Declaration

Exhibit 2067 Exhibit B of the Green's Declaration

Exhibit 2068 UNDER SEAL Exhibit C of the Green Declaration

Exhibit 2069 REDACTED Exhibit C of the Green Declaration

Exhibit 2070 UNDER SEAL Exhibit D of Green's Declaration

Exhibit 2071 REDACTED Exhibit D of the Green Declaration

Exhibit 2072 UNDER SEAL Exhibit D1 of the Green Declaration

Exhibit 2073 REDACTED Exhibit D1 of the Green Declaration

Exhibit 2074 Supplemental Declaration of David Brookstein, Sc.D.  
(Served not filed)

Exhibit 2075 Exhibit 1 of the Brookstein Declaration - CV

Exhibit 2076 Exhibit 2 of Brookstein Declaration – Supplemental Report

Exhibit 2077 Tables 1 and 2 from the Brookstein Report

Exhibit 2078 Brookstein Photographs

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