Paper No. 1

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MICROSOFT CORPORATION. Petitioner,

v.

B.E. TECHNOLOGY, LLC, Patent Owner

Patent No. 6,628,314 Issued: September 30, 2003 Filed: October 30, 2000 Inventor: Martin David Hoyle

Title: COMPUTER INTERFACE METHOD AND APPARATUS WITH

TARGETED ADVERTISING

Inter Partes Review No. IPR2014-0039

PETITION FOR INTER PARTES REVIEW



TABLE OF CONTENTS

I.	COMPLIANCE WITH REQUIREMENTS FOR A PETITION FOR INTER PARTES REVIEW4					
	A.	Certification the '314 Patent May Be Contested by Petitioner				
	B.	Fee for <i>Inter Partes</i> Review (§ 42.15(a))				
	C.	Man	Mandatory Notices (37 CFR § 42.8(b))			
		1.	Real Party in Interest (§ 42.8(b)(1))	4		
		2.	Other Proceedings (§ 42.8(b)(2))	5		
		3.	Designation of Lead and Backup Counsel			
		4.	Service Information (§ 42.8(b)(4))	5		
	D.	Proo	of of Service (§§ 42.6(e) and 42.105(a))	6		
II.			IFICATION OF CLAIMS BEING CHALLENGED 04(B))			
III.	RELEVANT INFORMATION CONCERNING THE CONTESTED PATENT					
	A.		Effective Filing Date and Prosecution History of the '314 Patent			
	B.	Pers	on of Ordinary Skill in the Art			
	C.	Construction of Terms Used in the Claims				
IV.	PRE	PRECISE REASONS FOR RELIEF REQUESTED				
	A.					
		3,60 1.	Shaw Anticipates Claim 11			
		2.	Shaw Anticipates Claim 12			
		3.	Shaw Anticipates Claim 13			
		<i>3</i> . 4.	Shaw Anticipates Claim 14			
		5.	Shaw Anticipates Claim 16			
		<i>5</i> .	Shaw Anticipates Claim 17			
		7.	Shaw Anticipates Claim 17			
		8.	1			
		o.	Shaw Anticipates Claim 19	19		



B.	Claim 15 Would Have Been Obvious Based on Shaw in view of Robinson					
C.	Claim 20 Would Have Been Obvious Based on Shaw in View of, <i>inter alia</i> , Ex. 1022 (RFC 1635)					
D.		Claim 21 Would Have Been Obvious Based on Ex. 1005 (Shaw) in View of, <i>inter alia</i> , Ex. 1022 (RFC 1635)				
E.		Claim 22 Would Have Been Obvious Based on Shaw in View of, <i>inter alia</i> , Ex. 1022 (RFC 1635)				
F.	Claims 11-14, 16-19 Are Anticipated By Guyot					
	1.	Guyot Anticipates Claim 11	27			
	2.	Guyot Anticipates Claim 12	32			
	3.	Guyot Anticipates Claim 13	33			
	4.	Guyot Anticipates Claim 14	33			
	5.	Guyot Anticipates Claim 16	33			
	6.	Guyot Anticipates Claim 17	34			
	7.	Guyot Anticipates Claim 18	34			
	8.	Guyot Anticipates Claim 19	35			
	9.	Guyot Anticipates Claim 20	35			
G.	Claim 15 Would Have Been Obvious Based on Ex. 1006 (Guyot) in View of Ex. 1007 (Robinson)					
H.	Claim 20 Would Have Been Obvious Based on Ex. 1006 (Guyot) in View of Ex. 1022 (RFC 1635)					
I.	Claim 21 Would Have Been Obvious Based on Ex. 1006 (Guyot) in View of Ex. 1022 (RFC 1635)					
J.		Claim 22 Would Have Been Obvious Based on Ex. 1006 (Guyot) in View of Ex. 1022 (RFC 1635)				
K.	Claims 11-19 Are Anticipated by Ex. 1007 (Robinson)					
	1.	Robinson Anticipates Claim 11	42			
	2.	Robinson Anticipates Claim 12	48			
	3.	Robinson Anticipates Claim 13	49			
	$\boldsymbol{arDelta}$	Robinson Anticipates Claim 14	50			



Petition for Inter Partes Review of U.S. Patent No. 6,628,314

		5.	Robinson Anticipates Claim 15	51
		6.	Robinson Anticipates Claim 18	51
		7.	Robinson Anticipates Claim 19	52
	L.		n 11 Would Have Been Obvious Based on Ex. 1007 inson)	52
	M.		ns 16 and 17 Would Have Been Obvious Based on Ex. (Robinson) in view of General Knowledge in the Field	53
		1.	Claim 16 Would Have Been Obvious	53
		2.	Claim 17 Would Have Been Obvious	55
	N.		n 20 Would Have Been Obvious Based on Ex. 1007 inson) in View of Ex. 1022 (RFC 1635)	56
	O.		n 21 Would Have Been Obvious Based on Ex. 1007 inson) in View of Ex. 1022 (RFC 1635)	58
	P.		n 22 Would Have Been Obvious Based on Ex. 1007 inson) in View of Ex. 1022 (RFC 1635)	59
V	CON	CHIS	ION	60

Attachment A. Proof of Service of the Petition

Attachment B. List of Evidence and Exhibits Relied Upon in Petition



I. COMPLIANCE WITH REQUIREMENTS FOR A PETITION FOR INTER PARTES REVIEW

A. Certification the '314 Patent May Be Contested by Petitioner

Petitioner certifies that U.S. Patent No. 6,628,314 (the '314 patent) (Ex. 1001) is eligible for *inter partes* review. Petitioner certifies that it is not barred or estopped from requesting *inter partes* review of the claims of the '314 patent on the grounds identified in this Petition. Neither Petitioner, nor any party in privity with Petitioner, has filed a civil action challenging the validity of any claim of the '314 patent. The '314 patent has not been the subject of a prior *inter partes* review by Petitioner or a privy of Petitioner.

Petitioner also certifies this petition for *inter partes* review is filed within one year of the date of service of a complaint alleging infringement of the '314 patent. Petitioner was served with such a complaint on **October 10, 2012**, Ex. 1017, which led to Civil Action No. 2:12-cv-02829-JPM in the Western District of Tennessee. Ex. 1016. This petition thus complies with 35 U.S.C. § 315(b).

B. Fee for *Inter Partes* Review (§ 42.15(a))

The Director is authorized to charge the fee specified by 37 CFR § 42.15(a) to Deposit Account No. 50-1597.

C. Mandatory Notices (37 CFR § 42.8(b))

1. Real Party in Interest (§ 42.8(b)(1))

The real party of interest of this petition pursuant to § 42.8(b)(1) is



DOCKET

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.

