Patent No. 7,917,843
Petition For *Inter Partes* Review

UNITED STATES PATENT AND TRADEMARK OFFICE
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BEFORE THE PATENT TRIAL AND APPEAL BOARD
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Apple Inc., Google Inc., and Motorola Mobility LLC
Petitioners

v.

Arendi S.A.R.L.
Patent Owner

Patent No. 7,917,843
Issue Date: March 29, 2011
Title: METHOD, SYSTEM AND COMPUTER READABLE MEDIUM FOR
ADDRESSING HANDLING FROM A COMPUTER PROGRAM
_____

Inter Partes Review No. _____
_____

DECLARATION OF DANIEL A. MENASCÉ, Ph.D.

I, Daniel A. Menascé, make this declaration in connection with the proceeding identified above.

I. INTRODUCTION

1. I have been retained by counsel for Apple Inc. ("Apple") as a technical expert in connection with the proceeding identified above. I submit this declaration in support of Petitioners' Petitions for *Inter Partes* Review of United States Patent No. 7,917,843 ("the '843 patent").

2. I am being paid at an hourly rate for my work on this matter. I have no personal or financial stake or interest in the outcome of the present proceeding.

II. QUALIFICATIONS

3. I am a University Professor of Computer Science at George Mason University ("Mason") in Fairfax, Virginia. This is the highest rank conferred by Mason's Board of Visitors to "its faculty women and men of great national and international reputation. The rank of University Professor is reserved for such eminent individuals." (*See* Section 2.2.5 of Mason's Faculty Handbook, available at www.gmu.edu/resources/facstaff/handbook/GMU_FACULTY_HANDBOOK _1-1-2009.pdf.) Only a very select group of Full Professors at Mason becomes University Professors.

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4.   I received a Ph.D. in Computer Science from the University of California at Los Angeles ("UCLA") in 1978. I obtained a Master of Science degree in Computer Science in 1975, as well as a Bachelor of Science degree in Electrical Engineering in 1974 from the Pontifical Catholic University in Rio de Janeiro, Brazil ("PUC-Rio").

5.   Prior to joining Mason, I was Professor of Computer Science and Chair of the Computer Science Department at PUC-Rio. I have held visiting faculty positions at the University of Maryland Institute for Advanced Computer Studies (UMIACS) and the University of Rome, Italy. From 1981 to 1991, I was the co-founder and CEO of Tecnosoft, a software company that specialized in the development of large software projects and database management systems projects for companies such as Brazilian oil company Petrobras and Brazilian telecommunications company Embratel.

6.   At my former company, Tecnosoft, I personally developed two database management systems for PCs. These systems were based on a sophisticated and fault-tolerant B*-tree access method that I developed and published about. (*See* "Dynamic Crash Recovery of Balanced Trees," D.A. Menascé and O.E. Landes, Proc. IEEE Symp. Reliability in Distributed Software and Database Systems, Pittsburgh, Pennsylvania, USA, July 21-22, 1981.)

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7. While at Tecnosoft, I designed and personally directed the development of various large information systems for various customers, including the Brazilian Oil Company (Petrobras) and the Brazilian Telecommunications Company (Embratel).

8. I have devoted the past 39 years of my professional career to the area of computer science and in particular to the fields of electronic commerce, web-based systems, operating systems, database design and management, secure computer systems, autonomic computing, performance modeling and analysis, and software performance engineering. My field of expertise includes the study and comparison of computer-based systems and software architectures for commercial applications, including information systems in a variety of settings, from PCs to secure networked and Web-based environments.

9. I have been a Professor of Computer Science at Mason since 1992. I was the lead designer of Mason's Executive Master of Secure Information Systems, the Founding Director of its Master of Science in E-commerce program, and the founding co-Director of Mason's E-Center for E-Business.

10. From 2005 to 2012, I was the Senior Associate Dean of the Volgenau School of Engineering at Mason ("School of Engineering"). As Senior Associate Dean, I was in charge of research, graduate programs, graduate admissions,

promotion and tenure of the faculty, and Web information systems for the entire School of Engineering.

11.   As Senior Associate Dean of the School of Engineering, I was also the director of the school's Ph.D. degree program in Information Technology. In that role, I attended all doctoral dissertation defenses to make a final determination whether the doctorate should be awarded before appending my signature.

12.   I am the author of more than 225 peer-reviewed technical papers that have appeared in journals and conference proceedings. My publications have received more than 7,650 citations, and my h-index is 42. (The h-index is an index that attempts to measure both the productivity and impact of the published work of a scientist or scholar. The index is based on the set of the scientist's most cited papers and the number of citations that they have received in other publications.) I am the chief author of several books, including:

- "Performance by Design: Computer Capacity Planning by Example," published by Prentice Hall in 2004;

- "Capacity Planning for Web Services: Metrics, Models, and Methods," published by Prentice Hall in 2002 and translated into Russian and Portuguese;

- "Scaling for E-business: Technologies, Models, Performance, and Capacity Planning," published by Prentice Hall in 2000 and translated into Korean;

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