UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

FORD MOTOR COMPANY, INC. Petitioner

v.

PAICE LLC & THE ABELL FOUNDATION, INC. Patent Owner

Case IPR2014-01415 Patent 8,214,097

## PATENT OWNER'S NOTICE OF DESIGNATION OF ADDITIONAL BACK-UP COUNSEL

In accordance with the provisions of 37 CFR § 42.10(a), Paice LLC & The Abell Foundation Inc. (collectively "Patent Owner"), designates Ruffin B. Cordell, Linda L. Kordziel, and Brian Livedalen as additional back-up counsel in the instant proceeding. Kevin E. Greene will remain as back-up counsel as well, such that Patent Owner's

designated counsel of record are:

LEAD COUNSEL	BACKUP COUNSEL
Timothy W. Riffe, Reg. No. 43, 881	Kevin E. Greene, Reg. No. 46,031
3200 RBC Plaza	3200 RBC Plaza
60 South Sixth Street	60 South Sixth Street
Minneapolis, MN 55402	Minneapolis, MN 55402
T: 202-626-6429	T: 202-783-5070
F: 202-783-2331	F: 202-783-2331
Email: <u>Riffe@fr.com</u>	Email: <u>Greene@fr.com</u>
<u>IPR36351-0013IP2@fr.com</u>	<u>IPR36351-0013IP2@fr.com</u>
	Ruffin B. Cordell, Reg. No. 33,487
	3200 RBC Plaza 60 South Sixth Street
	Minneapolis, MN 55402 T: 202-626-6449
	F: 202-783-2331
	Email: <u>IPR36351-0013IP2@fr.com</u>
	Linan. <u>II 100001-001011 2/0/11.com</u>
	Linda L. Kordziel, Reg. No. 39,732 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-626-6432 F: 202-783-2331 Email: <u>IPR36351-0013IP2@fr.com</u>
	Brian J. Livedalen, Reg. No. 67,450 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-638-6557 F: 202-783-2331 Email: <u>IPR36351-0013IP2@fr.com</u>

Α

Respectfully submitted,

Date: April 29, 2015

/Timothy W. Riffe/

Timothy W. Riffe, Reg. No. 43,881 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-626-6429, F: 202-783-2331

## **CERTIFICATE OF SERVICE**

Pursuant to 37 CFR §§ 42.6(e)(4)(i) et seq. and 42.105(b), the undersigned

certifies that on April 29, 2015, a complete and entire copy of this Patent Owner's

Notice of Designation of Additional Back-Up Counsel was provided via e-mail to

Counsel for Petitioner by serving the correspondence address of record as follows:

Frank A. Angileri Brooks Kushman P.C. 1000 Town Center Twenty-Second Floor Southfield, Michigan 48075 Email: FPGP0110IPR2@brookskushman.com

> Lissi Mojica Kevin Greenleaf Dentons US LLP 1530 Page Mill Road Suite 200 Palo Alto, California 94304-11251 Email: <u>lissi.mojica@dentons.com</u> Email: <u>kevin.greenleaf@dentons.com</u> Email: <u>iptdocketchi@dentons.com</u>

> > /Susan C. Johnson/

Susan C. Johnson Fish & Richardson P.C. 60 South Sixth Street, Suite 3200 Minneapolis, MN 55402 (214) 292-4086

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RM