

Paper No. \_\_\_\_  
Filed: February 24, 2015

Filed on behalf of: Askeladden LLC

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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Askeladden LLC  
Petitioner

v.

Sean McGhie and Brian Buchheit  
Patent Owner

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Case IPR2015-00122  
U.S. Patent No. 8,523,063

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**PETITIONER'S FIRST AMENDED EXHIBIT LIST**

## EXHIBITS

- 1501 — U.S. Patent No. 8,523,063;
- 1502 — Declaration of Matthew Calman;
- 1503 — U.S. Patent Application Publication No. 2005/0021399 (“Postrel”);
- 1504 — U.S. Patent Application Publication No. 2002/0143614 (“MacLean”);
- 1505 — U.S. Patent No. 6,721,743 (“Sakakibara”);
- 1506 — Wayback Machine archive dated June 20, 2000, for American Express web site: “How to redeem or transfer your points online;”
- 1507 — Wayback Machine archive dated June 20, 2000, for American Express web site: “Air rewards;”
- 1508 — Wayback Machine archive dated January 4, 1997, for Citibank web site: “Citibank Cards and Services;”
- 1509 — Wayback Machine archive dated December 1, 1998, for American Express web site: “Rewards Cards;”
- 1510 — Wayback Machine archive dated June 21, 2000, for American Express web site: “Shopping rewards;”
- 1511 — Wayback Machine archive dated December 9, 2003, for Marriott Rewards web site: “Air Mileage;”
- 1512 — Wayback Machine archive dated November 25, 2002, for Starwood Hotels & Resorts web site: “Transfer : Airlines;”

- 1513 — Wayback Machine archive dated June 19, 2000, for United Airlines web site: “Mileage Plus partners;”
- 1514 — Wayback Machine archive dated July 17, 2004, for WebFlyer web site: “Mileage Converter;”
- 1515 — MacDonald, Jay, Experience rewards pay off for some credit card users, Bankrate.com, November 17, 2003 (available at <http://www.bankrate.com/finance/credit-cards/experience-rewards-pay-off-for-some-credit-card-users-1.aspx>);
- 1516 — Claim Construction Memorandum Opinion and Order, issued September 2, 2014, in *Loyalty Conversion Systems Corp. v. American Airlines, Inc.*, Case No. 2:13-cv-00655 (E.D. Tex.);
- 1517 — Memorandum Opinion and Order, issued September 3, 2014, in *Loyalty Conversion Systems Corp. v. American Airlines, Inc.*, Case No. 2:13-cv-00655 (E.D. Tex.);
- 1518 — Patent Owner’s Preliminary Response (Paper No. 17), in Covered Business Method Patent Review of U.S. Patent No. 8,313,023 (assigned CBM2014-00095);
- 1519 — Patent Owner’s Preliminary Response (Paper No. 14), in Covered Business Method Patent Review of U.S. Patent No. 8,511,550 (assigned CBM2014-00096);

- 1520 — USPTO Assignment Records for U.S. Patent No. 8,523,063 (as of September 28, 2014);
- 1521 — Wayback Machine archive dated August 16, 2000, for United Airlines web site: “Car Rental Partners;”
- 1522 — Wayback Machine archive dated June 20, 2000, for United Airlines web site: “Cruise Partners;”
- 1523 — S&H Green Points – About S&H (available at [http://www.greenpoints.com/info/inf\\_aboutsh.asp](http://www.greenpoints.com/info/inf_aboutsh.asp));
- 1524 — Wayback Machine archive dated November 27, 1999, for Green Points “The Points You’ve Been Waiting For;”
- 1525 — Wayback Machine archive dated April 15, 1998 for American Airlines web site: “Welome to AA.com;”
- 1526 — Security and Exchange Commission Letter from the Chief: Accountant Issues Related to Internet Operations, October 18, 1999, available at <http://www.sec.gov/info/accountants/staffletters/calt1018.htm>;

1527 — The Emerging Issue Task Force of the Financial Accounting Standards Board (“FASB”), “Accounting for ‘Points’ and Certain Other Time-Based of Volume-Based Sales Incentive Offers, and Offers for Free Products or Services to be delivered in the future,” Issue No. 00-22 (2001), available at

<http://www.fasb.org/cs/BlobServer?blobkey=id&blobnocache=true&blobwhere=1175820904620&blobheader=application/pdf&blobheadername2=Content-Length&blobheadername1=Content-Disposition&blobheadervalue2=79563&blobheadervalue1=filename=abs00-22.pdf&blobcol=urldata&blobtable=MungoBlobs;>

1528 — Stone et al., User Interface Design and Evaluation, Interactive Technologies (April 29, 2005);

1529 — U.S. Patent No. 5,513,359;

1530 — George Bond, “Gateways to the Internet,” Byte Magazine, pp. 229-31 (Sept. 1995);

1531 — Declaration of Sean Reilly; and

1532 — 1-8 Delaware Corporation Law and Practice § 8.02.

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