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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.

Loyalty Conversion Systems Corporation  
Patent Owner

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Case \_\_\_\_\_  
U.S. Patent No. 8,540,152

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PETITION FOR INTER PARTES REVIEW

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## EXHIBITS

- 1501 — U.S. Patent No. 8,540,152;
- 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. 8,540,152 (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>;

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