

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Askeladden LLC
Petitioner

v.

Sean McGhie and Brian Buchheit
Patent Owner

Case IPR2015-00125
Patent 8, 540, 152

Before SALLY C. MEDLEY, *Administrative Patent Judge*

PATENT OWNER'S PRELIMINARY RESPONSE

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35 U.S.C. §103	14, 18

LISTS OF EXHIBITS
PETITIONER'S 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-i.aspx)
1516	Claim Construction Memorandum Opinion and Order, issued September 2, 2014, in <i>Loyalty Conversion Systems Corp. v. American Airlines, Inc.</i> , Case No. 2:13-cv-00655 (E.D. Tex.)
1517	Memorandum Opinion and Order, issued September 3, 2014, in

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