

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

Filed on behalf of: Askeladden LLC

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 IPR2015-00137  
U.S. Patent No. 8,297,502

---

**PETITIONER'S FIRST AMENDED EXHIBIT LIST**

## EXHIBITS

- 1001 — U.S. Patent No. 8,297,502;
- 1002 — Declaration of Matthew Calman;
- 1003 — U.S. Patent Application Publication No. 2005/0021399 (“Postrel”);
- 1004 — U.S. Patent Application Publication No. 2002/0143614 (“MacLean”);
- 1005 — U.S. Patent No. 6,721,743 (“Sakakibara”);
- 1006 — Wayback Machine archive dated June 20, 2000, for American Express web site: “How to redeem or transfer your points online”;
- 1007 — Wayback Machine archive dated June 20, 2000, for American Express web site: “Air rewards”;
- 1008 — Wayback Machine archive dated January 4, 1997, for Citibank web site: “Citibank Cards and Services”;
- 1009 — Wayback Machine archive dated December 1, 1998, for American Express web site: “Rewards Cards”;
- 1010 — Wayback Machine archive dated June 21, 2000, for American Express web site: “Shopping rewards”;
- 1011 — Wayback Machine archive dated December 9, 2003, for Marriott Rewards web site: “Air Mileage”;
- 1012 — Wayback Machine archive dated November 25, 2002, for Starwood Hotels & Resorts web site: “Transfer : Airlines”;

- 1013 — Wayback Machine archive dated June 19, 2000, for United Airlines web site: “Mileage Plus partners”;
- 1014 — Wayback Machine archive dated July 17, 2004, for WebFlyer web site: “Mileage Converter”;
- 1015 — 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>);
- 1016 — 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.);
- 1017 — 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.);
- 1018 — 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);
- 1019 — 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);

- 1020 — USPTO Assignment Records for U.S. Patent No. 8,297,502 (as of September 28, 2014);
- 1021 — Wayback Machine archive dated August 16, 2000, for United Airlines web site: “Car Rental Partners”;
- 1022 — Wayback Machine archive dated June 20, 2000, for United Airlines web site: “Cruise Partners”;
- 1023 — 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));
- 1024 — Wayback Machine archive dated November 27, 1999, for Green Points “The Points You’ve Been Waiting For”;
- 1025 — Wayback Machine archive dated April 15, 1998 for American Airlines web site: “Welome to AA.com”;
- 1026 — 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>;

1027 — 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;>

1028 — Stone et al., User Interface Design and Evaluation, Interactive Technologies (April 29, 2005);

1029 — U.S. Patent No. 5,513,359;

1030 — George Bond, “Gateways to the Internet”, Byte Magazine, pp. 229-31 (Sept. 1995);

1031 — Declaration of Sean Reilly; and

1032 — 1-8 Delaware Corporation Law and Practice § 8.02.

# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

## Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

## API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

## LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.