

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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SONY COMPUTER ENTERTAINMENT AMERICA, LLC,  
Petitioner,

v.

APLIX IP HOLDINGS CORPORATION,  
Patent Owner.

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Cases<sup>1</sup>

IPR2015-00229 (Patent 7,667,692 B2)  
IPR2015-00230 (Patent 7,463,245 B2)  
IPR2015-00396 (Patent 7,218,313 B2)  
IPR2015-00476 (Patent 7,218,313 B2)  
IPR2015-00533 (Patent 7,218,313 B2)

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Before SALLY C. MEDLEY, BRYAN F. MOORE, and  
JASON J. CHUNG, *Administrative Patent Judges*.

CHUNG, *Administrative Patent Judge*.

ORDER  
Oral Hearing  
*37 C.F.R. § 42.70*

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<sup>1</sup> This Order applies to each of the listed cases. We exercise our discretion to issue one Order to be docketed in each case. The parties, however, are not authorized to use this caption for any subsequent papers.

IPR2015-00229 (Patent 7,667,692 B2)  
IPR2015-00230 (Patent 7,463,245 B2)  
IPR2015-00396 (Patent 7,218,313 B2)  
IPR2015-00476 (Patent 7,218,313 B2)  
IPR2015-00533 (Patent 7,218,313 B2)

On May 29, 2015, we instituted the above-identified *inter partes* reviews. Paper 15.<sup>2</sup> Both parties requested an oral hearing pursuant to 37 C.F.R. § 42.70. Papers 28 and 31. The parties' requests are *granted*. Each party will have ninety minutes of total time to present its arguments. The hearing will commence at 1:00 PM Eastern Standard Time, on **January 19, 2016**.

At the oral hearing, Petitioner will proceed first to present its case as to the challenged claims and grounds the Board instituted trial. Thereafter, Patent Owner will respond to Petitioner's case. Petitioner may reserve some of its argument time for use in further presentation after Patent Owner has responded to Petitioner's initial presentation on all matters.

The hearing will be open to the public for in-person attendance, on the ninth floor of Madison Building East, 600 Dulany Street, Alexandria, Virginia. In-person attendance will be accommodated on a first-come, first-served basis. The Board will provide a court reporter for the hearing, and the reporter's transcript will constitute the official record of the hearing.

Under 37 C.F.R. § 42.70(b), demonstrative exhibits must be served no later than five business days before the hearing. They shall be filed with the Board no later than three business days prior to the hearing. The parties must initiate a conference call with the Board at least two business days

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<sup>2</sup> Citations are to IPR2015-00229.

IPR2015-00229 (Patent 7,667,692 B2)  
IPR2015-00230 (Patent 7,463,245 B2)  
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prior to the hearing to resolve any dispute over the propriety of each party's demonstrative exhibits. For guidance on what constitutes an appropriate demonstrative exhibit, the parties are directed to *CBS Interactive Inc., v. Helferich Patent Licensing, LLC*, Case IPR2013-00033 (PTAB Oct. 23, 2013) (Paper 118).

The Board expects lead counsel for each party to be present at oral hearing, although any backup counsel may make the actual presentation, in whole or in part. If lead counsel for either party is unable to attend the oral argument, the Board should be notified via a joint telephone conference call no later than two business days prior to the oral hearing to discuss the matter.

Requests for audio-visual equipment are to be made at least five business days in advance of the hearing date by sending the request to [Trials@uspto.gov](mailto:Trials@uspto.gov). If the request is not received timely, the equipment may not be available on the day of the hearing.

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