

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SONY COMPUTER ENTERTAINMENT AMERICA LLC
Petitioner

v.

APLIX IP HOLDINGS CORPORATION
Patent Owner

Case No. IPR2015-00396
Patent No. 7,218,313

PATENT OWNER APLIX IP HOLDINGS CORPORATION
MANDATORY NOTICES UNDER 37 C.F.R. § 42.8 AND POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.8, in response to the Petition for Inter Partes Review on U.S. Patent No. 7,218,313 (“the ’313 Patent”), Patent Owner Aplix IP Holdings Corporation submits the following Mandatory Notices.

A. Real Party-In-Interest

In accordance with 37 C.F.R. § 42.8(b)(1), Patent Owner identifies the real party-in-interest as Aplix IP Holdings Corporation.

B. Related Matters

In accordance with 37 C.F.R. § 42.8(b)(2), Patent Owner identifies the following related proceedings:

i. Proceedings involving the ’313 Patent:

Aplix IP Holdings Corporation v. Sony Computer Entertainment, Inc. and Sony Computer Entertainment America, LLC, 1:14-CV-12745(MLW) (D. Mass).

Sony Computer Entertainment America LLC v. Aplix IP Holdings Corporation, IPR 2015-00476, of U.S. Patent No. 7,218,313.

ii. Proceedings involving other Patents:

Sony Computer Entertainment America LLC v. Aplix IP Holdings Corporation, IPR2015-00230, of U.S. Patent No. 7,463,245.

Sony Computer Entertainment America LLC v. Aplix IP Holdings Corporation, IPR2015-00229, of U.S. Patent No. 7,667,692.

C. Lead and Back-Up Counsel

In accordance with 37 C.F.R. § 42.8(b)(3), Patent Owner identifies Michael Mauriel as lead counsel:

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D. Service Information

In accordance with 37 C.F.R. § 42.8(b)(4), email, postal, and hand-delivery service information for the lead counsel is provided in the designation of counsel in Section C, above. Service of any documents via hand-delivery may be made at the postal mailing address of the lead counsel designated above.

E. Power of Attorney

The above-identified lead attorney is the attorney of record for U.S. Patent No. 7,218,313.

Date: January 13, 2015.

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*Attorney for Patent Owner Aplix IP
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CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6, I hereby certify that on this 13th day of January 2015, the foregoing Patent Owner Aplix IP Holdings Corporation's Mandatory Notices under 37 C.F.R. § 42.8 and Power of Attorney are being served electronically via email on the counsel of record for Petitioner listed below. I am also serving on the same date a copy via US mail deposit to the counsel of record for Petitioner listed below.

Lead Counsel	Back-Up Counsel
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