

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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Case No. IPR2015-00396

Patent No. 7,218,313

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**DECLARATION OF PENG LIM**

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Patent Trial and Appeal Board  
U.S. Patent & Trademark Office  
P.O. Box 1450  
Alexandra, VA 22313-145

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# **I. BACKGROUND & QUALIFICATIONS**

## **A. Executive Summary**

1. I have twenty-five years of senior level executive experience in Fortune 500 and start ups. I served as a member of the board of directors, CEO and senior-level executive in mobile computing, consumer electronics, wireless communications, green technology, instrumentations and ODM (Original Design Manufacturer) industries.

2. During my career, I have been responsible for developing many of the best-selling handheld devices, tablet and laptop computers in the world. Some of these products helped my companies capture number-one worldwide market shares in PDA, pen-based computing and handheld operating systems, and others are within the top ten in the wireless device and portable computer industries.

3. My expertise is in breakthrough new product development, engineering management, ODM, global partnerships, and domestic and international product/business development.

4. My educational background, relevant industry experience and qualifications are summarized as follows:

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