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

DECLARATION OF PENG LIM

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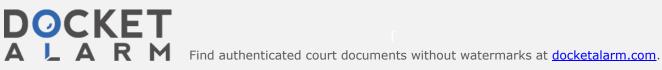


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H. Pallakoff, Ishihara, and Liebenow should not be combined for
purposes of adding an input controller to Pallakoff or Ishihara
(Claim 4)
Conclusion



IV.

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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