

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. IPR2015-00476
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 2015-00396, of U.S. Patent No. 7,218,313.

ii. Proceedings involving other Patents:

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

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

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:

Michael Mauriel
USPTO Reg. No. 44,226
Email: mmauriel@mkwllp.com

Postal and Hand-Delivery Address:
Mauriel Kapouytian Woods LLP
27 W. 24th Street Suite 302
New York, NY 10010
Telephone: (212) 529-5131
Fax: (212) 529-5132

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.

Mauriel Kapouytian Woods LLP

/Michael Mauriel/ Reg. No. 44,226
Michael Mauriel
USPTO Reg. No. 44,226
27 W. 24th Street Suite 302
New York, NY 10010
Telephone: (212) 529-5131
Fax: (212) 529-5132

*Attorney for Patent Owner Aplix IP
Holdings Corporation*

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
Eric A. Buresh (Reg. No. 50,394) Eric.buresh@eriseip.com	Abran J. Kean (Reg. No. 58,540) Abran.kean@eriseip.com
<u>Postal and Hand-Delivery Address:</u> ERISE IP, P.A. 6201 College Blvd., Suite 300 Overland Park, Kansas 66211 Telephone: (913) 777-5600 Fax: (913) 777-5601	<u>Postal and Hand-Delivery Address:</u> ERISE IP, P.A. 5300 DTC Parkway, Suite 210 Greenwood Village, Colorado 80111 Telephone: (913) 777-5600 Fax: (913) 777-5601

Date: January 13, 2015.

Mauriel Kapouytian Woods LLP

/Michael Mauriel/ Reg. No. 44,226

Michael Mauriel

USPTO Reg. No. 44,226

27 W. 24th Street Suite 302

New York, NY 10010

Telephone: (212) 529-5131

Fax: (212) 529-5132

*Attorney for Patent Owner Aplix IP
Holdings Corporation*