

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

DECLARATION OF PENG LIM

Mail stop PATENT BOARD
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:

B. Education

5. I received my BS and MS in Electrical Engineering from the University of Windsor in Canada in 1985 and 1987 respectively. I received a Master's degree in Engineering Management from Northwestern University in 1991. I am also an alumnus of the Stanford University Graduate School of Business, where I completed the Executive Program for Growing Companies in 1998.

C. Relevant Industry Experience

6. My relevant industry experience consists of more than twenty-five years of senior executive positions in handheld device, PDA, wireless, tablet and laptop/portable computer industries.

7. I have been working in the high-technology industry since 1985. From 1985 to 1991, I was a lead engineer working on various challenges in hardware security and flat panel display technologies.

8. From 1991 to 1993, I was the Director of Engineering for Dauphin Technologies. Dauphin was one of the first companies in the personal computer industry to develop small and portable tablet computers. One of the products, the Dauphin DTR-1, was awarded Pen Magazine's "Best Pen Palmtop" and Mobile Office's 1993 pen-based PC of the year.

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