

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. IPR2015-00729
Patent No. 7,280,097

MOTION FOR PRO HAC VICE ADMISSION OF X. KEVIN ZHAO

Pursuant to 37 C.F.R. § 42.10(c), the Notice of Filing Date Accorded to Petition (Paper Number 3), and the Board’s “Order – Authorizing Motion for Pro Hac Vice Admission” in Case IPR2013-00639, I, Michael Mauriel, respectfully move for admission *pro hac vice* of X. Kevin Zhao as counsel for Patent Owner, Aplx IP Holdings

Corporation, in the above-captioned proceeding¹ and provide the following statement of facts demonstrating good cause for the Board to recognize counsel *pro hac vice* during this proceeding:

This Inter Partes Review proceeding arises from and relates to a lawsuit in the United States District Court for the District of Massachusetts, *Aplix IP Holdings Corporation v. Sony Computer Entertainment, Inc. and Sony Computer Entertainment America, LLC*, 1:14-CV-12745(MLW), that was filed on June 27, 2014.

The Patent Owner is represented in this lawsuit by Applicant, X. Kevin Zhao. Through that representation, Mr. Zhao has obtained detailed knowledge regarding the invention embodied in U.S. Patent No. 7,280,097, as well as prior art in this area. Mr. Zhao's knowledge would be of substantial benefit to myself and the Patent Owner in this Inter Partes Review proceeding.

Applicant X. Kevin Zhao, submits the attached Declaration in Support of Motion for *Pro Hac Vice* admission.

WHEREFORE, I, Michael Mauriel, respectfully request that X. Kevin Zhao be admitted *pro hac vice* to appear on behalf of and act as counsel for Patent Owner Aplix IP Holdings Corporation, in this case.

¹ A corresponding motion for *Pro Hac Vice* admission is being concurrently filed in co-pending IPR case IPR2015-00730.

Dated: April 15, 2015

Mauriel Kapouytian Woods LLP

By: /Michael Mauriel/ Reg. No. 44,226

Michael Mauriel

USPTO Reg. No. 44,226

15 W. 26th Street, 7th Floor

New York, NY 10010

Telephone: (212) 529-5131 Ext. 101

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 15th day of April 2015, the foregoing Patent Owner Aplix IP Holdings Corporation's Motion for Pro Hac Vice Admission was served via electronic filing with the Board on the following counsel of record for petitioner:

| 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. 5600 Greenwood Plaza Blvd., Suite 200 Greenwood Village, Colorado 80111 Telephone: (913) 777-5600 Fax: (913) 777-5601 |

Date: April 15, 2015

Mauriel Kapouytian Woods LLP

/Michael Mauriel/ Reg. No. 44,226

Michael Mauriel
USPTO Reg. No. 44,226
15 W. 26th Street, 7th Floor
New York, NY 10010
Telephone: (212) 529-5131 Ext. 101
Fax: (212) 529-5132

*Attorney for Patent Owner Aplix IP
Holdings Corporation*