

United States Patent and Trademark Office  
Patent Trial and Appeal Board

*WhatsApp Inc. and Facebook, Inc.*

**v.**

*TriPlay, Inc.*

IPR2015-00740

**Petitioners' Demonstratives**

Oral Argument  
May 19, 2016

# Claim 1

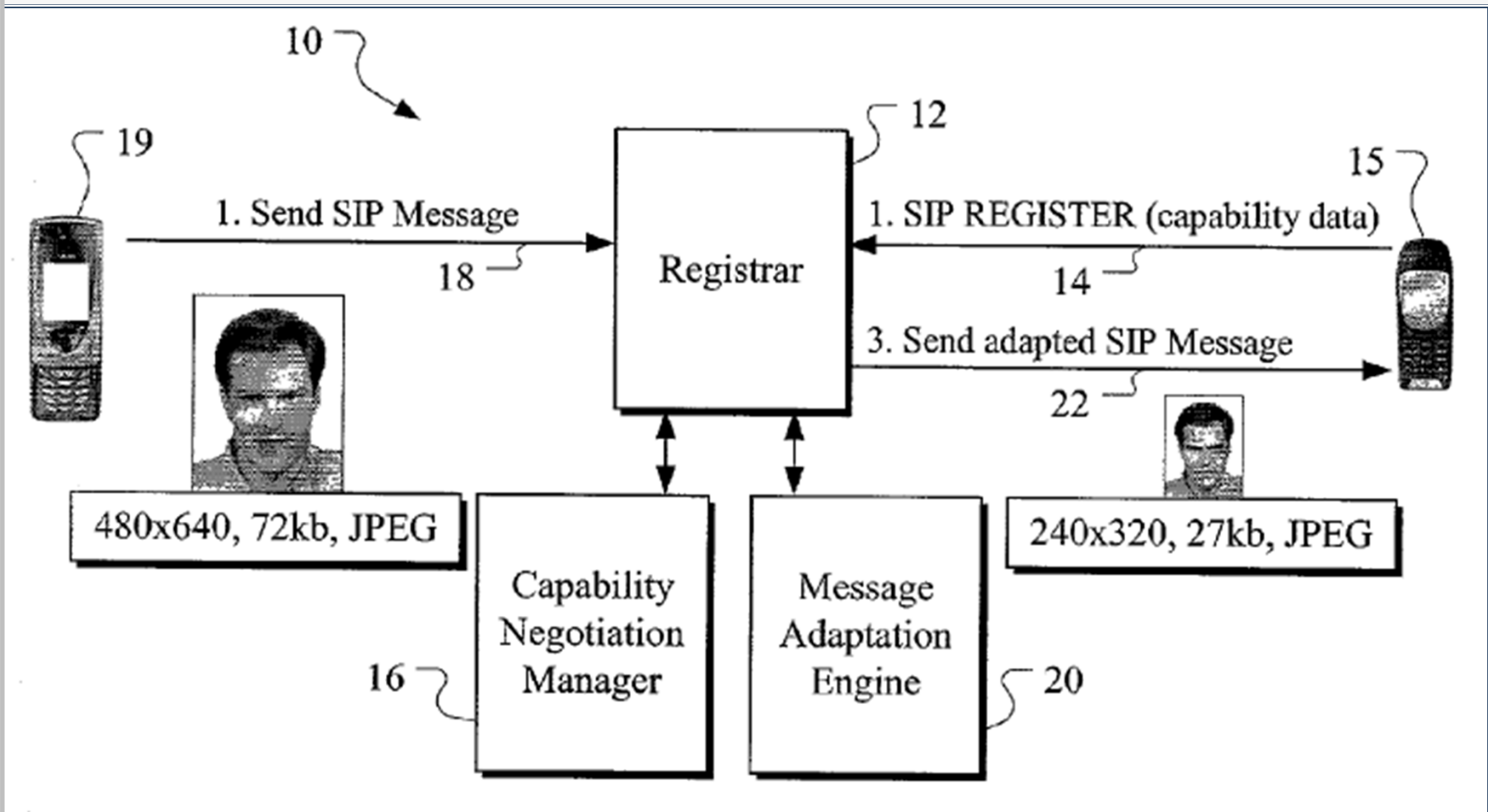
1. A system for message communication via a communication media between one or more originating communication devices assigned to a sender and one or more destination communication devices assigned to a receiver, the system comprising:

- a) an access block configured to receive, directly or indirectly, from at least one originating communication device a message having initial characteristics comprising, at least message format and an initial message layout, and to transmit the message to at least one destination communication device;
- b) a media block operatively coupled to said access block and configured to select, before transmitting, at least one message format and a message layout for each of the at least one message formats fitting to each of said at least one destination device, and to then convert at least said initial message layout to the selected message layouts, said selection and conversion being done in accordance with at least one criterion selected from a group comprising:
  - i) criterion related to message communication capabilities of the destination communication device with regard to message communication capabilities of the originating communication device;
  - ii) criterion related to message displaying capabilities of the destination communication device with regard to message communication capabilities of the originating communication device; and
  - iii) criterion related to the communication media.

## Claim 6

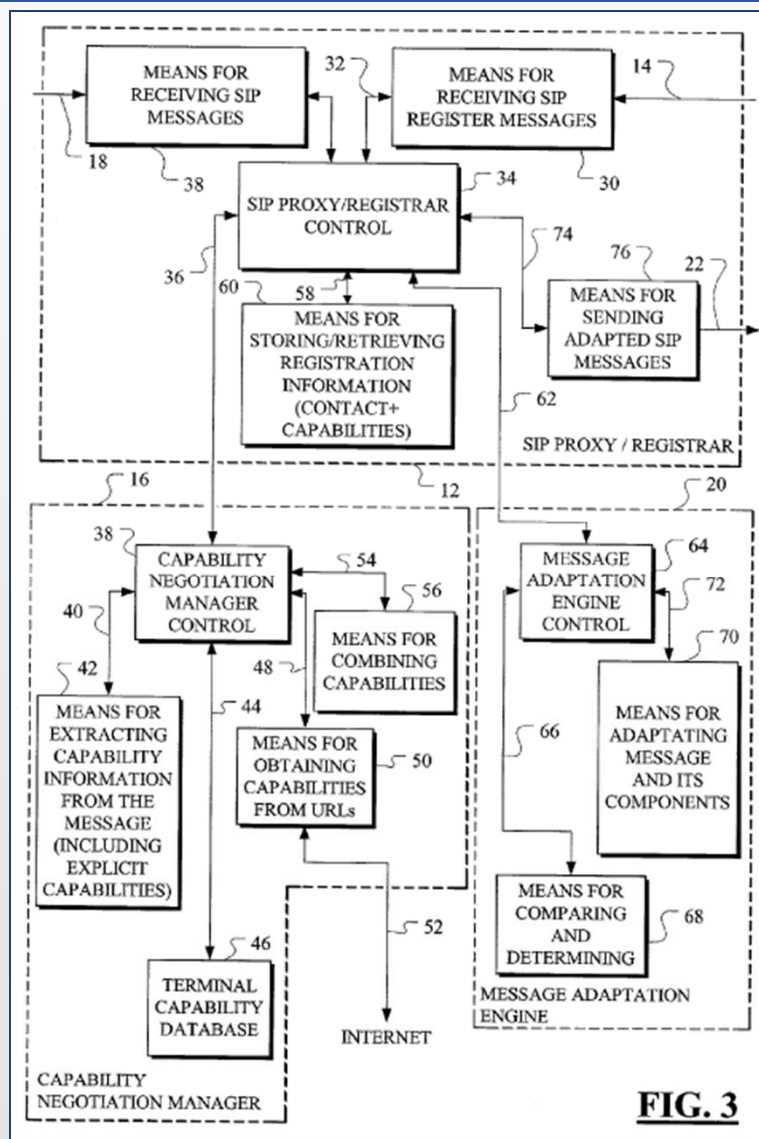
6. The system of claim 1 configured to receive a message having a layout based on a template, said template characterized by at least a unique identifier, wherein the system is further configured to recognize the unique identifier of the template, and the media block is further configured to select, before transmitting, at least one message format and a message layout for each of the at least one message formats fitting to each of said at least one destination device, and then convert the initial layout of the message to the selected message layouts, said selection and conversion being done in accordance with at least one predefined layout corresponding to the recognized unique identifier and the displaying capabilities of the destination communication device.

# Coulombe



(Coulombe, Fig. 1; see also Petition (Paper 1) at 19.)

# Coulombe (cont.)



(Coulombe, Fig. 3; see *also* Klausner Original Decl. (Ex. 1002) at ¶ 56.)

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