

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE, INC.
Petitioner

v.

OPENTV, INC.
Patent Owner

Case IPR2015-01031
Patent 7,900,229

**Patent Owner's Response
to Petition for *Inter Partes* Review
of U.S. Patent No. 7,900,229**

TABLE OF CONTENTS

- I. PRELIMINARY STATEMENT1
- II. ANTICIPATION IS A HIGH BAR1
- III. THE PETITION FAILS TO ESTABLISH ANTICIPATION OF THE INDEPENDENT CLAIMS2
 - A. Claimed Configuration Part I: “update a user profile responsive to a first user activity, the first user activity being initiated via a first device corresponding to one of the remote unit and the set-top box”5
 - B. Claimed Configuration Part II: “detect a second user activity, the second user activity being initiated via a second device corresponding to one of the remote unit and the set-top box, the second device being different from the first device”7
 - C. Claimed Configuration Part III: “wherein either (i) the first user activity comprises an activity related to television viewing and the second user activity comprises an activity unrelated to television viewing, or (ii) the first user activity comprises an activity unrelated to television viewing and the second user activity comprises an activity related to television viewing”8
 - D. Claimed Configuration Part IV: “access the user profile in response to the second user activity”10
 - E. Claimed Configuration Part V: “transmit data responsive to the second user activity, wherein the transmitted data is based at least in part on the user profile”11
 - F. Claimed Configuration Part VI: “wherein the first user activity affects a content of said data transmitted to the user responsive to the second user activity”12
- IV. THE PETITION MAKES OBVIOUSNESS, NOT ANTICIPATION, ARGUMENTS FOR DEPENDENT CLAIMS 24 AND 3114
- V. CONCLUSION.....15

TABLE OF AUTHORITIES

Page(s)

Cases

Iris Corp. Berhad v. United States,
84 Fed. Cl. 12 (2008)7

Net MoneyIN, Inc. v. VeriSign, Inc.,
545 F.3d 1359 (Fed. Cir. 2008)*passim*

Schumer v. Lab. Computer Sys., Inc.,
308 F.3d 1304 (Fed. Cir. 2002)*passim*

Trintec Indus., Inc. v. Top-U.S.A. Corp.,
295 F.3d 1292 (Fed. Cir. 2002)1

Statutes

35 U.S.C. § 312(a)(3).....7

I. PRELIMINARY STATEMENT

The Board instituted only one of the many grounds proposed in the Petition—anticipation based on Tomioka. Inst. Dec. 18. The Petition, however, fails to establish that Tomioka anticipates the claims because the Petition fails to address all of the claim requirements and therefore cannot prove that Tomioka discloses every claim element.

II. ANTICIPATION IS A HIGH BAR

Anticipation is a high bar and, “with its strict identity requirement, [is] quite rare.” *See, e.g., Trintec Indus., Inc. v. Top-U.S.A. Corp.*, 295 F.3d 1292, 1297 (Fed. Cir. 2002). This is because a reference cannot anticipate “unless a reference discloses *within the four corners* of the document not only *all of the limitations* claimed but also *all of the limitations arranged or combined in the same way* as recited in the claim. . . .” *Net MoneyIN, Inc. v. VeriSign, Inc.*, 545 F.3d 1359, 1371 (Fed. Cir. 2008) (emphasis added). The “arranged or combined in the same way” requirement “applies to all claims and refers to the need for an anticipatory reference to show all of the limitations of the claims arranged or combined in the same way as recited in the claims, not merely in a particular order.” *Id.* at 1370. Any “differences between the prior art reference and a claimed invention, *however slight*, invoke the question of obviousness, not anticipation.” *Id.* at 1371 (emphasis added). “Thus, *it is not enough that the prior art reference discloses part of the*

claimed invention, which an ordinary artisan might supplement to make the whole, or that it includes multiple, distinct teachings that the artisan might somehow combine to achieve the claimed invention.” Id. (emphasis added).

III. THE PETITION FAILS TO ESTABLISH ANTICIPATION OF THE INDEPENDENT CLAIMS

The instituted claims include two independent claims—claims 14 and 26. Claims 14 and 26 differ in scope but require similar functionality. *Compare Ex. 1001, cl. 14 with cl. 26.* The remaining challenged claims, claims 15, 16, 19, 21, 24, 28, 30, and 31, each depend from one of these independent claims. The Petition does not present separate arguments for claim 26’s functionality, instead just pointing to its discussion of claim 14. Pet. 31-32.

Claims 14 and 26 require a combination of elements not disclosed by Tomioka. Specifically, Tomioka fails to disclose the combination of requirements of system claim 14:

- 14. An interactive television system comprising:
 - a remote unit; a set-top box; and
 - a broadcast station coupled to convey a programming signal to the set-top box;wherein the system is configured to:
 - update a user profile responsive to a first user activity, the first user activity being initiated via a first device corresponding to one of the remote unit and the set-top box;*

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.