

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner

v.

LONGITUDE FLASH MEMORY SYSTEMS S.A.R.L.,
Patent Owner

Case IPR2015-01950
Patent No. 7,818,490

**PATENT OWNER LONGITUDE FLASH MEMORY SYSTEMS S.A.R.L.
AND EXCLUSIVE LICENSEE LONGITUDE LICENSING LTD.'S
MANDATORY NOTICES PURSUANT TO 37 C.F.R § 42.8**

Pursuant to 37 C.F.R. § 42.8, Patent Owner LONGITUDE FLASH MEMORY SYSTEMS S.A.R.L. and Exclusive Licensee LONGITUDE LICENSING LTD. (collectively “Longitude”) hereby submit the following mandatory notices in connection with this proceeding.

(a) 37 C.F.R. § 42.8(b)(1): Real Party-in-Interest

The real parties-in-interest are Longitude Flash Memory Systems S.a.r.l., Patent Owner, and Longitude Licensing Ltd., Exclusive Licensee. Patent Owner Longitude Flash Memory Systems S.a.r.l. is a wholly owned subsidiary of Longitude Intellectual Property S.a.r.l., a privately held company. Exclusive Licensee Longitude Licensing Ltd. is jointly owned by Longitude Flash Memory Systems S.a.r.l., Longitude Intellectual Property S.a.r.l., and Longitude Semiconductor S.a.r.l., all privately held companies.

(b) 37 C.F.R. § 42.8(b)(2): Related Matters

1. Judicial

The patent challenged here, U.S. Patent No. 7,818,490 (“the ‘490 patent”) has been asserted in the following litigations:

Case Caption	Case Number	Court	Filing Date
<i>Longitude Licensing Ltd. et al. v. Apple Inc.</i>	3:14-cv-04275	N.D. Cal.	9/23/2014

The '490 patent is also related to patents asserted in the following litigations:

Related Patent	Case Caption	Case Number	Court	Filing Date
U.S. Patent No. 6,763,424	<i>Longitude Licensing Ltd. et al. v. Apple Inc.</i>	3:14-cv-04275	N.D. Cal.	9/23/2014
U.S. Patent No. 8,316,177	<i>Longitude Licensing Ltd. et al. v. Apple Inc.</i>	3:14-cv-04275	N.D. Cal.	9/23/2014
U.S. Patent No. 7,970,987	<i>Longitude Licensing Ltd. et al. v. Apple Inc.</i>	3:14-cv-04275	N.D. Cal.	9/23/2014
U.S. Patent No. 6,968,421	<i>Longitude Licensing Ltd. et al. v. Apple Inc.</i>	3:14-cv-04275	N.D. Cal.	9/23/2014
U.S. Patent No. 7,657,702	<i>Longitude Licensing Ltd. et al. v. Apple Inc.</i>	3:14-cv-04275	N.D. Cal.	9/23/2014
U.S. Patent No. 6,763,424	<i>In re Flash Memory Controllers, Drives, Memory Cards, and Media Players and Products Containing Same</i>	337-TA-619	U.S. Int'l Trade Comm.	12/12/2007
U.S. Patent No. 6,763,424	<i>SanDisk Corp. v. Phison Elec. Corp. et al.</i>	3:07-cv-00605	W.D. Wis.	10/24/2007
U.S. Patent No. 6,763,424	<i>SanDisk Corp. v. Phison Elec. Corp. et al.</i>	3:07-cv-00607	W.D. Wis.	10/24/2007
U.S. Patent No. 7,657,702	<i>SanDisk Corp. v. Kingston Tech. Co. et al.</i>	3:10-cv-00243	W.D. Wis.	5/4/2010
U.S. Patent No. 6,968,421	<i>SanDisk Corp. v. Kingston Tech. Co. et al.</i>	3:10-cv-00243	W.D. Wis.	5/4/2010

2. *Administrative*

From September 14, 2015 to September 22, 2015, Petitioner filed fifteen petitions for *inter partes* review, including three for the patent challenged in this proceeding: (1) IPR2015-01908 for U.S. Patent No. 8,050,095; (2) IPR2015-01909 for U.S. Patent No. 7,120,729; (3) IPR2015-01910 for U.S. Patent No. 6,510,488; (4) IPR2015-01911 for U.S. Patent No. 7,181,611; (5) IPR2015-01924 for U.S. Patent No. 7,012,835; (6) IPR2015-01925 for U.S. Patent No. 7,224,607; (7) IPR2015-01930 for U.S. Patent No. 6,763,424; (8) IPR2015-01931 for U.S. Patent No. 7,970,987; (9) IPR2015-01933 for U.S. Patent No. 6,831,865; (10) IPR2015-01934 for U.S. Patent No. 8,316,177; (11) IPR2015-01942 for U.S. Patent No. 7,657,702; (12) IPR2015-01943 for U.S. Patent No. 6,968,421; (13) IPR2015-01945 for U.S. Patent No. 7,818,490; (14) IPR2015-01949 for U.S. Patent No. 7,818,490; and (15) IPR2015-01950 for U.S. Patent No. 7,818,490.

(c) 37 C.F.R. §42.8(b)(3) and (4): Lead and Back-up Counsel, and Service Information

Longitude designates the following counsel to transact all business in the United States Patent & Trademark Office associated with the above-captioned proceeding. Longitude's power of attorney is being filed concurrently with these Notices.

Lead Counsel	Back-up Counsel
<p>Walter D. Davis, Jr. (Reg. No. 45,137)</p> <p>Davidson Berquist Jackson & Gowdey L.L.P.</p> <p>8300 Greensboro Drive, Suite 500 McLean, VA 22102</p> <p>Telephone: 571-765-7700 Fax: 571-765-7200 Email: wdavis@dbjg.com</p>	<p>Wayne M. Helge (Reg. No. 56,905) James T. Wilson (Reg. No. 41,439)</p> <p>Davidson Berquist Jackson & Gowdey L.L.P.</p> <p>8300 Greensboro Drive, Suite 500 McLean, VA 22102</p> <p>Telephone: 571-765-7700 Fax: 571-765-7200 Email: whelge@dbjg.com Email: jwilson@dbjg.com</p>

Please address all correspondence regarding this proceeding to lead and back-up counsel. Longitude consents to electronic service by e-mail.

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