

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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WhatsApp Inc.,  
Petitioner,

v.

TriPlay Communications Ltd.,  
Patent Owner.

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Case IPR2016-0717  
U.S. Patent 8,874,677

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**PATENT OWNER'S DEMONSTRATIVES FOR ORAL ARGUMENT**

*WhatsApp, Inc. and Facebook, Inc., Petitioner v. TriPlay, Inc.,  
Patent Owner, IPR2016-00717 & IPR2016-00718*

*Patent Owner's Oral  
Argument Presentation  
On U.S. Patent No.  
8,874,677 B2*

*March 5, 2019*

UNITED STATES PATENT AND TRADEMARK OFFICE  
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## *Petition: Three Disputed Limitations (Claim 6)*

6a	A messaging system comprising an access block operatively coupled to a media block wherein,
6b	the access bock is configured to receive an initial message sent by an originating communication device to a destination communication device
6c	the initial message being characterized, at least, by message format, an initial message layout, and data indicative of at least one receiver associated with the initial message,
6d	wherein the initial message includes a video,
6e	the media block is configured to obtain data indicative of displaying capabilities of the destination communication device and enable conversion ... of the initial message into an adapted message,
6f-1	<b>wherein the conversion comprises: providing, by the media block, a clickable icon:</b>
6f-2	<b>i) based on the video from the initial message and</b>
	<b>ii) [a clickable icon] clickable into an adapted version of the video, wherein the adapted version of the video is adapted to the displaying capabilities of the destination communication device</b>
6g	<b>determining, by the media block, an adapted message layout, comprising the clickable icon;</b> and
6h	the access block is further configured to enable transmitting the adapted message to the destination device associated with the at least one receiver.

# *Petition Relies On Coulmobe In View Of Friedman For Claim Limitation 6f-1*

<u>LIMITATION</u>	<u>PETITION</u>
<b>6f-1: “wherein the conversion comprises: providing, by the messaging system, a clickable icon:  i) based on the video from the initial message and”</b>	Coulombe in view of Friedman
<b>6f-2: “ii) [a clickable icon] clickable into an adapted version of the video, wherein the adapted version of the video is adapted to the displaying capabilities of the destination communication device</b>	Coulombe in view of Friedman and Bellordre
<b>6g: “b) determining, by the messaging system, an adapted message layout, comprising the clickable icon; and</b>	Coulombe in view of Friedman and Bellordre

## *Petition Relies On Coulombe In View Of Friedman For Claim Limitation 6f-1*

- “Coulombe and Bellordre do not appear to expressly disclose a ‘clickable icon’ but this limitation is supplied by Friedman, which discloses a ‘clickable icon’ in the form of ‘[t]humbnail graphic 525.’” Pet. at 27.
- It would have been obvious to one of ordinary skill in the art in view of Coulombe and Friedman for the thumbnail graphic to be “provid[ed], by the media block.” In operation, “the [Friedman] processing system ... automatically detaches and saves the contents of the [attachment/]object, partially or wholly, without any manual intervention on the part of the message recipient.” Pet. at 21 (emphasis in original).

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