UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

WHATSAPP INC. and FACEBOOK, INC.

Petitioner

v.

TRIPLAY, INC.

Patent Owner

IPR2016-00718

Patent 8,874,677 B2

DECLARATION OF RAJEEV SURATI, Ph.D.

TABLE OF CONTENTS

I. (QUALIFICATIONS	1 -
II.	MATERIAL CONSIDERED -	3 -
III.	OVERVIEW AND LEGAL STANDARDS	4 -
IV.	SUMMARY OF U.S. PATENT NO. 8,874,677	6 -
A.	Cross-platform delivery of messages including a video	6 -
B.	Cross-platform messaging based on pre-defined templates 1	0 -
V.	LEVEL OF ORDINARY SKILL IN THE ART 1	1 -
VI.	THE SCOPE AND CONTENT OF THE PRIOR ART 1	1 -
A.	Coulombe [Ex. 1103]1	1 -
В.	Friedman [Ex. 1105]1	4 -
C.	Bellordre [Ex. 1104]1	7 -
D.	Meyer [Ex. 1108]1	8 -
E.	Ito [Ex. 1107]1	9 -
F.	Surana [Ex. 1106] 2	1 -
VII.	CLAIM CONSTRUCTION - 2	1 -
	"wherein the conversion [of the initial message into an adapted essage] comprises: a) providing, by the media block, a clickable on" - 21 -	
В.	"media block" and "access block" - 2	8 -
VIII.	. VALIDITY ANALYSIS 3	2 -
A. Co	Ground 1: Claims 6, 7, and 15 in relation to the combination of oulombe in view of Bellordre and Friedman 3	3 -
	1. Friedman does not disclose the "providing" limitation 3	4 -
7	2. The 718 Petition's purported motivations for piecing together various portions of Coulombe, Friedman and Bellordre to arrive at the system of claim 6 are lacking or absent	6 -
	a) Claim Limitation 6d: the 718 Petition's invalidity analysis is inadequate because Mr. Klausner failed to consider Coulombe's passages teaching an existing method of video delivery 4	0 -



b) Claim limitation 6f-1: Motivation offered does not support combining Friedman's attachment methods with Coulombe	44 -
c) Claim Limitation 6f-2: the 718 Petition offers no motivation to combine Friedman's clickable icon with Bellordre's adaptation techniques to arrive at an icon that is clickable into an adapted video.	· 46 -
d) Claim Limitation 6g: the 718 Petition offers no motivation to combine Coulombe, Friedman and Bellordre to arrive at determining, by the media block, an adapted message layout comprising the clickable icon	· 47 -
e) Claim Limitations 6a-6h: the 718 Petition offers no motivation to combine all the various aspects of Coulombe, Friedman and Bellordre to arrive at the claimed invention.	48 -
B. Ground 2: Claims 8 and 10 in relation to the combination of Coulombe in view of Bellordre and Friedman, and further in view of Meyer and Ito	49 -
1. Claim 8	49 -
a) "Template" as used in the '677 patent	- 50 -
b) The accused "template"	- 52 -
c) Style sheets (CSS files) are not templates	- 53 -
d) A person of ordinary skill in the art would not have been motivated to combine Coulombe with Bellordre, Friedman, Meyer, and Ito in the way claim 8 requires.	- 55 -
e) Claim Limitations 6a-6h & 8a-8b: the 718 Petition offers no motivation to combine all the various aspects of Coulombe, Friedman, Bellordre, Meyer, and Ito to arrive at the claimed invention.	. 59 _
2. Claim 10	
C. Ground 3: Claim 9 in relation to the combination of Coulombe in view of Bellordre, Friedman, Meyer, and Ito, and further in view of	<i>37</i> -
Surana	
1. Claim 9	60 -
a) The Claim 9 combination does not disclose the Claim 9	61 -



b) No motivation to combine Surana with other prior art					
combinations to render claim 9 obvious 64					
c) Claim Limitations 6a-6h, 8a-8b, & 9a-9b: the 718 Petition					
offers no motivation to combine all the various aspects of					
Coulombe, Friedman, Bellordre, Meyer, Ito, and Surana to arrive at					
the claimed invention 67					



I, Rajeev Surati, Ph.D., declare as follows:

I. QUALIFICATIONS

- 1. I have more than twenty (20) years of experience in electrical engineering, computer science, and electronic messaging.
- 2. I attended the Massachusetts Institute of Technology (MIT) from 1988 to 1999, during which time I earned Bachelor of Science (1992), Master of Science (1995), and Doctor of Philosophy (1999) degrees in electrical engineering and computer science.
- 3. I am the inventor of US Patent No. 5,943,478, entitled "System for Popup Messaging over the Internet," which describes a two-way messaging system like AOL Instant Messenger and MIT's Zephyr service built at Internet scale.
- 4. In 1996, I founded a company called Flash Communications, which focused on technology related to US Patent No. 5,943,478 and associated technology that I had developed related to pop-up two-way messaging over the Internet. Flash Communications was sold to Microsoft Corporation in 1998, and Flash Communications' messaging technology was incorporated into Microsoft's Messenger service and Microsoft Exchange 2000 Instant Messaging Server.
- 5. While working at Microsoft between 1999 and 2000, I implemented an XML-based protocol that formed a basis for the Extensible Messaging and Presence Protocol (XMPP), which is now an IETF standard for



DOCKET

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.

