

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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FORD MOTOR COMPANY

Petitioner

v.

TRILOGY DEVELOPMENT GROUP, INC.

Patent Owner

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Case IPR2016-01013

Patent 7,882,057

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**PATENT OWNER TRILOGY DEVELOPMENT GROUP, INC.’S**

**PRELIMINARY RESPONSE**

*Mail Stop “PATENT BOARD”*  
Patent Trial and Appeal Board  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

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**EXHIBIT LIST**

<b>Exhibit No.</b>	<b>Description</b>
<b>2001</b>	Excerpts from <i>Microsoft Dictionary of Computer Terms</i> , Fifth Edition (2002).
<b>2002</b>	Excerpts from <i>IBM Dictionary of Computer Terms</i> , Tenth Edition (1994).
<b>2003</b>	Excerpts from <i>Webster's New World Dictionary of Computer Terms</i> , Sixth Edition (1997).
<b>2004</b>	Versata website, "About Us," available at <a href="http://cpq.versata.com/about-us">http://cpq.versata.com/about-us</a> .
<b>2005</b>	"Ford Starts Firm to Manage Its Web Sites," <i>ComputerWorld</i> , Feb. 28, 2008, available at <a href="http://www.computerworld.com/article/2592825/it-management/ford-starts-firm-to-manage-its-web-sites.html">http://www.computerworld.com/article/2592825/it-management/ford-starts-firm-to-manage-its-web-sites.html</a> .
<b>2006</b>	McCartney, Laton, "Trilogy Making A Name For Itself," <i>ZDNet</i> , July 28, 2000.
<b>2007</b>	Versata Software Inc. Company Report, May 18, 2016, via Thomson Reuters.
<b>2008</b>	Field, Tom, "Suit Yourself," <i>CIO Magazine</i> , Apr. 15, 1997, Vol. 10, p. 108.
<b>2009</b>	"Ford and Trilogy Launch Web Company - Information Week," <i>InformationWeek News</i> , February 23, 2000, available at <a href="http://www.informationweek.com/ford-and-trilogy-launch-web-company/d/d-id/1008183">http://www.informationweek.com/ford-and-trilogy-launch-web-company/d/d-id/1008183</a> .
<b>2010</b>	Plaintiff's Original Complaint for Damages and Injunctive Relief, filed in <i>Versata Development Group v. Ford Motor Company</i> , Case No. 4:15-cv-00316, (TXED), filed May 7, 2015; 32 pages.

## I. Introduction

Patent Owner Trilogy Development Group, Inc.<sup>1</sup> and Petitioner Ford Motor Company had 19-year business relationship. During most of this time, Ford licensed Trilogy's patented Automotive Configuration Management (ACM) software and used this software as the backbone of its worldwide data infrastructure. (Ex. 2010, Complaint, pp. 1-2, in *Versata Development Group, Inc. et al. v. Ford Motor Co.*, (E.D. Tex. filed May 7, 2015).) In 2011, to avoid paying licensing fees, Ford began a project to replace ACM with internally-developed software. Trilogy contends that this replacement software is a copy of ACM. (*See generally* Ex. 2010.)

Now, Ford requests *inter partes* review on Trilogy's U.S. Patent No. 7,882,057 ("the '057 patent"). The '057 patent relates to database techniques to describe different ways that a product, such as an automobile, can be configured. This Petition is one of two that Ford filed on the '057 patent, each directed to a

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<sup>1</sup> Trilogy, Inc. acquired Versata, Inc. in 2006, at which point portions of Trilogy were merged with Versata, Inc. as part of a reorganization. (*See* Ex. 2007, Versata Company Report.) For convenience, herein Patent Owner refers to both companies as Trilogy.

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