

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner,

v.

PARTHENON UNIFIED MEMORY ARCHITECTURE LLC,
Patent Owner.

Case IPR No.: IPR2016-01114
Patent 7,777,753 B2

**DECLARATION OF MICHAEL MCBRIDE IN SUPPORT OF PATENT
OWNER'S UNOPPOSED MOTION FOR *PRO HAC VICE* ADMISSION OF
MICHAEL MCBRIDE UNDER 37 C.F.R. § 42.10(c)**

PUMA Exhibit 2007

APPLE - PUMA IPR 2016-01114

I, Michael McBride, being duly sworn and upon oath, hereby attest to the following:

1. I am an attorney with the AZA law firm and represent the Patent Owner Parthenon Unified Memory Architecture LLC (“PUMA”) in the above captioned proceeding. I am submitting this declaration in support of Patent Owner’s Unopposed Motion for *Pro Hac Vice* Admission of Michael McBride Under 37 C.F.R. § 42.10(c).
2. I am a member in good standing of the Bar of Texas, as well as the following Federal Courts:
 - a) U.S. District Court for the Eastern District of Texas 2011.
3. I have not been suspended or disbarred from practice before any court or administrative body;
4. I have never had an application for admission to practice before any court or administrative body denied;
5. I have never been subject to any sanction or contempt citation imposed by any court or administrative body.
6. I have read and will comply with the Office Patent Trial Practice Guide and the Board’s Rules of Practice for Trials set forth in part 42 of 37 C.F.R.
7. I agree to be subject to the USPTO Rules of Professional Conduct set forth in 37 C.F.R. §§ 11.101 *et. seq.* and disciplinary jurisdiction under 37 C.F.R. §

11.19(a).

8. I have applied to appear *pro hac vice* before the Office in IPR2015-01500; IPR2015-01501; IPR2015-01502 IPR2016-00923; and IPR2016-00924 in the last three (3) years; and
9. I am an experienced litigation attorney, with experience in a significant number of District Court litigation involving patent infringement, including Markman hearings. My biography is attached as Exhibit 2007. I am counsel for Parthenon Unified Memory Architecture in a co-pending litigation in which U.S. Patent No. 7,777,753 is asserted against HTC Corporation, HTC America, Inc., and Apple Inc. In those cases I have been directly involved in all aspects of the case, including arguing two Markman hearings and conduction discovery into infringement and invalidity. As a result, I am familiar with the subject matter at issue in this proceeding as result, including the prior art on which Petition relies in this request, as well as the issues of claim construction that been briefed in the litigation.

Dated: January 12, 2017

Respectfully Submitted,

By: /s/ Michael McBride

Michael McBride
Attorney for Patent Owner
Parthenon Unified Memory
Architecture, LLC

PUMA Exhibit 2007

**AHMAD, ZAVITSANOS, ANAIPAKOS,
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PUMA Exhibit 2007

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Michael McBride is an intellectual property lawyer who focuses primarily on patent litigation and patent prosecution matters. On the patent litigation side, his cases have involved semiconductor manufacturing and transistor design, flash memory controllers, fiber optic networks, digital video compression and processing, CMOS image sensors, and more. He has also prosecuted patent applications covering computer hardware and software technologies, aerospace technologies, and upstream oil and gas technologies.

After graduating from The University of Texas School of Law with honors, Mr. McBride served as a law clerk to the Honorable Hayden Head of the United States District Court for the Southern District of Texas. He has also served as a volunteer prosecutor for the City of Houston in the city's municipal courts. Prior to attending law school, Mr. McBride worked in the product engineering group of Fujitsu-AMD Semiconductor LLC at its flash memory fabrication facility in Austin, Texas.

Representative Matters:

- *TiVo Inc. v. AT&T Inc., et al.* (Eastern District of Texas): Represented defendants in a patent infringement action involving digital video recording technology.
- *AT&T Intellectual Property I, Inc., et al. v. TiVo Inc.* (Northern District of California): Represented plaintiffs in a patent infringement action involving multimedia technology.
- *Virtual Sales Assistant, et al. v. Western and Southern Life Insurance Co., et al.* (Western District of Texas): Represented defendant in a copyright infringement action involving financial forms.
- *Convolve, Inc. v. Dell Inc., et al.* (Eastern District of Texas): Represented defendant in a patent infringement action involving hard drive technology.
- *Nomadix, Inc. v. Hewlett Packard Co, et al.* (Central District of California): Represented defendant in a patent infringement action involving wireless hotspot and router technology.
- *HSM Portfolio LLC v. Toshiba Corp., et al.* (District of Delaware): Represented defendant in a patent infringement lawsuit concerning semiconductor circuit technology.
- *Zond, Inc. v. Toshiba Corp., et al.* (District of Massachusetts): Represented defendant in a patent infringement lawsuit concerning plasma-based etching and deposition technology.
- *Digital CBT LLC v. AT&T Services, Inc.* (Central District of California): Represented defendant in a patent infringement lawsuit concerning video processing technology.
- *Solid State Storage Solutions, Inc. v. Fusion-io, Inc.* (Eastern District of Texas): Represented defendant in a patent infringement lawsuit concerning solid state drive technology.
- *Axon Energy Products, Inc.:* Prepared and prosecuted foreign and domestic patent applications related to upstream oil and gas technology and advised client on various trademark and copyright issues.

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