

PUBLIC VERSION (NON-CONFIDENTIAL)

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MICROSOFT CORPORATION,
Petitioner

v.

BRADIUM TECHNOLOGIES LLC,
Patent Owner

Case IPR2016-00448
Patent 7,908,343 B2

DECLARATION OF MR. ISAAC LEVANON

Declaration of Mr. Isaac Levanon

I, Isaac Levanon, declare as follows:

1. I am a named inventor on U.S. Patent Nos. 7,908,343 ('343 Patent) and 8,924,506 ('506 Patent) both named "Optimized Image Delivery Over Limited Bandwidth Communication Channels." Ex. 1001; Ex. 1002. Both of these patents claim priority to six provisional patent applications filed on December 27, 2000: U.S. Provisional Application Nos. 60/258,488, 60/258,489, 60/258,465, 60/258,468, 60/258,466, and 60/258,467.

2. I am also a named inventor on U.S. Patent Nos. 7,644,131 ('131 Patent), which is the parent patent to the '343 Patent, and 9,253,239 ('239 Patent), named "Optimized Image Delivery Over Limited Bandwidth Communication Channels," which share substantially the same specification.

3. From approximately 2000 until 2010, I formed companies to commercialize the technology claimed in the abovementioned patents. These companies included FlyOver Technologies, Inc. ("FlyOver") and later 3DVU Inc., both of which I headed as Chairman and Chief Executive Officer. I will refer to the companies that I formed to commercialize the technology collectively as "3DVU". I will refer to the technology that is claimed in the '343 and '506 patents as the "3DVU technology" or "the invention(s)." All of the 3DVU's products described in this declaration embody the 3DVU technology.



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4. At the time Flyover and later 3DVU, Inc., were founded, the 3DVU team included my co-inventor Yoni Lavi and me. Yoni assisted in developing source code related to the 3DVU technology.

5. I understand that the Patent Trial and Appeal Board ("PTAB") has instituted review of the '343 and '506 patents based on Microsoft's requests.

6. I submit this declaration to describe my experience in commercializing the 3DVU technology.

I. BACKGROUND

7. I have attended the University of Houston from 1980 to 1984 majoring in Science in Industrial Engineering. I also later graduated from the Executive Development Program at Rice University – Jesse H. Jones Graduate School of Business.

8. Since serving as a pilot in the Israel Air Force, I have spent the majority of my career creating and developing computer and software technology based companies, primarily as an inventor and entrepreneur. It was my focus on General Aviation that led me to develop the technology disclosed in the '343 and '506 patents.

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9. As a pilot I experienced the concept of an airfield traffic pattern, which is a standard path followed by aircraft when taking off or landing while maintaining visual contact with the airfield. At that time, the traffic pattern had to be navigated through paper graphic illustration and kept in books with directions, such as the Jeppesen approach plates. This problem was particularly important for General Aviation pilots who were frequently landing at an airfield that was not familiar to them.

10. I decided to work on improving this process by creating central website for General Aviation (GA) Pilots that will be centered around an aerial photographic display of the airfield that would enable a “flyover” experience, in which the pilot would see the exact pattern of landing and taking off in a 3D view over an aerial or satellite photograph of the airfield. This would allow General Aviation pilots to become comfortable in landing and flying in areas that before were only visible on a paper graphic illustration in 2D top view only.

11. Additionally, I thought 3D view could also provide General Aviation pilots with other relevant information and needs, such as where they could refuel, buy or lease an airplane, or find a hotel or rent a car close to the airport.

(14)

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12. I initially created a product called GAcentral.com (General Aviation Central) and sought funding of this project. However, I realized that the market was small, and that it would take time for education of and implementation by the aircraft industry. The dot-com era crash also made me think about applications for a “flyover” experience outside of aviation.

13. I came to realize that the whole world could benefit from seeing maps in 3D on multiple devices and for multiple purposes.

14. My co-inventor and I then worked on developing these concepts. As a result, we filed the six provisional patent applications referred to above on December 27, 2000.

15. Prior to our invention, I already had substantial experience in the computer industry.

16. From 1980-1985 I was a Vice President of Sales for publicity traded computer chain stores – Computer Craft. From 1985-1987 I was a Vice President of Marketing and Advertising at Leading Edge, which produced and marketed the Model D Personal Computer, an IBM clone computer that was labeled “the King of the Clone”.

17. On September 8, 1988, I received my first patent – “Modular Computer System With Portable Travel Unit,” is U.S. Patent No. 4,769,764.

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