UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

SONY CORPORATION,
Petitioner

Case No. IPR2017-01963

Patent No. 7,752,564

Issue Date: July 6, 2010

Title: System and Method for Focused Navigation Using Option Type Filters

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DECLARATION OF BRAD A. MYERS

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I, Brad A. Myers, declare as follows:

1. I am currently a Professor at Carnegie Mellon University (CMU), and I have been on the faculty at CMU since 1987. I received a Bachelor of Science in Computer Science and Engineering and Master of Science in Computer Science from the Massachusetts Institute of Technology in 1980. I received my Doctorate in Computer Science from the University of Toronto in 1987.

2. My research activities have covered User Interface Software, Programming Environments, End-User Software Engineering, API Usability, Smartphone User Interfaces, Demonstrational Interfaces, User Interface Design, Window Managers, and Visual Programming.

3. Additional details about my employment history, fields of expertise, and publications are included in my curriculum vitae, attached as Ex. A.

4. I have been retained by Sony Corporation in connection with its petition for *inter partes* review of U.S. Patent No. 7,752,564 ("the '564 patent"). I have over 30 years of experience in fields relevant to the '564 patent.

5. I have reviewed the '564 patent as well as its prosecution history. I have also reviewed U.S. Patent No. 6,976,228 ("Bernhardson"), U.K. Patent Application Publication No. 2,325,537 ("Robarts"), U.S. Patent No. 6,412,110 ("Schein"), U.S. Patent No. 5,629,733 ("Youman"), PCT International Patent Application

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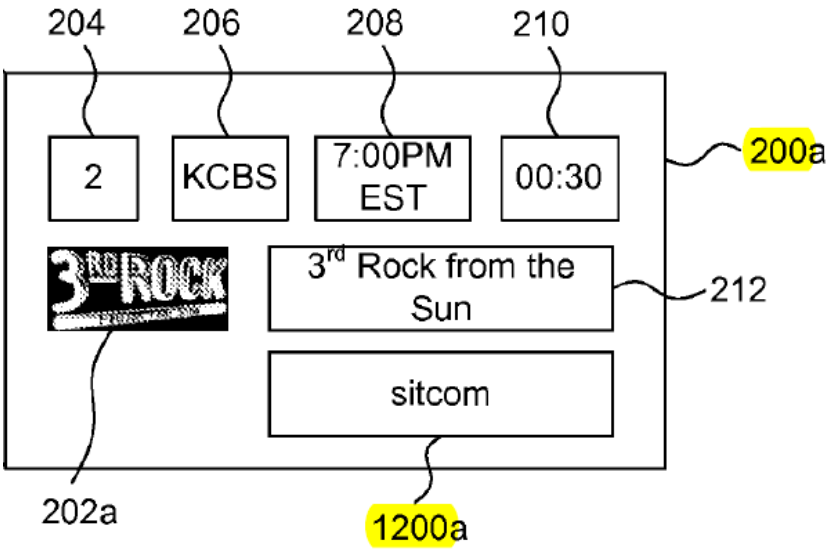
Publication No. WO 00/65429 ("Tornqvist"), and U.S. Patent No. 5,396,588 ("Froessl").

THE '564 PATENT

6. The '564 patent describes systems and methods for navigating through selectable options using a graphical user interface. ('564 patent, 1:31-34, 3:38-4:7, 5:53-54, 6:15-21, 6:39-50, 11:25-12:22, 14:19-52). The "selectable options" include "channels, programs, applications, digital media files, etc." ('564 patent, 3:38-40; *see also* 8:40-47). Each selectable option may be associated with a "card 200," which is described as "an object or other suitable data structure that provides information about and/or access to an available option" and as "a container of all of the attributes, actions, and/or states needed to facilitate interaction with the option represented thereby." ('564 patent, 3:52-57; *see also* 11:9-13, 11:17-24, 14:25-30).



'564 patent, Fig. 12 (excerpt)

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