

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

AMERICAN MULTI-CINEMA, INC.; AMC ENTERTAINMENT HOLDINGS, INC.; BOSTON MARKET CORPORATION; MOBO SYSTEMS, INC.; MCDONALD'S CORPORATION; MCDONALD'S USA; PANDA RESTAURANT GROUP, INC.; PANDA EXPRESS INC.; PAPA JOHN'S INTERNATIONAL, INC.; STAR PAPA LP; and PAPA JOHN'S USA, INC.
Petitioner,

v.

FALL LINE PATENTS, LLC,
Patent Owner.

IPR2019-00610
Patent 9,454,748 B2

Record of Oral Hearing
Held Virtually: Tuesday, April 28, 2020

Before MICHELLE N. WORMMEESTER, SHEILA F. McSHANE, and JOHN R. KENNY, *Administrative Patent Judges*.

IPR2019-00610
Patent 9,454,748 B2

A P P E A R A N C E S

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The above-entitled matter came on for hearing on Tuesday, April 28, 2020, commencing at 1:00 p.m. EST, by video/by telephone.

1 PROCEEDINGS

2 JUDGE KENNY: This is Judge Kenny. With
3 me today are Judge Wormmeester and Judge McShane.

4 Our court reporter is also on the line.
5 We're here for the oral hearing in IPR2019-0610.
6 Today's hearing is being conducted by video.

7 Counsel for petitioner, will you make your
8 appearances.

9 MR. BONILLA: Good afternoon, Your Honors.
10 This is Ricardo Bonilla, on behalf of the
11 petitioners.

12 JUDGE KENNY: Is anyone else going to be
13 joining you on today's call, today's conference?

14 MR. BONILLA: There are several folks who
15 have called in that are either counsel for
16 co-petitioners or representing our clients, my
17 clients, but I'll be the only one speaking on
18 behalf of the petitioners.

19 JUDGE KENNY: Okay. And patent owner's
20 counsel, can you make your appearance.

21 MR. WATT: Yes, Your Honors. This is
22 Terry Watt, W-a-t-t, for Fall Line. And no one
23 else will be joining. It's just me.

24 JUDGE KENNY: All right. A few logistical
25 items before we start.

26 We'll have -- both parties will be given

1 one hour for the argument. We may take some short
2 breaks between various portions of the argument.
3 We will have the parties file the demonstratives
4 that they have provided to us. But what needs to
5 be added to the demonstratives is the notations
6 set forth in the oral hearing in the order in the
7 order for the oral argument and about them being
8 not merely demonstratives and not for evidence --
9 exact phrase, you can find on page four of the
10 order. So put that on -- you know, add that to
11 the demonstrative exhibits, each slide, and then
12 file it, you know, within a week.

13 So, and then for today's hearing, because
14 it is by video, please identify yourself before
15 you start speaking. And, please, place yourself
16 on mute if you're not speaking. When you refer to
17 a demonstrative or an exhibit, be sure to
18 expressly identify it and particularly the page or
19 line, slide that you're referring to.

20 All right. The petitioner, how much time
21 would you like for rebuttal, to reserve for
22 rebuttal?

23 MR. BONILLA: I'd like to reserve
24 15 minutes for rebuttal.

25 JUDGE KENNY: Okay. Are there any
26 questions at the outset, or are both of you ready
27 to proceed?

1 MR. WATT: Ready to proceed.

2 MR. BONILLA: Ready to proceed, Your
3 Honor.

4 JUDGE KENNY: Okay. So petitioner, why
5 don't you start.

6 MR. BONILLA: Thank you, Your Honor.

7 May it please the Board, Ricardo Bonilla,
8 on behalf of the petitioners.

9 I want to start by -- I'm going to refer
10 to the slides of the demonstratives that we
11 e-mailed last week, and I'll refer to them by
12 slide number. I do intend to at least touch on
13 each of the slides and in the order that they are
14 in.

15 Certainly if you have any questions or you
16 want to address some other portion of the
17 presentation, I'm happy to do so.

18 Now, this petition is directed to the
19 challenged claims of patent '748, '748 patent.
20 The '748 patent essentially is directed to a
21 method that allows a questionnaire to be created,
22 to be tokenized, that is to make the questions and
23 the questionnaire device-independent tokens. That
24 questionnaire is then sent in tokenized form over
25 a server to a new device where those questions are
26 answered on the device, and then those answers are
27 sent back over to the server.

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