

1 QUINN EMANUEL URQUHART & SULLIVAN, LLP
2 James R. Asperger (Bar No. 83188)
3 jamesasperger@quinnemanuel.com
4 865 S. Figueroa St., 10th Floor
5 Los Angeles, CA 90017
6 Telephone: (213) 443-3000
7 Facsimile: (213) 443-3100

8 Kevin P.B. Johnson (Bar No. 177129)
9 kevinjohnson@quinnemanuel.com
10 Victoria F. Maroulis (Bar No. 202603)
11 victoriamaroulis@quinnemanuel.com
12 555 Twin Dolphin Drive, 5th Floor
13 Redwood Shores, CA 94065
14 Telephone: (650) 801-5000
15 Facsimile: (650) 801-5100

16 BLACKBERRY CORPORATION
17 Edward R. McGah, Jr (SBN 97719)
18 Vice President, Deputy General Counsel – Litigation
19 41 Ticknor Place
20 Laguna Niguel, California 92677
21 Telephone: (+1) 650-581-4750
22 Attorneys for BlackBerry Limited

23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100
101
102
103
104
105
106
107
108
109
110
111
112
113
114
115
116
117
118
119
120
121
122
123
124
125
126
127
128
129
130
131
132
133
134
135
136
137
138
139
140
141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156
157
158
159
160
161
162
163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180
181
182
183
184
185
186
187
188
189
190
191
192
193
194
195
196
197
198
199
200
201
202
203
204
205
206
207
208
209
210
211
212
213
214
215
216
217
218
219
220
221
222
223
224
225
226
227
228
229
230
231
232
233
234
235
236
237
238
239
240
241
242
243
244
245
246
247
248
249
250
251
252
253
254
255
256
257
258
259
260
261
262
263
264
265
266
267
268
269
270
271
272
273
274
275
276
277
278
279
280
281
282
283
284
285
286
287
288
289
290
291
292
293
294
295
296
297
298
299
300
301
302
303
304
305
306
307
308
309
310
311
312
313
314
315
316
317
318
319
320
321
322
323
324
325
326
327
328
329
330
331
332
333
334
335
336
337
338
339
340
341
342
343
344
345
346
347
348
349
350
351
352
353
354
355
356
357
358
359
360
361
362
363
364
365
366
367
368
369
370
371
372
373
374
375
376
377
378
379
380
381
382
383
384
385
386
387
388
389
390
391
392
393
394
395
396
397
398
399
400
401
402
403
404
405
406
407
408
409
410
411
412
413
414
415
416
417
418
419
420
421
422
423
424
425
426
427
428
429
430
431
432
433
434
435
436
437
438
439
440
441
442
443
444
445
446
447
448
449
450
451
452
453
454
455
456
457
458
459
460
461
462
463
464
465
466
467
468
469
470
471
472
473
474
475
476
477
478
479
480
481
482
483
484
485
486
487
488
489
490
491
492
493
494
495
496
497
498
499
500
501
502
503
504
505
506
507
508
509
510
511
512
513
514
515
516
517
518
519
520
521
522
523
524
525
526
527
528
529
530
531
532
533
534
535
536
537
538
539
540
541
542
543
544
545
546
547
548
549
550
551
552
553
554
555
556
557
558
559
560
561
562
563
564
565
566
567
568
569
570
571
572
573
574
575
576
577
578
579
580
581
582
583
584
585
586
587
588
589
590
591
592
593
594
595
596
597
598
599
600
601
602
603
604
605
606
607
608
609
610
611
612
613
614
615
616
617
618
619
620
621
622
623
624
625
626
627
628
629
630
631
632
633
634
635
636
637
638
639
640
641
642
643
644
645
646
647
648
649
650
651
652
653
654
655
656
657
658
659
660
661
662
663
664
665
666
667
668
669
670
671
672
673
674
675
676
677
678
679
680
681
682
683
684
685
686
687
688
689
690
691
692
693
694
695
696
697
698
699
700
701
702
703
704
705
706
707
708
709
710
711
712
713
714
715
716
717
718
719
720
721
722
723
724
725
726
727
728
729
730
731
732
733
734
735
736
737
738
739
740
741
742
743
744
745
746
747
748
749
750
751
752
753
754
755
756
757
758
759
760
761
762
763
764
765
766
767
768
769
770
771
772
773
774
775
776
777
778
779
780
781
782
783
784
785
786
787
788
789
790
791
792
793
794
795
796
797
798
799
800
801
802
803
804
805
806
807
808
809
810
811
812
813
814
815
816
817
818
819
820
821
822
823
824
825
826
827
828
829
830
831
832
833
834
835
836
837
838
839
840
841
842
843
844
845
846
847
848
849
850
851
852
853
854
855
856
857
858
859
860
861
862
863
864
865
866
867
868
869
870
871
872
873
874
875
876
877
878
879
880
881
882
883
884
885
886
887
888
889
890
891
892
893
894
895
896
897
898
899
900
901
902
903
904
905
906
907
908
909
910
911
912
913
914
915
916
917
918
919
920
921
922
923
924
925
926
927
928
929
930
931
932
933
934
935
936
937
938
939
940
941
942
943
944
945
946
947
948
949
950
951
952
953
954
955
956
957
958
959
960
961
962
963
964
965
966
967
968
969
970
971
972
973
974
975
976
977
978
979
980
981
982
983
984
985
986
987
988
989
990
991
992
993
994
995
996
997
998
999
1000

BLACKBERRY LIMITED, a)
Canadian corporation,)
Plaintiff,)
v.)
SNAP INC., a Delaware corporation)
Defendant.)

CASE NO. 2:18-cv-02693

**COMPLAINT FOR PATENT
INFRINGEMENT**

JURY TRIAL DEMANDED

1 **COMPLAINT FOR PATENT INFRINGEMENT**

2 Plaintiff BlackBerry Limited (“BlackBerry” or “Plaintiff”) hereby asserts the
3 following claims for patent infringement against Defendant Snap Inc. (“Snap” or
4 “Defendant”), and alleges as follows:

5 **SUMMARY**

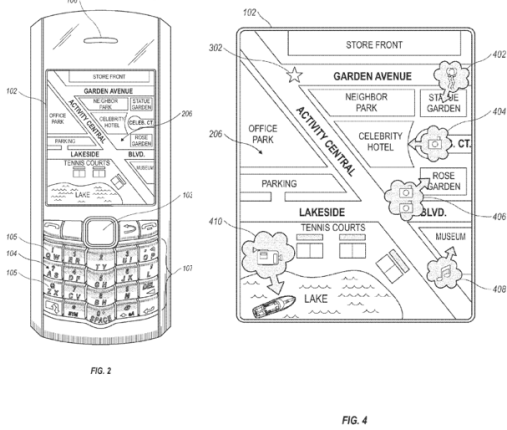
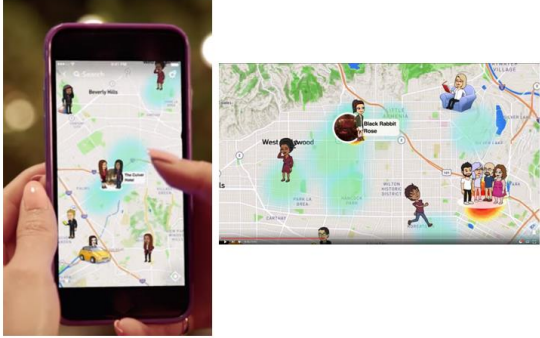
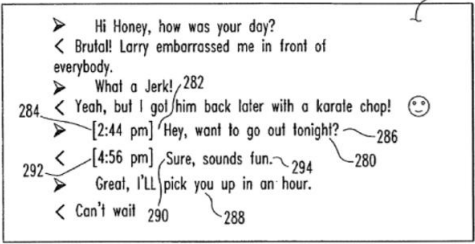
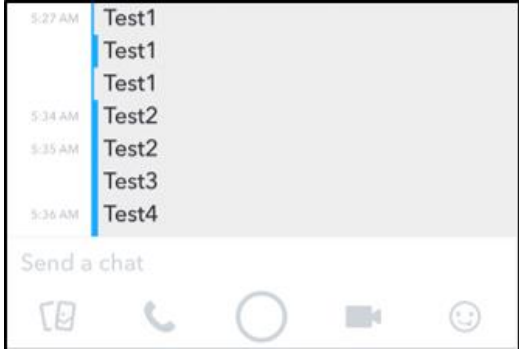
6 1. ***BlackBerry Pioneers Mobile Messaging*** - BlackBerry has been a
7 leading innovator in the field of mobile communications for the past 30 years,
8 having invested substantial sums into research and development of communications
9 technologies. BlackBerry’s innovations led to the commercialization of some of the
10 earliest models of smartphones in the United States, enabling its users to, among
11 other things, send and receive e-mails securely and surf the internet anytime and
12 anywhere. These same innovations prompted the rise of the smartphone as a
13 necessary everyday accessory for businesspersons and ordinary consumers alike.

14 2. One example of BlackBerry’s innovations is the BlackBerry Messenger
15 technology, which revolutionized instant messaging by providing users with secure,
16 user-friendly, point-to-point instant messaging on their mobile devices. In many
17 respects, through BlackBerry Messenger and other research and development,
18 BlackBerry helped pioneer modern mobile messaging—secure, instant and user
19 friendly on a mobile device. The appeal and success of BlackBerry Messenger led
20 consumers to consider instant messaging functionality as an integral aspect of
21 mobile communications, resulting today in billions of people worldwide engaging in
22 instant messaging over their mobile device.

23 3. As an innovator, BlackBerry took many steps to safeguard this valuable
24 intellectual property. It received numerous patents protecting the cutting-edge
25 features of its mobile phones, BlackBerry Messenger, and other communications
26 applications that make such products secure, easy-to-use, and ultimately engaging to
27 the end-user, thereby driving user growth and retention.

28

1 4. Defendant has used BlackBerry's intellectual property to compete with
 2 it in the mobile messaging space. A summary of Snap's infringing activities is
 3 presented below:

BlackBerry's Innovations	Snap
<p data-bbox="375 533 854 583">BlackBerry's U.S. Patent Nos. 8,825,084 and 8,326,327 Originally Filed 2010</p>  <p data-bbox="451 947 477 957">FIG. 2</p> <p data-bbox="704 993 735 1005">FIG. 4</p>	<p data-bbox="1117 510 1317 554">"Introducing Snap Map" June 21, 2017</p> 
<p data-bbox="435 1083 769 1129">BlackBerry's U.S. Patent No. 8,301,713 Originally Filed 2003</p>  <p data-bbox="565 1398 651 1430">FIG. 8a</p>	

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

BlackBerry's U.S. Patent No. 8,209,634
Originally Filed 2003

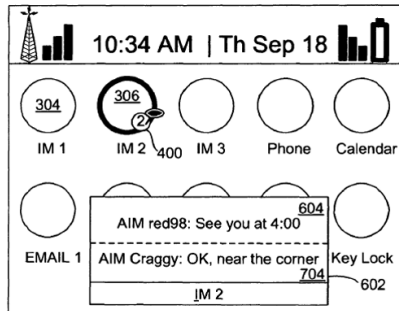
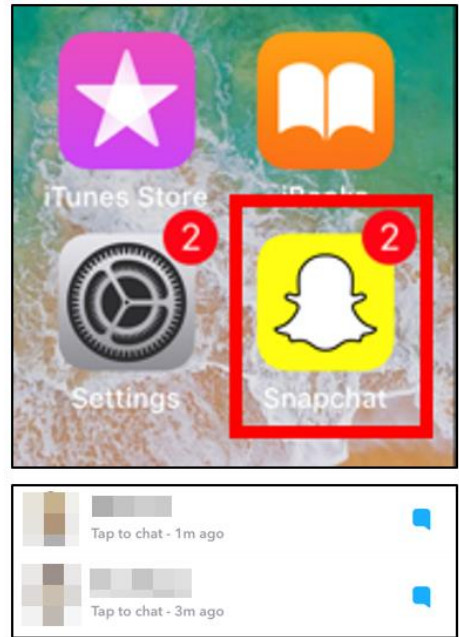


FIG. 7



BlackBerry's U.S. Patent Nos. 8,296,351 and 8,676,929
Originally Filed 2001

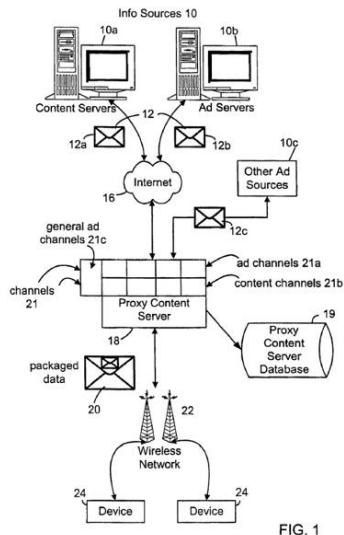


FIG. 1

Snap Ads

The Creative Solution: Snap Ads

Clean & Clear partnered with Snapchat to run animated Snap Ads that reached the right people at the right time. Clean & Clear used Snapchat's Lifestyle Categories to optimize its Snap Ads between Stories campaign and reach Snapchatters more likely to be interested in beauty. The bright, happy creative featured the Morning Burst face wash, encouraging Snapchatters to "Wake up tired skin."

Snapchatters were encouraged to "Wake up Tired Skin" with Morning Burst

5. The Patents-in-Suit cover, for example:
- (a) *Map Improvements For Mobile Devices*—improved mapping techniques to establish and maintain real time activity location information and provide

1 sufficient indication for user adoption;

2 (b) *User Interface Improvements For Mobile Devices*—including (i)
3 improvements in message notification techniques that streamline and
4 optimize reception of new message notifications, and (ii) display of
5 timestamps in a messaging user interface that provides users with appropriate
6 temporal context for their communications without overtaking the user’s
7 screen with unnecessary information; and

8 (c) *Modern Mobile Advertising Techniques*—methods for integrating
9 advertising on mobile devices using different static and dynamic advertising
10 content as well as time sensitive advertising.

11 6. *Defendant’s Use of BlackBerry’s Mobile Messaging Innovations*
12 *Harms BlackBerry and Provides Undeserved Windfall to Snap*—Defendant’s use
13 of BlackBerry’s inventions and infringement of the Patents-in-Suit have succeeded
14 in diverting consumers away from BlackBerry’s products and services and toward
15 those of Defendant. This infringement has resulted in a substantial and undeserved
16 windfall for Defendant as these users drive Defendant’s revenue. Defendant’s gain
17 comes at BlackBerry’s expense, depriving BlackBerry of revenue to which it is
18 entitled as a result of its inventions.

19 7. BlackBerry attempted to resolve this dispute without resorting to
20 litigation. It has been communicating with Defendant for over a year regarding its
21 patent portfolio, including various letters, calls and an in person meeting. Through
22 this suit, BlackBerry seeks redress for the harm caused by Defendant’s unlawful use
23 of BlackBerry’s intellectual property.

24 **INTRODUCTION TO BLACKBERRY**

25 8. For more than 30 years, BlackBerry has been a leading innovator in the
26 mobile communications industry. BlackBerry’s cutting-edge wireless
27 communication products and services have transformed the way people around the
28 world connect, converse, and share digital information.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.