

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BLOOMREACH, INC.,
Petitioner,

v.

GUADA TECHNOLOGIES LLC,
Patent Owner.

Case No. IPR2019-01304

Patent No. 7,231,379

JOINT MOTION TO TERMINATE

As authorized by the Board in an email sent on February 20, 2020, pursuant to 37 C.F.R. §§ 42.71 and 42.74, Petitioner and Patent Owner jointly request termination of the proceeding related to the *Inter Partes* Review of U.S. Pat. No. 7,231,379.

The parties have settled their dispute and executed a settlement agreement to terminate this proceeding.

The parties' settlement agreement is in writing, and a true and correct copy is being filed under 37 C.F.R. § 42.74(b). The parties hereby represent that there are no other agreements, oral or written, between the parties made in connection with, or in contemplation of, the termination of this proceeding.

The parties are also concurrently filing a joint request to treat the settlement agreement as business confidential information and keep it separate from the files of this proceeding and the involved patent under 35 U.S.C. § 317(b) and 37 C.F.R. § 42.74(c).

Dismissal of this proceeding is appropriate because these proceedings are still at an early stage.

Accordingly, the parties respectfully request termination of this proceeding.

DATED this 21st day of February, 2020.

Respectfully submitted,

/Dion M. Bregman/

Dion M. Bregman, Reg. No. 45,645
Michael J. Lyons, Reg. No. 37,386
Ahren C. Hsu-Hoffman, Reg. No. 50,862
MORGAN, LEWIS & BOCKIUS LLP
1400 Page Mill Road
Palo Alto, CA, 94304

Attorneys for Petitioner

/Isaac Rabicoff/

Isaac Rabicoff, Reg. No. 74,147
RABICOFF LAW LLC
73 W. Monroe St.
Chicago, IL 60603

Attorney for Patent Owner

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6(e), it is hereby certified that a copy of this JOINT MOTION TO TERMINATE was provided via email to Patent Owner by serving its counsel of record at the listed service address:

Isaac Rabicoff

(isaac@rabilaw.com)

Dated: February 21, 2020

Respectfully Submitted,

/Stephen Gillen/

Stephen Gillen

Senior Paralegal

Morgan, Lewis & Bockius LLP