

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BloomReach, Inc.,

Petitioner,

v.

Guada Technologies LLC,

Patent Owner.

Case IPR2019-01304

Patent No. 7,231,379

GUADA'S MANDATORY NOTICES

Dated: September 15, 2019

Isaac Rabicoff

Reg. No. 74,147

RABICOFF LAW LLC

Lead Counsel for Patent Owner

I. Real Party-in-Interest

A. Guada Technologies LLC

Pursuant to 37 C.F.R. 42.8(b)(1), Guada Technologies LLC (“Guada”) certifies that Guada is the real-party-in-interest.

II. Related Matters

U.S. Pat. No. 7,231,379 (’379 patent) (EX1001) is owned by Guada. The following cases involve the ’379 patent, where Guada is Plaintiff:

- *Guada Technologies LLC v. Pier 1 Imports (US), Inc.*, 1-19-cv-01016 (D. Del.)
- *Guada Technologies LLC v. Sally Beauty Supply LLC*, 1-19-cv-01017 (D. Del.)
- *Guada Technologies LLC v. Staples, Inc.*, 1-19-cv-01018 (D. Del.)
- *Guada Technologies LLC v. Big 5 Corp.*, 1-19-cv-00755 (D. Del.)
- *Guada Technologies LLC v. Floor and Decor Outlets of America, Inc.*, 1-19-cv-00756 (D. Del.)
- *Guada Technologies LLC v. HSN, Inc.*, 1-19-cv-00757 (D. Del.)
- *Guada Technologies LLC v. Hibbett Sporting Goods, Inc.*, 1-19-cv-00185 (D. Del.)
- *Guada Technologies LLC v. BSN SPORTS, LLC*, 1-19-cv-00186 (D. Del.)
- *Guada Technologies LLC v. UncommonGoods, LLC*, 1-19-cv-00187 (D. Del.)
- *Guada Technologies LLC v. Williams-Sonoma, Inc.*, 1-19-cv-00188 (D. Del.)

- *Guada Technologies LLC v. Teespring, Inc.*, 1-18-cv-01867 (D. Del.)

III. Counsel

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IV. Service Information, Email, Hand Delivery, and Postal

Guada consents to electronic service at isaac@rabilaw.com. Guada can be reached at Rabicoff Law LLC, 73 W Monroe St, Chicago, IL 60603, (773) 669-4590.

Respectfully submitted,

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CERTIFICATE OF SERVICE

It is hereby certified that on September 15, 2019, a copy of the foregoing document was served via Electronic Mail upon the following:

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