

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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APPLE INC.  
Petitioner,

v.

MAXELL, LTD.,  
Patent Owner

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**Case: IPR2020-00408**

**U.S. Patent No. 6,430,498**

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**PATENT OWNER'S MANDATORY NOTICES  
UNDER 37 C.F.R. § 42.8**

Mail Stop **Patent Board**  
Patent Trial and Appeal Board  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. § 42.8, Patent Owner Maxell Ltd., (“Patent Owner”) hereby provides the following mandatory notices:

**I. Real Parties-In-Interest**

Maxell, Ltd. is the patent owner and real party-in-interest in this proceeding.

Maxell’s address is:

1 Koizumi, Oyamazaki,  
Oyamazaki-cho,  
Otokuni-gun, Kyoto  
618-8525 Japan

**II. Related Matters**

Pursuant to 37 C.F.R. §42.8(b)(2), Patent Owner submits that the ’498 Patent was the subject of IPR2019-00071. The Board denied institution in IPR2019-00071 (Paper No. 7) (Judges McMillin, Hudalla, and Melvin). The ’498 Patent is currently asserted against Apple Inc. in *Maxell, Ltd. v. Apple Inc.*, No. 5:19-cv-00036 (E.D. Tex. March 15, 2019). The ’498 Patent was also was asserted against ASUSTek Computer Inc. and ASUS Computer International in *Maxell, Ltd. v. ASUSTek Computer et al.*, No. 3:18-cv-01788 (C.D. Cal. Mar. 22, 2018).

**III. Lead and Back-up Counsel**

Pursuant to 37 C.F.R. § 42.8(b)(3), Patent Owner provides the following designation of counsel:

<p><u>Lead Counsel</u> Robert G. Pluta Registration No. 50,970 Mayer Brown LLP 71 S. Wacker Drive Chicago, IL 60606 Telephone: 312-701-8641 Facsimile: 312-706-8144 <a href="mailto:rpluta@mayerbrown.com">rpluta@mayerbrown.com</a></p>	<p><u>Back-Up Counsel</u> Amanda S. Bonner Registration No. 65,224 Luiz A. Miranda Registration No. 74,762 Mayer Brown LLP 71 S. Wacker Drive Chicago, IL 60606 Telephone: 312-782-0600 Facsimile: 312-706-8144 <a href="mailto:asbonner@mayerbrown.com">asbonner@mayerbrown.com</a> <a href="mailto:lmiranda@mayerbrown.com">lmiranda@mayerbrown.com</a></p>
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**IV. Service Information**

Pursuant to 37 C.F.R. §42.8(b)(4), Patent Owner identifies the following service information: Please direct all correspondence regarding this proceeding to lead counsel at the address identified above. Patent Owner consents to electronic

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service by email: [rpluta@mayerbrown.com](mailto:rpluta@mayerbrown.com), and [Maxell-Apple-Service@mayerbrown.com](mailto:Maxell-Apple-Service@mayerbrown.com).

Dated: February 3, 2020

Respectfully submitted,

/Robert G Pluta Reg No 50970 /  
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**CERTIFICATE OF SERVICE**

I hereby certify that on this 3<sup>rd</sup> day of February, 2020, a copy of the attached **PATENT OWNER'S MANDATORY NOTICES UNDER 37 C.F.R. § 42.8** was served by electronic mail to the attorneys of record, at the following addresses:

Jennifer C. Bailey <a href="mailto:Jennifer.Bailey@eriseip.com">Jennifer.Bailey@eriseip.com</a> <a href="mailto:PTAB@eriseip.com">PTAB@eriseip.com</a> Adam P. Seitz <a href="mailto:Adam.Seitz@eriseip.com">Adam.Seitz@eriseip.com</a> ERISE IP, P.A. 7015 College Blvd., Suite 700 Overland Park, Kansas 66211 Telephone: (913) 777-5600 Fax: (913) 777-5601	Paul R. Hart (Reg. No. 59,646) <a href="mailto:Paul.Hart@eriseip.com">Paul.Hart@eriseip.com</a> ERISE IP, P.A. 5600 Greenwood Plaza Blvd., Ste. 200 Greenwood Village, Colorado 80111 Telephone: (913) 777-5600 Fax: (913) 777-5601
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Respectfully submitted,

Date: January 9, 2020

By: /Robert G Pluta Reg No 50970/

Robert G. Pluta  
MAYER BROWN LLP