

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE, INC.,
Petitioner,

v.

PARUS HOLDINGS, INC.,
Patent Owner.

IPR2020-00686 (Patent 7,076,431 B2)
IPR2020-00687 (Patent 9,451,084 B2)

Record of Oral Hearing
Held Virtually: Tuesday, June 22, 2021

Before DAVID C. McKONE, STACEY G. WHITE, and
SHELDON M. McGEE, *Administrative Patent Judges*.

IPR2020-00686 (Patent 7,076,431 B2)

IPR2020-00687 (Patent 9,451,084 B2)

APPEARANCES:

ON BEHALF OF THE PETITIONER:

JENNIFER BAILEY, ESQ.
ADAM SEITZ, ESQ.
ERISE IP, P.A.
7015 College Boulevard, Suite 700
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ON BEHALF OF THE PATENT OWNER:

MICHAEL McNAMARA, ESQ.
SEAN CASEY, ESQ.
MINTZ, LEVIN, COHN, FERRIS, GLOVSKY & POPEO, P.C.
One Financial Center
Boston, Massachusetts 02111

The above-entitled matter came on for hearing on Tuesday, June 22, 2021, commencing at 2:30 p.m. EST, by video/by telephone.

1 PROCEEDINGS

2 JUDGE McKONE: We're here for a final hearing in inter
3 parties reviews IPR2020-686 and IPR2020-687, both captioned Apple,
4 Inc., v. Parus Holdings, Inc.

5 I'll introduce the panel. I am Judge McKone. With me
6 are Judges White and McGee.

7 Who do we have appearing on behalf of Petitioner?

8 MS. BAILEY: Thank you, Your Honor. Jennifer Bailey of
9 Erise IP, for Petitioner, Apple, Inc. With me today is Adam
10 Seitz, also of Erise IP, and in-house counsel at Apple, Benjamin
11 Hu and Natalie Pose.

12 JUDGE McKONE: And will you be doing the speaking today
13 then, Ms. Bailey?

14 MS. BAILEY: Yes, sir.

15 JUDGE McKONE: Who do we have appearing on behalf of
16 Patent Owner?

17 MR. McNAMARA: Good afternoon. My name is Michael
18 McNamara. I'm appearing from MINTZ LEVIN, and I'm appearing on
19 behalf of Parus. With me today from my firm is Sean Casey, who is
20 on the phone, as well as Taj Reneau, who is the CEO of Parus.

21 JUDGE McKONE: And will you be doing the speaking today
22 then, Mr. McNamara?

23 MR. McNAMARA: Yes, sir.

24 JUDGE McKONE: So we have set forth a procedure for

1 today's hearing in our oral argument order. To summarize, each
2 party will have 45 minutes of total argument time to present its
3 arguments. Petitioner has the burden of proof and will go first.
4 Patent Owner will then present opposition arguments. To the
5 extent Petitioner has reserved time, Petitioner will present
6 arguments in rebuttal. Thereafter, to the extent Patent Owner has
7 reserved surrebuttal time, Patent Owner may present its
8 surrebuttal.

9 For clarity in the transcript, and since everyone
10 here -- the judges and counsel -- are all appearing remotely, when
11 you refer to an exhibit on the screen, please identify the exhibit
12 number and the page number. And when you refer to demonstrative
13 slides, please identify the slide number. We cannot see what
14 you're projecting on your own screen, but if we have the
15 documents -- if they have been filed and we are told where to look,
16 we can follow along with you.

17 Counsel should unmute only with speaking, and I will try
18 to do the same. The remote nature of the hearing may also result
19 in a bit of an audio lag sometimes, and thus, the parties are
20 advised to pause if you can after speaking so that you avoid
21 speaking over others.

22 If, at any time, during the hearing you encounter
23 technical or other difficulties, please let us know. Please let
24 the panel know as soon as you can so we can try to make
25 adjustments. There is technical support listening in on the call,

1 and we will try to keep our eyes out for technical problems as
2 well.

3 As we noted in the hearing order, although we are all
4 appearing remotely and there's no physical courtroom, members of
5 the public may have the option to attend and may be listening to
6 the audio of this hearing. For example, a journalist may be
7 listening in on this call.

8 In the oral hearing order, we requested that if there
9 were any concerns about the disclosure of confidential
10 information, you were to contact the Board. I don't believe we
11 received any notices of any confidentiality issues, but, to
12 confirm, Petitioner, could you confirm that you do not intend to
13 discuss any confidential information today?

14 MS. BAILEY: Confirmed, Your Honor.

15 JUDGE McKONE: And, Patent Owner, could you also confirm
16 that you do not plan to discuss any confidential information?

17 MR. McNAMARA: Confirmed, Your Honor.

18 JUDGE McKONE: Okay. Patent Owner, do you have any
19 questions at this time?

20 MR. McNAMARA: Just one, Your Honor. So if I understand
21 that for the demonstratives, so the slides, we'll refer to these
22 slides by slide number?

23 JUDGE McKONE: Correct.

24 MR. McNAMARA: For the reference or when we want to look
25 at a particular other document, would you prefer that we share our

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