IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re *Inter Partes* Review of:	)
U.S. Patent No. 9,901,123	)
Issued: February 27, 2018	)
Application No.: 15/286,087	)
Filing Date: October 5, 2016	)

For: **Tobacco-Containing Smoking Article**

FILED VIA E2E

DECLARATION OF STEWART FOX IN SUPPORT OF PETITION FOR *INTER PARTES* REVIEW OF U.S. PATENT NO. 9,901,123

TABLE OF CONTENTS

I. Introduction and Qualifications

1. I have been retained by Philip Morris Products, S.A ("Petitioner") to provide my opinion concerning the validity of U.S. Patent No. 9,901,123 (attached to the accompanying Petition as Ex. 1001, "the '123 patent") in support of a Petition for *Inter Partes* Review ("IPR"). I am being compensated for my time in connection with this IPR at my standard consulting rate, which is £125 per hour, plus actual expenses, regardless of the outcome of this matter.

2. I am an experienced engineer and have spent over 25 years developing products, including medical devices and drug delivery products, from concept through approvals and into market. I have particular expertise in medical devices, including coronary catheters, surgical instruments, in vitro diagnostic instruments, and drug delivery devices.

3. I obtained my MA in Engineering Science, 1st class, from Downing College of Cambridge University, in 1986.

4. I am currently the Director of Maddison Consulting, Limited, in Cambridge, UK. I founded my consulting company in 2011 and have been the director since then. In this role, I provide project management services and product development consultancy.

5. One example of my product development experience is when I led the development of an in vitro diagnostic instrument for a UK SME. I worked as the

project manager of a client team, driving a group of 30 staff to develop the instrument from concept to regulatory submission in 9 months. I also led the development of a novel colonoscope, from concept to clinical trials. We developed, manufactured and verified a new design of endoscope in just over 12 months. In another example, I led the development of a handset for use in electrosurgery. This was a complete turn-key project, from concept design to verification and production ramp up, and was completed in only 9 months.

6. Since January 2013, I have also worked for Team Consulting, Limited, on two occasions. On one, I managed the development of an organ preservation system that provides organ preservation, repair and assessment prior to transplantation. The project involved development from a prototype to a validated system.

7. From September 2010 to July 2011, I led the Patient Care sector of Sagentia, one of the five business units of the company, with responsibility for profit and loss, business development, and line management of a small team of sector specialists for drug delivery and critical care devices and markets.

8. From 2002 to 2010, I was a Managing Consultant and Skill Group Leader of the Product Engineering Group at PA Consulting Group. The majority of my work was in the area of medical device development, and included running

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