

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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SAMSUNG ELECTRONICS CO., LTD. AND SAMSUNG  
ELECTRONICS AMERICA, INC.,  
Petitioner,

v.

GUI GLOBAL PRODUCTS, LTD., D/B/A GWEE,  
Patent Owner.

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IPR2021-00335  
Patent 10,259,020 B2

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Before SALLY C. MEDLEY, JON M. JURGOVAN, and  
SHEILA F. McSHANE, *Administrative Patent Judges*.

JURGOVAN, *Administrative Patent Judge*.

JUDGMENT  
Final Written Decision  
Determining All Challenged Claims Unpatentable  
*35 U.S.C. § 318(a)*

## I. INTRODUCTION

Samsung Electronics Co., Ltd. and Samsung Electronics America, Inc. (collectively “Petitioner”) filed a Petition for *inter partes* review of claims 1–19 of U.S. Patent No. 10,259,020 B2 (Ex. 1001, “the ’020 patent”). Paper 3 (“Pet.”). GUI Global Products, Ltd., D/B/A Gwee (“Patent Owner”) filed a Preliminary Response. Paper 10 (“Prelim. Resp.”). Upon review of these papers, we instituted *inter partes* review, pursuant to 35 U.S.C. § 314, as to claims 1–19 based on the challenges set forth in the Petition. Paper 11 (“Decision to Institute” or “Dec.”).

Subsequent to institution, Patent Owner filed a Patent Owner Response (Paper 15, “PO Resp.”), Petitioner filed a Reply to Patent Owner’s Response (Paper 17, “Pet. Reply”), and Patent Owner filed a Sur-reply (Paper 18, “PO Reply”). On April 12, 2022, we held an oral hearing. A transcript of the hearing is of record. Paper 25 (“Tr.”).

For the reasons that follow, we conclude that Petitioner has proven by a preponderance of the evidence that claims 1–19 of the ’020 patent are unpatentable.

### *A. Related Matters*

The parties indicate that related district court litigations are *GUI Global Prods., Ltd. d/b/a Gwee v. Samsung Elecs. Co.*, No. 4:20-cv-02624 (S.D. Tex.) and *GUI Global Prods., Ltd. d/b/a Gwee v. Apple, Inc.*, No. 4:20-cv-02652 (S.D. Tex.). Pet. 76–77; Papers 6, 9.

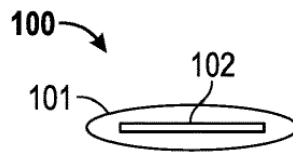
### *B. The ’020 Patent*

The Specification of the ’020 patent describes how an apparatus may be used for cleaning view screens of electrical devices. Ex. 1001, 1:30–34.

The '020 patent aims to address the lack of convenient cleaning materials faced by users of portable electronic devices. *Id.* at 1:57–2:6.

In one embodiment, a cleaning component for cleaning a view screen of an electronic device is coupled to a first case of the electronic device using magnetic attractive force. *Id.* at 2:10–16; Fig. 1B.

Figure 1B is illustrative and is reproduced below.

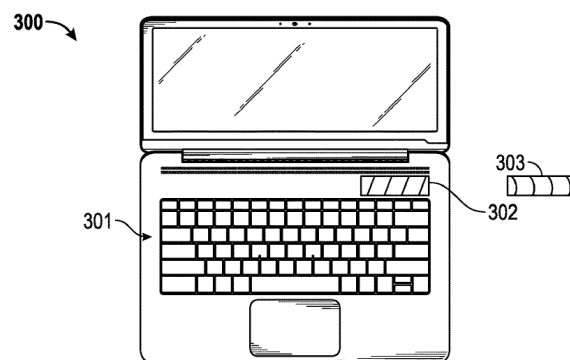


**FIG. 1B**

Figure 1B shows a side view of a cleaning component. *Id.* at 4:27–28. Cleaning component 100 includes ferromagnetic or ferrimagnetic substrate 102 covered by cleaning material 101, such as a fabric or a cloth. *Id.* at 6:19–39.

In another embodiment, a second case receives the cleaning component and also “functions to protect an electronic device’s primary case.” *Id.* at 2:39–52; Fig. 3.

Figure 3 is illustrative and is reproduced below.



**FIG. 3**

Figure 3 shows a computer case configured to receive a cleaning component. *Id.* at 4:35–36. Laptop 300 has rectangular indentation 302

dimensioned for receiving cleaning component 303 which has a magnet. *Id.* at 8:51–58.

Figure 5A is also illustrative and is reproduced below.

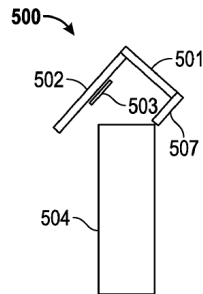


FIG. 5A

Figure 5A shows “a lateral type phone case configured to receive a cleaning component.” *Id.* at 4:39–40. Case 500 includes body 504 “which functions to hold a smart phone” and lid having tip 501, side 502, hinge 507, and cleaning component 503. *Id.* at 10:2–7.

The cleaning component is secured and adhered to a case via “dimensional stability to increase the security with which the clean components are adhered to the case.” *Id.* at 11:39–45; Fig. 9.

Figure 9 is illustrative and is reproduced below.

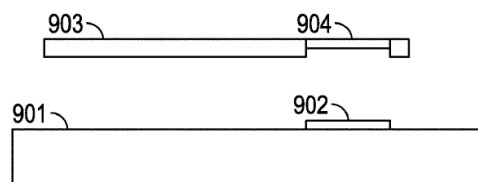


FIG. 9

Figure 9 shows a cleaning component “employing a structural feature to enhance adhesion.” *Id.* at 4:50–51. Device 901 has raised section 902 that is configured to fit within recess 904 of cleaning component 903. *Id.* at 11:39–41.

Still in another embodiment, the cleaning component has a magnetic element that activates or deactivates a magnetic switch. *Id.* at 3:12–17. The '020 patent describes “activating or deactivating a device having a magnetic switch” as a “secondary application[.]” and that “cleaning devices” “may also be manufactured without a cleaning component for use with the secondary application.” *Id.* at code (57); *see also id.* at 11:53–56. Thus, a device “may or may not include cleaning capabilities but will include a rare earth magnet or magnets” for “additional functionality.” *Id.* at 16:31–33, 16:41–43.

Figure 24 is illustrative and is reproduced below.

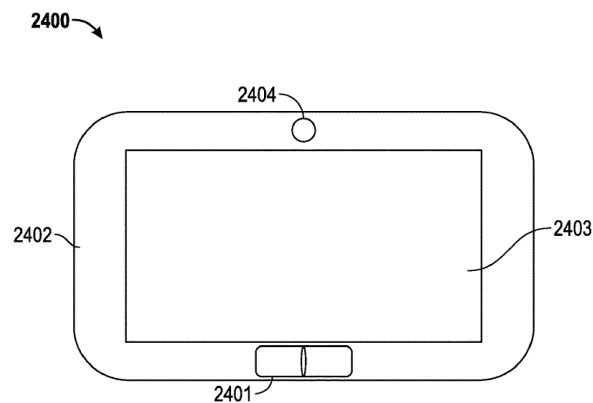


FIG. 24

Figure 24 shows a tablet computer having a switching device. *Id.* at 5:43–44. Tablet computer 2400 has switching device 2401 that “is selectively coupled to the front of the portable electronic device 2402 outside of the view screen 2403.” *Id.* at 17:65–67. A “magnetic switch is normally disposed with the portable electronic device but is shown [in Figure 24] for illustration purposes (2404).” *Id.* at 17:67–18:2. The '020 patent describes that the switching component “may be picked up” and the switching device “is either applied directly to the magnetic switch or applied

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