

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

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

v.

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

IPR2021-00335
Patent 10,259,020 B2

Before SALLY C. MEDLEY, BRYAN F. MOORE, and
SHEILA F. McSHANE, *Administrative Patent Judges*.

MOORE, *Administrative Patent Judge*.

DECISION
Granting Institution of *Inter Partes* Review
35 U.S.C. § 314

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.”). Institution of an *inter partes* review is authorized by statute when “the information presented in the petition . . . and any response . . . shows that there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition.” 35 U.S.C. § 314(a). Upon consideration of the Petition, the Preliminary Response, and the evidence of record, we determine that Petitioner has established a reasonable likelihood of prevailing with respect to the unpatentability of at least one claim of the ’020 patent. Accordingly, for the reasons that follow, we institute an *inter partes* review of claims 1–19 of the ’020 patent.

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. 77; Paper 9. The parties also indicate that the ’020 patent is the subject of a petition filed by Apple, Inc. in IPR2021-00470. Paper 9.¹

¹ Petitioner inadvertently refers to the listed “IPR” cases as “IPR2020” rather than “IPR2021.” Paper 9, 3.

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, 1:32–34. The '020 patent aims to address the lack of convenient cleaning materials faced by users portable electronic devices. *Id.* at 1:52–2:6.

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.

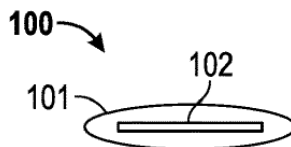


FIG. 1B

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 39–53; Fig. 3.

Figure 3 is illustrative and is reproduced below.

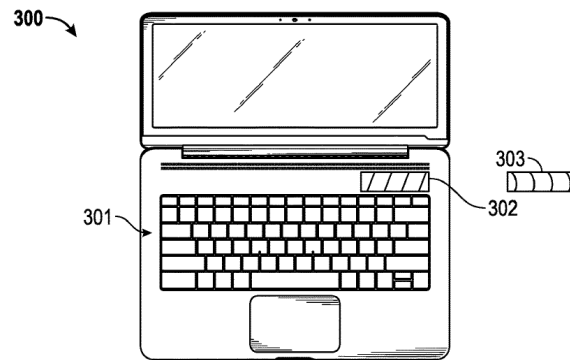


FIG. 3

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.

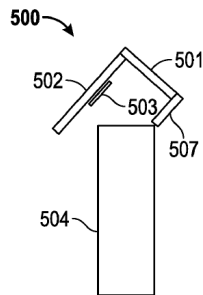


FIG. 5A

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 a 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 cleaning components are adhered to the case.” *Id.* at 11:34–39; Fig. 9.

Figure 9 is illustrative and is reproduced below.

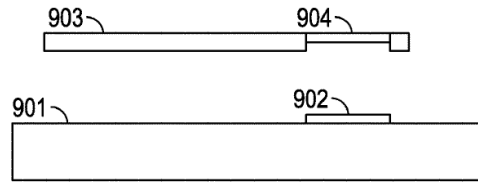


FIG. 9

Figure 9 shows a cleaning component “employing a structural feature to enhance adhesion.” *Id.* at 4:56–57. 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 2:65–67. 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 (explaining that the cleaning component may be able to activate magnetic switches on devices having switches). Thus, a device “may or may not include cleaning capabilities but will include a rare earth magnet or magnets” for “additional functionality.” *Id.* at 16:31–35.

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