

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.

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

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IPR2021-00471  
Patent 10,259,021 B2

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Before SALLY C. MEDLEY, SHEILA F. McSHANE, and  
MONICA S. ULLAGADDI, *Administrative Patent Judges*.

MEDLEY, *Administrative Patent Judge*.

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

## I. INTRODUCTION

Apple Inc. (“Petitioner”) filed a Petition for *inter partes* review of claims 1, 2, 4–10, 12, 14–17, and 19 of U.S. Patent No. 10,259,021 B2 (Ex. 1001, “the ’021 patent”). Paper 2 (“Pet.”). GUI Global Products, Ltd., D/B/A Gwee (“Patent Owner”) filed a Preliminary Response. Paper 7 (“Prelim. Resp.”). Upon review of these papers, we instituted *inter partes* review, pursuant to 35 U.S.C. § 314, as to claims 1, 2, 4–10, 12, 14–17, and 19 based on the challenges set forth in the Petition. Paper 10 (“Decision to Institute” or “Dec.”).

Subsequent to institution, Patent Owner filed a Patent Owner Response (Paper 18, “PO Resp.”), Petitioner filed a Reply to Patent Owner’s Response (Paper 22, “Pet. Reply”), and Patent Owner filed a Sur-Reply (Paper 28, “Sur-Reply”). On May 19, 2022, we held an oral hearing. A transcript of the hearing is of record. Paper 33 (“Tr.”).

For the reasons that follow, we conclude that Petitioner has proven by a preponderance of the evidence that claims 1, 2, 4–10, 12, 14–17, and 19 of the ’021 patent are unpatentable.

### A. Related Matters

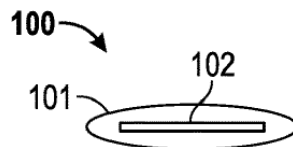
The parties indicate that related district court litigations are *GUI Global Prods., Ltd. d/b/a Gwee v. Samsung Elecs. Co.*, No. 4:20-cv-02624 (S.D. Tex.) and *GUI Global Prods., Ltd. d/b/a Gwee v. Apple, Inc.*, No. 4:20-cv-02652 (S.D. Tex.). Pet. 79; Papers 4, 1–2; 5, 1–2. The parties also indicate that the ’021 patent is the subject of a petition filed by Samsung Electronics Co., Ltd. and Samsung Electronics America, Inc. in IPR2021-00336. Pet. 79; Papers 4, 2; 5, 2.

*B. The '021 Patent*

The Specification of the '021 patent describes how an apparatus may be used for cleaning view screens of electrical devices. Ex. 1001, 1:32–34. The '021 patent aims to address the lack of convenient cleaning materials for portable electronic devices. *Id.* at 1:54–2:8.

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 a magnetic attractive force. *Id.* at 2:13–18, Fig. 1B.

Figure 1B is illustrative and is reproduced below.



**FIG. 1B**

Figure 1B shows a side view of a cleaning component. *Id.* at 4:33–34. Cleaning component 100 includes ferromagnetic or ferrimagnetic substrate 102 covered with cleaning material 101, such as a fabric or a cloth. *Id.* at 6:26–46.

In another embodiment, a second case receives the cleaning component and also “functions to protect an electronic device’s primary case.” *Id.* at 2:42–55; Fig. 3.

Figure 3 is illustrative and is reproduced below.

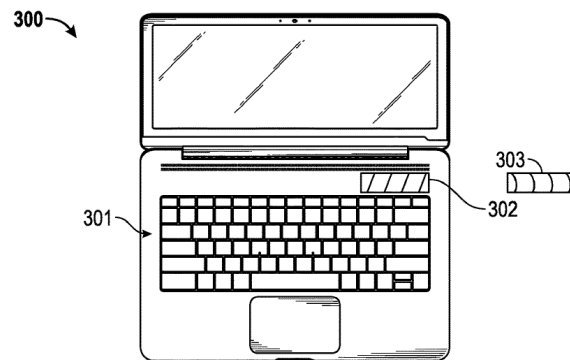


FIG. 3

Figure 3 shows a computer case configured to receive a cleaning component. *Id.* at 4:41–42. Laptop computer 300 has rectangular indentation 302 dimensioned for receiving cleaning component 303 which has a magnet. *Id.* at 8:58–65.

Figure 5A is also illustrative and is reproduced below.

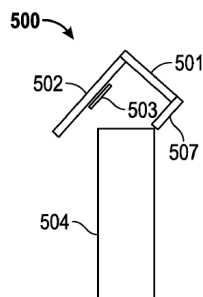
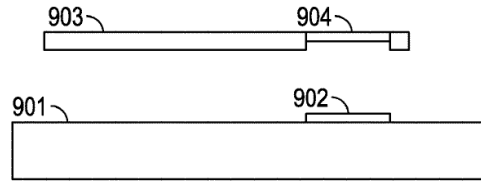


FIG. 5A

Figure 5A shows “a lateral type phone case configured to receive a cleaning component.” *Id.* at 4:45–46. Case 500 includes body 504 “which functions to hold a smart phone” and a lid having top 501, side 502, hinge 507, and cleaning component 503. *Id.* at 10:9–14.

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 11:40–51; 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 case 901 has raised section 902 that is configured to fit within recess 904 of cleaning component 903. *Id.* at 11:45–47.

Still in another embodiment, the cleaning component has a magnetic element that activates or deactivates a magnetic switch. *Id.* at 3:1–3. The ’021 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 applications.” *Id.* at code (57); *see also id.* at 11:59–62 (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 16:30–32, 40–42.

Figure 24 is illustrative and is reproduced below.

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