

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner,

v.

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

IPR2021-00472
Patent 10,562,077 B2

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

MEDLEY, *Administrative Patent Judge*.

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

I. INTRODUCTION

Apple Inc. (“Petitioner”) filed a Petition for *inter partes* review of claims 1–5 and 7–13 of U.S. Patent No. 10,562,077 B2 (Ex. 1001, “the ’077 patent”). Paper 2 (“Pet.”). GUI Global Products, Ltd., D/B/A Gwee (“Patent Owner”) filed a Preliminary Response. Paper 6 (“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 ’077 patent. Accordingly, for the reasons that follow, we institute an *inter partes* review of claims 1–5 and 7–13 of the ’077 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. Tx.). Pet. 82; Papers 4, 1–2. The parties also indicate that the ’077 patent is the subject of a petition filed by Samsung Electronics Co., Ltd. and Samsung Electronics America, Inc. in IPR2021-00337. Pet. 83; Papers 4, 2.

B. The ’077 Patent

The Specification of the ’077 patent describes how an apparatus may be used for cleaning view screens of electrical devices. Ex. 1001, 1:38–40.

The '077 patent aims to address the lack of convenient cleaning materials faced by users portable electronic devices. *Id.* at 1:60–2:14.

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 2:19–24, Fig. 1B.

Figure 1B is illustrative and is reproduced below.

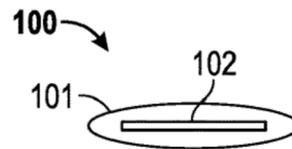


FIG. 1B

Figure 1B shows a side view of a cleaning component. *Id.* at 4:37–38. Cleaning component 100 includes ferromagnetic or ferrimagnetic substrate 102 covered by cleaning material 101, such as a fabric or a cloth. *Id.* at 6:29–49.

In another embodiment, a second case receives the cleaning component and also “functions to protect an electronic device’s primary case.” *Id.* at 2:47–60; Fig. 3.

Figure 3 is illustrative and is reproduced below.

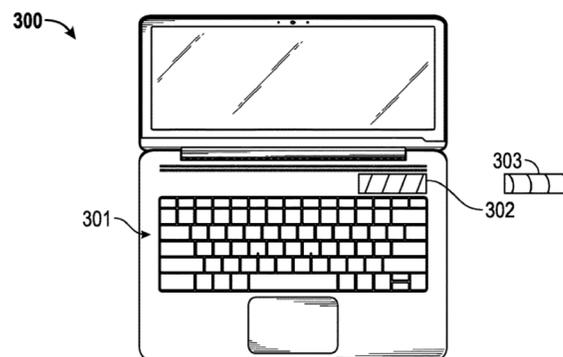


FIG. 3

Figure 3 shows a computer case configured to receive a cleaning component. *Id.* at 4:45–46. Laptop 300 has rectangular indentation 302

dimensioned for receiving cleaning component 303 which has a magnet. *Id.* at 8:62–9:2.

Figure 5A is also illustrative and is reproduced below.

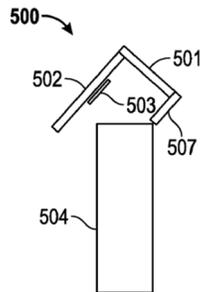


FIG. 5A

Figure 5A shows “a lateral type phone case configured to receive a cleaning component.” *Id.* at 4:49–50. Case 500 includes body 504 “which functions to hold a smart phone” and lid having top 501, side 502, hinge 507, and cleaning component 503. *Id.* at 10:13–18.

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 11:44–55; Fig. 9.

Figure 9 is illustrative and is reproduced below.

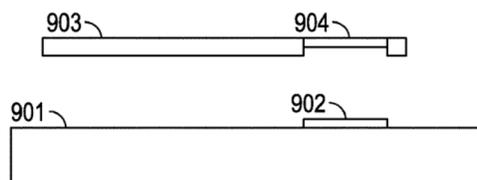


FIG. 9

Figure 9 shows a cleaning component “employing a structural feature to enhance adhesion.” *Id.* at 4:60–61. Device 901 has raised section 902 that is configured to fit within recess 904 of cleaning component 903. *Id.* at 11:49–51.

Still in another embodiment, the cleaning component has a magnetic element that activates or deactivates a magnetic switch. *Id.* at 3:6–8. The '077 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 11:63–66. 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, 41–43.

Figure 24 is illustrative and is reproduced below.

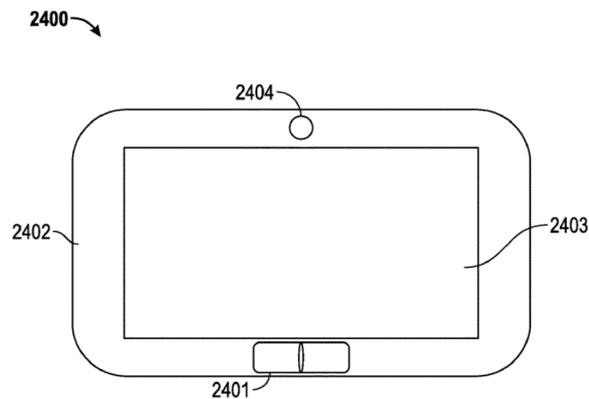


FIG. 24

Figure 24 shows a tablet computer having a switching device. *Id.* at 5:53–54. 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 18:6–10. A “magnetic switch is normally disposed with the portable electronic device but is shown [in Figure 24] for illustration purposes (2404).” *Id.* at 18:10–12. The '077 patent describes that the switching component “may be picked up” and the switching device “is either applied directly to the magnetic switch or

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