

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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IPR2021-00473  
Patent 10,589,320 B1

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

McSHANE, *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. 10,589,320 B1 (Ex. 1001, “the ’320 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) (2018). 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 ’320 patent. Accordingly, for the reasons that follow, we institute an *inter partes* review of claims 1–5 and 7–13 of the ’320 patent.

### A. Related Matters

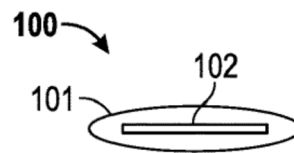
The parties indicate this Petition is related to *GUI Global Prods, Ltd. d/b/a Gwee v. Samsung Elecs. Co.*, No. 4:20-cv-02624 (E.D. Tex.) and *GUI Global Prods, Ltd. d/b/a Gwee v. Apple, Inc.*, No. 4:20-cv-02652 (S.D. Tex.). Pet. 82; Paper 4, 1–2. The parties indicate that the ’320 patent is also the subject of a petition filed by Samsung Electronics Co., Ltd. in IPR2021-00338. Pet. 83; Paper 4, 2.

### B. The ’320 Patent

The Specification of the ’320 patent describes how an apparatus may be used for cleaning view screens of electrical devices. *See* Ex. 1001, 2:19–

24. The '320 patent aims to provide appropriate cleaning materials where the cleaning component can be carried on an electronic device case. *Id.* at 1:56–2:15.

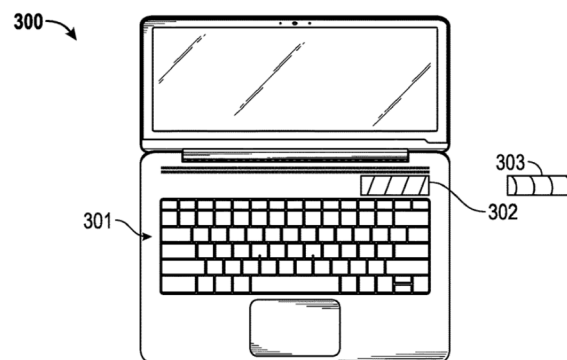
In one embodiment, a cleaning component for cleaning a view screen of an electronic device is coupled to a first case of the electronic device using magnetic attractive force. Ex. 1001, 5:64–6:2, Fig. 1B. Figure 1B is illustrative and is reproduced below.



**FIG. 1B**

Figure 1B, above, shows a side view of a cleaning component. Ex. 1001, 6:29–30. Cleaning component 100 includes ferromagnetic or ferrimagnetic substrate 102 covered by cleaning material 101, such as a fabric or a cloth. *Id.* at 6:20–49.

In another embodiment, a second case receives the cleaning component and also “functions to protect the primary case.” Ex. 1001, 6:2–7. Figure 3 is illustrative and is reproduced below.



**FIG. 3**

Figure 3, above, shows a computer case configured to receive a cleaning component. Ex. 1001, 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.

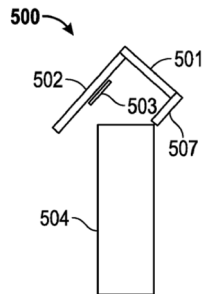


FIG. 5A

Figure 5A, above, shows “a lateral type phone case configured to receive a cleaning component.” Ex. 1001, 4:49–50. 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 10:13–18.

A cleaning component may be secured and adhered to a case utilizing “dimensional stability to increase the security with which the clean components are adhered to the case.” Ex. 1001, 11:44–49; Fig. 9. Figure 9 is illustrative and is reproduced below.

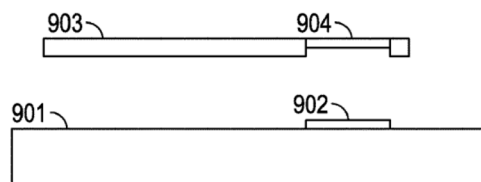


FIG. 9

Figure 9, above, shows a cleaning component “employing a structural feature to enhance adhesion.” Ex. 1001, 4:60–61. Device 901 has raised section 902 which is configured to fit within recess 904 of cleaning component 903. *Id.* at 11:49–51.

In another embodiment, the cleaning component has a magnetic element that activates or deactivates a magnetic switch. Ex. 1001, 3:6–8. The '320 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). Thus, a device “may or may not include cleaning capabilities but will include a rare earth magnet or magnets” for “additional functionality.” *Id.* at 16:41–45. Figure 24 is illustrative and is reproduced below.

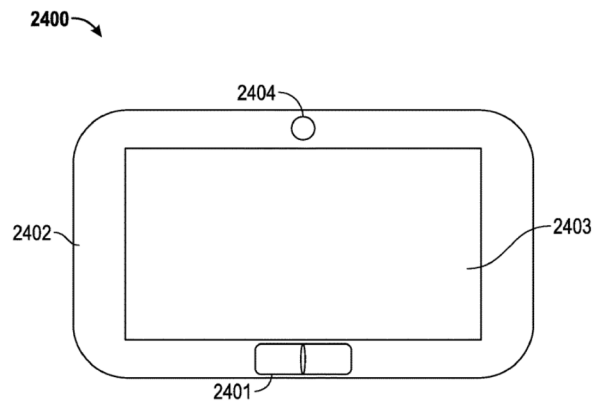


FIG. 24

Figure 24, above, shows a tablet computer having a switching device. Ex. 1001, 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 '320 patent describes that the switching component “may be picked up” and switching device “is either applied directly to the magnetic switch or applied to either side of the switch and then slid past it to activate or deactivate the portable electronic device.” *Id.* at 18:13–18.

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