# PATENT OWNER'S PRESENTATION

VOLKSWAGEN GROUP OF AMERICA, INC. ET AL. V. STRATOSAUDIO, INC. IPR2021-00712 IPR2021-00716

UNITED STATES PATENT TRIAL AND APPEAL BOARD JULY 21, 2022

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U.S. Patent Nos. 8,903,307 ("the '307 patent) and 8,688,028 ("the '02 are in the same family with substantively the same text. This present focuses on the '307 patent and IPR2021-00712. The presentation pr parallel cites to the record in IPR2021-00716.

The '307 patent describes a system and method for allowing a user to broadcast media by correlating media content identifying data with a

**Segment.** IPR2021-00712, Paper No. 28 (POR) at 7; EX1001 ('307 Patent) EX1001, 2:55-57, Cl. 11; EX20 declaration) ¶34; IPR2021-00716, Paper No. 28 (POR) at 7; EX1001 ('028 Patent) EX1001, 2:53-55, Cl. 11; EX20 declaration) ¶33.

The present invention solves these and other problems by providing a system that allows an individual user to respond to a data broadcast. In one embodiment, an Automatic Pur-

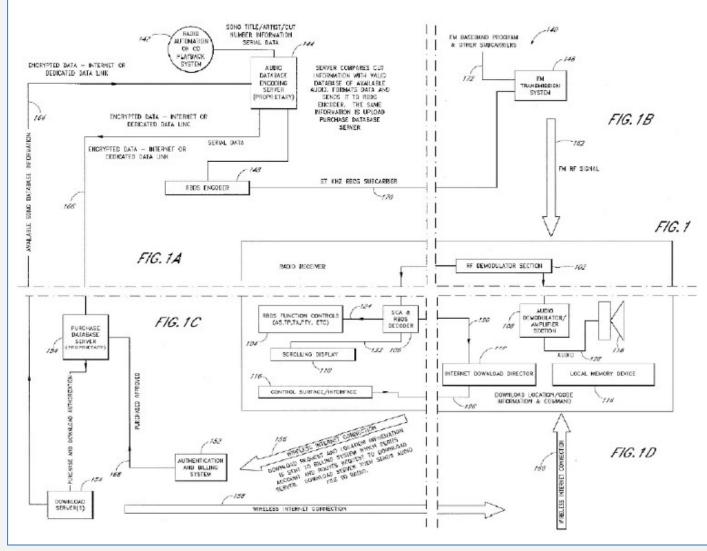
EX1001 ('307 patent), 2:55-57 (

The '307 patent states that at the time of the invention, RBDS and RI allowed broadcasters to "distribute information to a large number of u did not "allow individual users to respond to the broadcast information Paper No. 28 (POR) at 8, citing EX1001 ('307 patent), 2:26-31; EX2019 (Hart declaration), ¶36.

A similar standard used in Europe is the European Radio Data System (RDS).

Broadcasters using the RBDS standard can distribute information to a large number of users. However, the standard does not allow individual users to respond to the broadcast information.

EX1001 ('307 patent), 2:26-31 (annotate



EX1001 ('307 patent), Figs. 1A, 1B, 1C, 1D; IPR2021-00712, Paper No. 28 (POR) at 10; IPR2021-00716,

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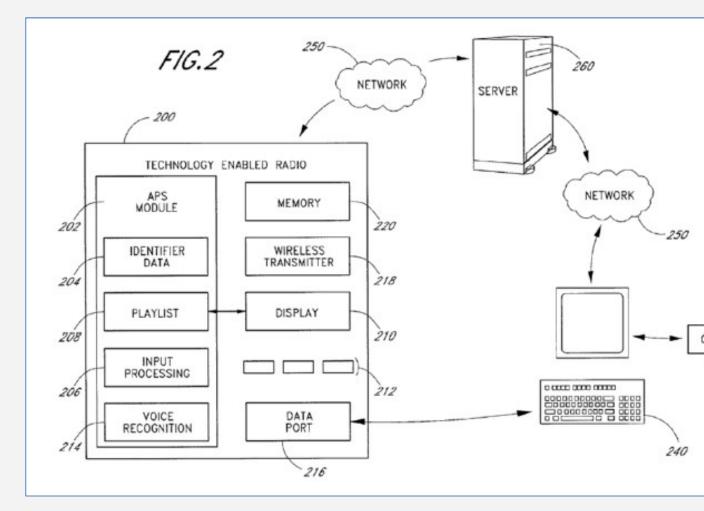
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EX1001 ('307 patent), Fig. 2; IPR2021-00712, Paper No. 28 (POR) at 14; IPR2021-00716,

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