WNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE PATENT TRIAL AND APPEAL BOARD APPLE INC., Petitioner, v. MEMORYWEB, LLC, Patent Owner. Case No. IPR2022-00032 U.S. Patent No. 9,552,376

PETITIONER'S REPLY



Table of Contents

I.	Intr	Introduction				
II.	A3UM Is Prior Art1					
	A.	Pate	entee Responds with Implausible Theories, Not Evidence	3		
	B.	Dr.	Surati's Testimony Is Not Credible	7		
	C.	A3U	JM Can Be Retrieved from the Installer DVD	9		
	D.	A3U	JM Is Accessible After Installation	13		
III.	Oth	er Pri	or Art Challenges	17		
IV.	The Challenged Claims Are Unpatentable					
	A.	Independent Claim 1		18		
		1.	A3UM discloses "the interactive map comprising a major portion of the first screenshot"			
		2.	A3UM and Belitz render obvious "responsive to a click or of the [first/second] user selectable thumbnail image, disp a [first/second] location view"	laying		
		3.	A3UM renders obvious a "[first/second] location view" including a "[first/second] map image"	24		
		4.	Skilled Artisans Would Have Combined A3UM, Belitz, as Rasmussen			
	B.	Independent Claim 5		31		
	C.	Independent Claim 12				
V	Con	clusio	ın	34		



UPDATED EXHIBIT LIST

No.	Exhibit Description		
1001	U.S. Patent No. 9,552,376		
1002	File History of U.S. Patent No. 9,552,376		
1003	Declaration of Dr. Loren Terveen regarding U.S. Patent No. 9,552,376		
1004	CV of Dr. Loren Terveen		
1005	Aperture 3 User Manual, Apple Inc. (Feb. 2010) ("A3UM")		
1006	U.S. Patent App. Pub. No. 2010/0058212 A1 to Belitz et al. ("Belitz")		
1007	RESERVED		
1008	U.S. Patent No. 8,160,400 to Snavely et al.		
1009	RESERVED		
1010	U.S. Patent No. 9,098,531 ("'531 Patent")		
1011	RESERVED		
1012	U.S. Patent No. 10,423,658 ("'658 Patent")		
1013	U.S. Patent No. 10,621,228 ("'228 Patent")		
1014	U.S. Patent No. 11,017,020 ("'020 Patent")		
1015	File History of U.S. Patent No. 9,098,531		
1016	RESERVED		
1017	File History of U.S. Patent No. 10,423,658		
1018	File History of U.S. Patent No. 10,621,228		
1019	File History of U.S. Patent No. 11,017,020		
1020	Declaration of Matthew Birdsell		
1021	Apple Inc., <u>www.apple.com</u> (various) (Archive.org: Feb. 17 to Mar. 5, 2010)		
1022	Standard Affidavit, Internet Archive (Oct. 8, 2021), available at https://archive.org/legal/affidavit.php		



No.	Exhibit Description
1023	Complaint, MemoryWeb, LLC v. Apple, Inc., Civ. No. 6:21-cv-531, Dkt. 1 (W.D. Tex. May 25, 2021).
1024	Affidavit of Service, <i>MemoryWeb, LLC v. Apple, Inc.</i> , Civ. No. 6:21-cv-531, Dkt. 9 (W.D. Tex. Jun. 11, 2021) (service as of June 10, 2021)
1025	U.S. Patent No. 7,620,496 to Rasmussen
1026	Joint Motion for Entry of Agreed Scheduling Order, <i>MemoryWeb</i> , <i>LLC v. Apple, Inc.</i> , Civ. No. 6:21-cv-531, Dkt. 24 (W.D. Tex. Oct. 1, 2021)
1027	Plaintiff MemoryWeb, LLC's Initial Infringement Contentions, MemoryWeb, LLC v. Apple, Inc., Civ. No. 6:21-cv-531 (W.D. Tex. Sept. 24, 2021) (service only)
1028	U.S. Patent App. Pub. No. 2011/0074811 A1 to Hanson et al.
1029	Top 11 Technologies of the Decade, IEEE Spectrum, pp. 27-63 (Jan. 2011).
1030	Wikipedia Entry for "Photo sharing" (Archive.org: May 6, 2011), available at https://web.archive.org/web/20110506092919/ https://web.archive.org/web/20110506092919/
1031	Wikipedia Entry for "Image organizer" (Archive.org: Apr. 27, 2010), available at https://web.archive.org/web/20100427092553/ https://en.wikipedia.org/wiki/Image_organizer
1032	Todd Bogdan, "Announcing Picasa 3.5, now with name tags, better geotagging and more," The Official Google Blog (Sept. 22, 2009) (Archive.org: Nov. 11, 2009), available at https://web.archive.org/web/20091103113337/ https://googlephotos.blogspot.com/2009/09/announcing-picasa-35-now-with-name-tags.html
1033	Stephen Shankland, "What's the best Web site for geotagged photos?," CNET (Mar. 18, 2009), available at https://www.cnet.com/tech/computing/whats-the-best-web-site-for-geotagged-photos/
1034	Panoramio, "Embedding a Panoramio map into your web page" (Archive.org: Mar. 28, 2010), available at



No.	Exhibit Description
	https://web.archive.org/web/20100328215828/
	http://www.panoramio.com/help/embedding
1035	Shu-Wai Chow, <i>PHP Web 2.0 Mashup Projects</i> , Packt Publishing (2007)
1036	Exchangeable image file format for digital still cameras: Exif Version 2.2, JEITA CP-3451 (Apr. 2002), available at https://www.exif.org/Exif2-2.PDF .
1037	Information Interchange Model Version 4, IPTC-NAA (July 1999)
1038	Guidelines for Handling Image Metadata v. 1.0, Metadata Working Group (Sept. 2008), , available at https://web.archive.org/web/20090206012835/ https://web.archive.org/web/20090206012835/ https://web.archive.org/web/20090206012835/ https://web.archive.org/web/20090206012835/ https://web.archive.org/web/20090206012835/ https://web.archive.org/web/20090206012835/ https://web.archive.org/web/20090206012835/ https://web.archive.org/pdf/mwg_guidance.pdf .
1039	iPhoto '09 Review (Archive org: May 26, 2009), available at https://www.killersites.com/magazine/2009/iphoto-09-review/
1040	Google Code, Google Maps API Reference (Archive.org: Feb. 23, 2010), available at: http://code.google.com/apis/maps/documentation/reference.html
1041	RESERVED
1042	RESERVED
1043	Flickr, Tour: Maps (Archive.org: Feb. 9, 2010), available at http://www.flickr.com/tour/maps
1044	Devin Coldewey, <i>Review: Aperture 3</i> , CrunchGear (Archive.org: Mar. 22, 2010), available at http://www.crunchgear.com/2010/03/19/review-aperture-3/
1045	Tony Wu, <i>Using Aperture 3: Part 1</i> (Archive.org: Apr. 2, 2010), available at http://www.tonywublog.com/20100330/first-good-impressions-using-aperture-3.html
1046	Complaint for Declaratory Judgment, <i>MyHeritage (USA), Inc. et al.</i> v. <i>MemoryWeb, LLC</i> , Case No. 1:21-cv-02666, Dkt. 1 (N.D. Ill. May 17, 2021)
1047	Apple Inc., <i>Mac OS X v10.6.3 Update</i> (Mar. 29, 2010) (Archive.org Apr. 11, 2010), available at



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