UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ROKU, INC.,
Petitioner

v.

MEDIA CHAIN, LLC,
Patent Owner

Case IPR2022-00391
U.S. Patent 10,489,560

PETITION FOR *INTER PARTES* REVIEW OF U.S. PATENT NO. 10,489,560

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4. [1C] "extracting user data that is specific to the user" when the user streams and declines to stream the media content item, "wherein the user data includes demographic data" that enables a third party online retailer to gauge a demographic that streamed the media content item and a demographic that declined to stream that "enables the third party online retailer to target marketing of different media content items" based on a user's "trend of interest." 26

(a) [1C.1] "extracting user data" 26

(b) [1C.2] "user data includes demographic data" enabling a third party online retailer to gauge a demographic 27

(c) [1C.3] user data includes a "history of media content items" that the user has streamed to allow for targeted marketing 30

(d) [1C.4] marketing media content items based on a determined trend of interest for the user 30

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6. [1E] "storing" the statistics record in a license database "so that the user data is accessible to the third party online retailer." 32

7. [1F] "analyzing a plurality of statistics records… to provide the third party online retailer with the aggregated user data." 33

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F. Claim 11. 38

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I. Claims 3 and 13 ("plurality of [reproduction/streaming] parameters"). 43

J. Claims 4, 9, 14, and 18 (storing in the license database the user data so that it is "accessible to a third party online media retailer"). 43

K. Claims 5 and 19 ("geographic location"). 44

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K. Claims 5 and 19 ("geographic location"). 86

L. Claims 7 and 17 (generating and storing a "license record in a registered user database"). 87

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