

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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SAMSUNG ELECTRONICS CO., LTD.,  
Petitioner

v.

DODOTS LICENSING SOLUTIONS LLC,  
Patent Owner

Case IPR2023-00756

U.S. Patent No. 9,369,545

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**DECLARATION OF TED SELKER, PH.D.**

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I, Dr. Ted Selker, declare as follows:

1. I have been asked to review U.S. Patent No. 9,369,545 (“the ‘545 Patent”) to Kembel, *et al.*
2. I have also been asked to review the cited references in the Petition to determine if any of the references alone or in combination render any of the challenged claims invalid.
3. In forming my opinions, I have considered the materials cited in Exh. A attached to this Declaration.
4. Based on my analysis set forth below, it is my opinion that none of the references alone or in combination render any of the challenged claims 1-21 of the ‘545 patent invalid.

**I. Experience and Qualifications.**

5. Over a long career, I have cultivated and gained extensive experience in creating developer interfaces to present content, including internet content, to users through various forms. I currently work on several startups, have research and teaching positions at multiple universities, and consult for multiple companies. In particular, I am the Chief Technology Officer and co-founder of the Motocarma.com company, which is creating an AI based platform to help car buyers. I also have research and teaching responsibilities at the University of Maryland-Baltimore and Rochester Institute of Technology. And I am an

independent consultant with my own company, Selker Design Research.

Ultimately, much of my work strives to demonstrate considerate technology, in which people's intentions are recognized and respected. Put another way, I work on researching and developing ways to create user interfaces that are intuitive and easy to use.

6. Recently, I also worked as the CTO of Alphyco over 2.5 years, a company focused on implementing AI to help detect and avoid potentially harmful communications to avoid unnecessary litigation risk. For three years, I worked extensively for Magic Leap, a startup in the augmented reality space. At the same time, I also worked on several research and development projects for future products and innovations for companies, such as Amazon, Google, and IBM. Specifically, I have created research technology prototypes at Magic Leap, Amazon, Master Card, Steelcase, Xerox PARC, Atari Research Labs, Brown & Sharpe, Weyerhaeuser Research Labs, and for several startups as well. At each of these positions, I have consistently applied the concepts of considerate technology to create intuitive ways for users to view information while also giving developers the tools to create these displays.

7. During the COVID-19 pandemic, I helped create and obtain funding for Oregon State University's Fast Respiratory Response project, for which I am also the Head of Innovation. I created PEEP-Alert.Com with two other founders to

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