

Declaration of Eric Cole, PH.D. in Support of
Petition for *Inter Partes* Review of
U.S. Patent No. 7,065,555 B2

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

AMERICAN AIRLINES, INC.,
Petitioner

v.

ADVANCED TRANSACTIONS, LLC
Patent Owner

U.S. Patent No. 7,065,555 B2
Issue Date: June 20, 2006

Title: SYSTEM AND METHOD RELATED TO GENERATING AND TRACKING
AN EMAIL CAMPAIGN

DECLARATION OF ERIC COLE, PH.D.

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I, Eric Cole, of Ashburn, Virginia, declare that:

I. QUALIFICATIONS

1. My academic credentials include a master's degree in computer science and a doctorate in information security, and I have worked in the cyber and technical information security industry for over twenty-five years. The details of my education and experience are summarized in my curriculum vitae ("CV"), which is attached as Exhibit 1007. My CV also includes a list of my publications over the past ten years.

2. I have worked in computer security for over twenty-five years. To briefly summarize my career, I have: 1) been responsible for the security of sensitive government projects; 2) managed security at major private sector companies; 3) consulted for major private sector companies; 4) been actively involved in designing, building, and deploying intrusion detection systems; 5) worked on protecting and securing critical information including trade secrets; 6) continually taught and written about cybersecurity.

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