

EXHIBIT 9



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Notice of Service of Process

Primary Contact: Tracy Adair
AMERICAN AIRLINES, INC.
1 Skyview Dr
Md 8B503
Fort Worth, TX 76155-1801

Entity: American Airlines, Inc.
Entity ID Number 4333094

Entity Served: American Airlines, Inc

Title of Action: Advanced Transactions, LLC vs. American Airlines, Inc.

Matter Name/ID: Advanced Transactions, LLC vs. American Airlines, Inc. (13992573)

Document(s) Type: Notice

Nature of Action: Trademark / Copyright / Patent

Court/Agency: U.S. District Court Western District, TX

Case/Reference No: Not Shown

Jurisdiction Served: Texas

Date Served on CSC: 04/28/2023

Answer or Appearance Due: 05/12/2023

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Tedd W. Van Buskirk*
201.736.6751
tvanbuskirk@daignaultiyer.com

8618 Westwood Center Drive
Suite 150, Vienna, VA 22182
**Not admitted in Virginia*

April 26, 2023

Priya Aiyar, Esq.
Chief Legal Officer
American Airlines, Inc.
One Skyview Drive
Fort Worth, Texas 76155

Dear Ms. Aiyar,

We, along with Ascend IP, LLC ("Ascend IP"), represent Advanced Transactions, LLC ("Advanced Transactions"), owner of the entire rights, titles, and interest in several patents including United States Patent Nos. 7,065,555; 7,386,594; 7,693,950; 7,979,057; 8,150,736; 8,175,519; 9,747,608; and 10,783,529 (the "Patents-At-Issue"). We have been retained to assist in the monetization of the Patents-At-Issue along with a broader portfolio of patents, all of which broadly relate to online marketing and e-commerce systems. Our investigation has revealed that American Airlines' marketing products and service offerings infringe one or more claims of the Patents-At-Issue.

Ascend IP serves as the licensing agent for Advanced Transactions, while our firm serves as outside litigation/licensing counsel. While Advanced Transactions has filed other patent infringement lawsuits based on its patents, it seeks to settle such cases on reasonable and discounted terms at an early stage. Similar to those other situations and in the interests of exploring an early resolution, we are writing to invite American Airlines to enter into a licensing negotiation, which will allow you to obtain a favorable licensing rate and avoid the costs of litigation. Please let Ascend IP, who is copied below, know on or before May 12 whether you believe such a negotiation would be beneficial. If they do not hear back from you by this date, we may have no choice but to file a lawsuit, as we have done for other clients in many instances, and have the Court determine the appropriate remedy for American Airlines' unlawful use of Advanced Transactions' patents.

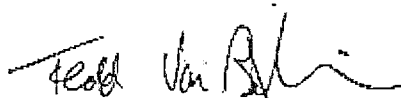
April 26, 2023

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This letter is being sent without prejudice to all claims, defenses, rights, and remedies in law or equity, including the right to seek judicial relief, all of which are expressly reserved.

We look forward to hearing back from you.

Very truly yours,



Tedd W. Van Buskirk
Daignault Iyer LLP

cc: Corporation Service Company d/b/a CSC-Lawyers Inc.
as agent for American Airlines, Inc.
211 East 7th Street, Suite 620
Austin, Texas 78701

Mr. Riad Chummun (riad@ascendip.com)
Jim Weisfield, Esq. (jim@ascendip.com)
Ascend IP, LLC
as licensing agent for Advanced Transactions

IN THE UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF TEXAS
WACO DIVISION

ADVANCED TRANSACTIONS, LLC,

Plaintiff,

v.

AMERICAN AIRLINES, INC.,

Defendant.

Case No.

Jury Trial Demanded

COMPLAINT FOR PATENT INFRINGEMENT

Plaintiff Advanced Transactions, LLC (“Advanced Transactions”) files this Complaint against American Airlines, Inc. for infringement of United States Patent Nos. 7,065,555; 7,386,594; 7,693,950; 7,979,057; 8,150,736; 8,175,519; 9,747,608; and 10,783,529 (the “Patents-in-Suit”), and alleges as follows:

NATURE OF THE ACTION

1. This is an action for patent infringement arising under the patent laws of the United States, 35 U.S.C. §§ 1 *et seq.*

THE PARTIES

2. Advanced Transactions is a limited liability company organized under laws of the State of Georgia with its principal place of business situated at the Day Building, Suite 230, 4725 Peachtree Corners Circle, Peachtree Corners, GA 30092.

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