Exhibit 16

Contact

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Top Skills

Information Architecture
User Experience
Interaction Design

Honors-Awards

Best IT Hardware/Software Site
The Year's Ten Best Support Sites
The Year's Ten Best Support Sites
The Year's Ten Best Support Sites
Best in Industry - B2B Commerce

Jonathan Atkins

Director, Head of Design at Oculus VR
Austin, Texas Metropolitan Area

Summary

Executive design and product leader specializing in UX design &
research for platforms and product ecosystems; with an emphasis on
integrating R&D and advanced technologies into usable, desirable
experiences. Extensive experience in design thinking, product
strategy, org design, coaching, and Agile development.

Experience

Facebook
Director, Head of Design for Oculus VR and Metaverse
June 2019 - Present (2 years 5 months)
Greater Seattle Area

Designing the future of virtual reality by combining human-centered UX
methods with Facebook Reality Lab's advanced technology to create world-
changing spatial user experiences.

Amazon
Director, Core Shopping Design
August 2017 - May 2019 (1 year 10 months)
Greater Seattle Area

Led the design team for the core Amazon retail experience, including the
Amazon homepage, detail pages, authentication, shopping cart, checkout,
personalization, and internal tools for Amazon's content management platform.
Delivered over $3 billion in A/B testing wins in partnership with Product and
Engineering.

Owner and thought leader for Amazon's retail design language and Human
Interface Guidelines (HIG).

Led the engineering team driving accessibility conformance to beyond WCAG
2.1 AA standards.

July 2015 - August 2017 (2 years 2 months)
Austin, Texas Area

Led a team of up to 65 user experience designers, visual designers, prototypers, user researchers, agile coaches, and program managers working on the Watson platform portfolio of products. Including:

• Watson Conversation Service.   An API for building natural language interactions with chat bots that can be deployed through IBM's cloud or via the user's own infrastructure.

• Watson Virtual Agent. SaaS product for creating virtual assistants in a business context for customer support.

• Watson Discovery Services. An API which enables Watson to read and understand unstructured data, revealing knowledge normally hidden in "dark data."

• Watson Signal Services, including Speech, Vision, Tone Analyzer, and Personality Insights. A set of APIs that enable machines to hear, see, and understand inputs outside the norm for computer interactions.

• The Watson Developer Cloud website, the cloud platform that hosts the Watson portfolio of SaaS products and APIs.

Designed strategies for human-to-AI communication. Thought leadership, collaboration, and direction on the unique nature of designing experiences that involve humans interacting with cognitive computing system (artificial intelligence). Cognitive systems do not function in the same manner as a traditional programmatic computing experience. As a result, we researched and crafted new approaches for humans and AI to interact.

Responsible for the end user experience, administration and customization experiences (tooling), and demos for all Watson Core products.

Led the Agile transformation for Watson. Re-oriented the organization from viewing Agile as a DevOps practice to practicing whole-team Agile, where product management, design, and development are equal partners in leading product strategy and jointly executing on the strategy through scaled agile practices such as squads, backlogs, grooming, sprinting, demos

Magento + eBay Enterprise
Director, Head of Product Design & UX
August 2013 - July 2015 (2 years)
Austin, TX

Led the design and user research for eBay Enterprise's four major products:
Magento 2 – the next generation of the world's most popular open-source e-
commerce platform
Magento Connect – app store for the Magento e-commerce platform
Retail Order Management – SaaS platform for distributed order management,
fulfillment, and omni-channel inventory management
Commerce Marketing Platform – integrated suite of tools for customer
segmentation, business intelligence, and marketing campaign creation

Re-thought traditionally developer-centric applications, and transformed them
into merchant- and business-centric experiences

Transformed UX design from waterfall to Scrum and Scaled Agile Framework

Developed strong working relationships with product management and
engineering to completely overhaul the UX workflow

Up-leveled design talent within Magento, and built the eBay Enterprise design
team from the ground up

Taught design thinking fundamentals to customers and internal teams

Dell
13 years

Group Director of User Experience
2008 - August 2013 (5 years)

Led the User Experience Design team for eDell -- a multi-year project to
transform Dell.com from its legacy experience to a world-class leader in e-
commerce, support, and community.

Built a globally responsible team from the ground up, which now leads the
information architecture, interaction design, and visual design for all strategic
Dell.com initiatives. At any given time, the team successfully handles up to 40
concurrent projects.

Trained, directed, and coordinated UX design activities between internal design teams and external digital agencies.

Created the eDell UX Framework – a design methodology for creating global websites, with a focus on massive scalability, localization, modularity, and CMS integration. Includes methods for creating templates, design patterns, wireframes, process flows, and site blueprints.

Created delldesignlibrary.com, a pattern and component library used throughout Dell and partner agencies to rapidly design new sites within the eDell UX Framework.

2011 Webby award winner for best IT website.

Implementation of a new information architecture in the Solutions and Services area of Dell.com resulted in a 300% increase in lead generation. Won Best B2B site from NewMediaAwards.org.

Design Manager
2005 - 2008 (3 years)

Built a design center of competency within the newly created eSupport team to reduce task failure on support.dell.com, which supports over 1 billion unique visitors annually.

Developed future state vision for support.dell.com, and created high-fidelity wireframes demonstrating envisioned capabilities.

Co-created the eSupport governance process for managing a high volume of both tactical and strategic projects.

Lead a team of interaction designers and project managers responsible for the completion of 30+ projects per year.

Institutionalized user research.
o Designed and built an on-site usability lab
o Moderated and analyzed usability tests
o Conducted global research in England, Germany, China, and Japan

Awarded Top 10 Best Support Site from ASP for three consecutive years

DOCKET ALARM

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research

With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips

Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS
Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS
Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS
Sync your system to PACER to automate legal marketing.

fastcase®
Smarter legal research.