

# EXHIBIT 7



**CONFIDENTIAL BUSINESS INFORMATION – SUBJECT TO PROTECTIVE ORDER**

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**I. INTRODUCTION**

1. My name is Travis Blalock. I am an electrical engineer and Associate Professor in the Department of Electrical and Computer Engineering at the University of Virginia. I submit this report at the request of counsel for RAI Strategic Holdings, Inc. and R.J. Reynolds Vapor Company (“Reynolds”) to offer my opinions concerning U.S. Patent Nos. 6,803,545 (“the ’545 Patent”) and 10,420,374 (“the ’374 Patent”), which are assigned to Altria Client Services LLC (“Altria”), as well as the February 24, 2021 expert report of Joseph McAlexander (the “McAlexander Report”).

2. I have been asked to provide my opinions and analysis on whether Reynolds’s VUSE Solo, VUSE Ciro, VUSE Alto, and VUSE Vibe products (collectively, the “Accused VUSE Products”) infringe asserted claims 1-4 and 7 of the ’545 Patent and claims 1-10 and 16-25 of the ’374 Patent (“the asserted claims”). It is my opinion that the Accused VUSE Products do not infringe any asserted claim of the ’545 and ’374 Patents. I summarize my opinions in greater detail in Section V and explain the full basis for my opinions in Sections VI-XII below.

3. I have also been asked to provide my opinions and analysis regarding whether two third-party products, the JUUL and MarkTen Elite, practiced the asserted claims of the ’545 Patent if the Accused VUSE Products infringe the patent. As described in Section XI below, it is my opinion that both the JUUL and MarkTen Elite products practice at least one claim of the ’545 Patent if the Accused VUSE Products infringe the patent.

4. Finally, I have also been asked to provide my opinions and analysis in response to certain portions of Mr. McAlexander’s analysis relevant to damages, including his analysis of the technical comparability of the ’545 and ’374 Patents to [REDACTED]

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