

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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WALGREEN CO., AHOLD USA, INC., DELHAIZE AMERICA, LLC,  
AND PUBLIX SUPER MARKETS, INC.,

Petitioner,

v.

ADVANCED MARKETING SYSTEMS, LLC,

Patent Owner.

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Cases CBM2016-00012

CBM2016-00013

CBM2016-00014

CBM2016-00015

Patents 8,219,445 B2

8,370,199 B2

8,538,805 B2

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Before THOMAS L. GIANNETTI, TREVOR M. JEFFERSON, and  
MITCHELL G. WEATHERLY, *Administrative Patent Judges*.

WEATHERLY, *Administrative Patent Judge*.

ORDER

Authorizing Admission *Pro Hac Vice*

37 C.F.R. § 42.10

CBM2016-00012, -00013, -00014, and -00015  
Patent 8,219,445 B2; 8,370,199 B2; and 8,538,805 B2

Patent Owner moves for admission *pro hac vice* of Mr. Eric. S. Crusius under 37 C.F.R. §42.10(c). Paper 19.<sup>1</sup> Patent Owner provides a declaration from Mr. Crusius in support of its motion. Ex. 2013.<sup>2</sup> Petitioner did not oppose the motion within the requisite time period. After considering Patent Owner's Motion and supporting Declaration, it is:

ORDERED that Patent Owner's Motion for *Pro Hac Vice* Admission of Eric S. Crusius is *granted*;

FURTHER ORDERED that Mr. Eric Crusius is authorized to represent Patent Owner as back-up counsel in this proceeding;

FURTHER ORDERED that Patent Owner shall continue to designate a registered practitioner as lead counsel in this proceeding;

FURTHER ORDERED that Mr. Crusius shall comply with the Office Patent Trial Practice Guide and the Board's Rules of Practice for Trials, as set forth in Title 37, Part 42 of the Code of Federal Regulations; and

FURTHER ORDERED that Mr. Crusius is subject to the Office's disciplinary jurisdiction under 37 C.F.R. § 11.19(a) and the USPTO Rules of Professional Conduct set forth in 37 C.F.R. §§ 11.101 *et seq.*

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<sup>1</sup> Paper 18 in each of CBM2016-00013, -00014, and -00015.

<sup>2</sup> Exhibit 2014 in each of CBM2016-00013, -00014, and -00015.

CBM2016-00012, -00013, -00014, and -00015  
Patent 8,219,445 B2; 8,370,199 B2; and 8,538,805 B2

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