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Filed on behalf of:

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UNITED STATES PATENT AND TRADEMARK OFFICE

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**BEFORE THE PATENT TRIAL AND APPEAL BOARD**

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SALLY BEAUTY HOLDINGS, INC. and SALLY BEAUTY SUPPLY LLC

Petitioners

v.

INTELLECTUAL VENTURES I LLC

Patent Owner

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Case No. CBM2016-00030

U.S. Patent No. RE43,715

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**PATENT OWNER'S PRELIMINARY RESPONSE**

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