

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent of: Richard Marc Libman
U.S. Patent No.: 8,234,184 Attorney Docket No. 38784-0006CP2
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Title: Automated Reply Generation Direct Marketing System

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**PETITION FOR COVERED BUSINESS METHOD PATENT REVIEW OF
UNITED STATES PATENT NO. 8,234,184 PURSUANT TO 35 U.S.C. § 321
AND § 18 OF THE LEAHY-SMITH AMERICA INVENTS ACT**

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EXHIBITS

ACXM-1001-04	(RESERVED)
ACXM-1005	U.S. Patent No. 5,987,434 to Libman (“’434 Patent”)
ACXM-1006	(RESERVED)
ACXM-1007	Don Peppers and Martha Rogers, <i>The One to One Future</i> (1996)
ACXM-1008-11	(RESERVED)
ACXM-1012	Montgomery Ward, <i>About Us from Montgomery Ward</i> (2015), available at http://www.wards.com/custserv/custserv.jsp?pageName=About_Us
ACXM-1013-1100	(RESERVED)
ACXM-1101	U.S. Patent No. 6,999,938 to Libman (“’938 Patent”)
ACXM-1102	Prosecution History of the ’938 Patent
ACXM-1103	(RESERVED)
ACXM-1104	(RESERVED)
ACXM-1105	Lester Wunderman, <i>Being Direct</i> (1996)
ACXM-1106	James Cornell, Jr., <i>The People Get The Credit</i> (1964)
ACXM-1107	Philip Kotler, <i>Marketing Management</i> (8th ed. 1994)
ACXM-1108	Ed Morrow, <i>The Importance of Business Reply Envelopes</i>
ACXM-1109	U.S. Pat. No. 354,138 to Homan (“’138 Patent”)
ACXM-1110	U.S. Pat. No. 2,328,380 to Feder (“’380 Patent”)
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- ACXM-1119 Second Amended Complaint for Patent Infringement, *Phoenix Licensing v. Gerber Life Ins. Co.*, No. 2:13-cv-1092 (E.D. Tex. Dec. 11, 2013)
- ACXM-1120 Walter Dill Scott, *The Psychology of Advertising* (1902)
- ACXM-1121 David L. Kurtz, *Principles of Contemporary Marketing* (14th ed. 2010)
- ACXM-1122 James Janega, *Mail-order retail (1872)*, Chicago Tribune, Oct. 16 2013, available at <http://www.chicagotribune.com/bluesky/series/chicago-innovations/chi-mail-order-retail-1872-innovations-bsi-series-story.html>
- ACXM-1123 David Shepard Associates Inc., *The New Direct Marketing* (2d ed. 1995)
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