

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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GOOGLE, INC.,  
Petitioner,

v.

MICHAEL MEIRESONNE,  
Patent Owner.

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Case IPR2014-01188  
Patent 8,156,096 B2

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Before JUSTIN T. ARBES, GLENN J. PERRY, and TINA E. HULSE,  
*Administrative Patent Judges.*

PERRY, *Administrative Patent Judge.*

FINAL WRITTEN DECISION  
*Inter Partes* Review  
35 U.S.C. § 318(a) and 37 C.F.R. § 42.73

## I. INTRODUCTION

In this *inter partes* review trial, instituted pursuant to 35 U.S.C. § 314, Petitioner Google, Inc. (“Google”) challenges the patentability of claims 16, 17, 19, and 20 (“the challenged claims”) of U.S. Patent No. 8,156,096 B2 (Ex. 1001, “the ’096 patent”), owned by Michael Meiresonne (“Meiresonne”). This Final Written Decision, issued pursuant to 35 U.S.C. § 318(a) and 37 C.F.R. § 42.73, addresses issues and arguments raised during trial. For the reasons discussed below, we determine that Google has met its burden to prove, by a preponderance of the evidence, that claims 16, 17, 19, and 20 of the ’096 patent are unpatentable under 35 U.S.C. § 103(a) based on the combined teachings of Hill and Finseth.

### A. Procedural History

On July 18, 2014, Google filed a Petition (Paper 1, “Pet.”) requesting *inter partes* review of claims 16, 17, 19, and 20 of the ’096 patent. Meiresonne filed a Patent Owner’s Preliminary Response. Paper 6. In a January 22, 2015 Decision on Institution of *Inter Partes* Review (Paper 9, “Dec.”), we instituted trial on claims 16, 17, 19, and 20 of the ’096 patent on the ground of obviousness based on Hill<sup>1</sup> and Finseth.<sup>2</sup>

After institution, Meiresonne filed a Response to the Petition (Paper 21, “Resp.”) and Google replied (Paper 26, “Reply”). Meiresonne moved to exclude Exhibit 1019 (Paper 28, “Meiresonne Mot.”); Google opposed (Paper 33, “Google Oppos.”); and Meiresonne replied (Paper 34). Google moved to exclude Exhibits 2004, 2005, 2009, 2010, 2015, 2016, 2018, and

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<sup>1</sup> “World Wide Web Searching for Dummies, 2d Edition” by Brad Hill, IDG Books Worldwide” (1997) (“Hill”) (Exhibit 1006).

<sup>2</sup> U.S. Patent 6,271,840 B1 – Finseth et al. (“Finseth”) (Exhibit 1007).

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2019, and portions of Exhibit 2013 (Paper 29, “Google Mot.”); Meiresonne opposed (Paper 32, “Meiresonne Oppos.”); and Google replied (Paper 35). We heard oral argument on October 7, 2014. Paper 37 (“Tr.”).

### *B. Related Proceedings*

Meiresonne indicates that the ’096 patent is asserted in *Industrial Quick Search, Inc. v. Google, Inc.*, Case No. 1:13-cv-00770-JTN, filed on July 17, 2013 in the Western District of Michigan. Paper 5, 1.

## II. THE ’096 PATENT (Ex. 1001)

### *A. Described Invention*

The ’096 patent, titled “Supplier Identification and Locator System and Method,” issued on April 10, 2012, from U.S. Patent Application No. 13/241,554, filed September 23, 2011. Ex. 1001. It sought to address a need for a directory website “to include numerous links to a variety of goods and services suppliers related to a particular topic while providing easy and quick navigation to and from any number of supplier Web sites so that the user can find out more detailed information than that which is provided by the directory.” *Id.* at 2:46–52. For example, a user who has carried out a search for “widgets” may locate and use a “key word displaying web page” as shown in Figure 2 of the ’096 patent, reproduced below.

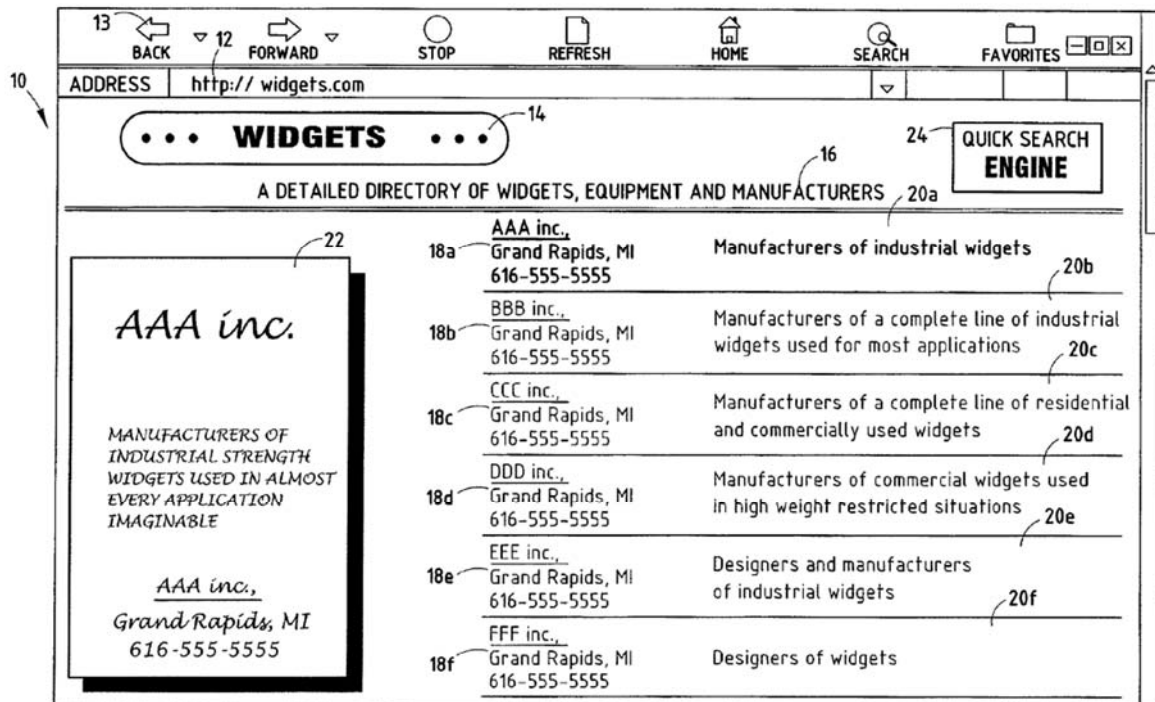


FIG. 2

Figure 2 shows an abbreviated directory page for widgets, a hypothetical good, according to an embodiment of the invention. Links (e.g., 18a, 18b, etc.) to search results (e.g., “AAA, Inc.”) are listed vertically. “Descriptive portions” (e.g., 20a, 20b, etc.) corresponding to those links are displayed adjacent to corresponding links. A “rollover viewing area” (22) displays an image of a web page corresponding to a subject matter link when the user rolls over (i.e., mouses over) a link or rolls over an associated descriptive portion. The ’096 patent Specification describes rollover viewing area 22 as follows:

[W]hen a user’s cursor is located over such a link, prior to activation of the link, the window 22, which can be any suitable size and may or may not have a border, displays more detailed information regarding the specific supplier of the goods or services of the directory, including the supplier’s logo, without the user having to activate the link

and wait for a new internet page to load into their internet browser.

*Id.* at 5:37–44. “[M]ore than one rollover window 22 may be utilized such that a rollover window is readily viewable whenever the user’s cursor is placed over any of the links.” *Id.* at 5:53–56.

*B. Illustrative Claim*

Of the challenged claims, claims 16 and 19 are independent. Claim 17 depends from claim 16 and claim 20 depends from claim 19. Claim 19 is illustrative and is reproduced below.

19. A computer system including a server comprising:

at least one web site stored on the server and accessible by a user via the Internet, wherein the web site comprises:

a home page on the server accessible by the user using a computer via the Internet wherein the home page comprises an input receiving area and wherein a user inputs keyword search term information into the input receiving area;

a key word results displaying web page that comprises:

a listing of a plurality of related subject matter links to web sites that are also related to the key word search term information inputted into the input receiving area;

a plurality of descriptive portions, wherein each descriptive portion is an associated descriptive portion that is adjacent to and associated by the user with an associated related subject matter link, which is one of the plurality of related subject matter links; and

a rollover viewing area that individually displays information corresponding to more than one of the related subject matter links in the same rollover viewing area when the user’s cursor is at least substantially over any of the links, at least substantially over a link’s descriptive portion, or substantially adjacent the corresponding descriptive portion and wherein the rollover

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