

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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Under Armour Inc.  
Petitioner

v.

adidas AG,  
Patent Owner

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Case No. IPR2015-00698

Patent No. 8,092,345

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**DECLARATION OF JONATHAN D. OLINGER**

I, Jonathan D. Olinger, being over the age of 18 and competent to make the declarations herein, do hereby declare as follows:

1. I am an attorney licensed to practice law in the state of Georgia. I have also been admitted to practice in the following Federal Courts: U.S. District Court for the Northern District of Georgia; U.S. District Court for the Eastern District of Texas; and U.S. District Court for the District of Colorado. I am a member in good standing in all jurisdictions where I have been admitted to practice.

2. I have been admitted to appear *pro hac vice* in this proceeding as back-up counsel. *See* Paper 19.

3. Exhibit 2005 is a true and correct copy of the webpage “About Us” by MapMyFitness as of November 15, 2015, which is available at <http://about.mapmyfitness.com/about/company-history/>.

4. Exhibit 2006 is a true and correct copy of the webpage “Running, Running Maps and Running Routes, Runners Community” by MapMyRun as of November 15, 2015, which is available at <http://www.mapmyrun.com/>.

5. Exhibit 2007 is a true and correct copy of the webpage “MapMyFitness, Inc.: Private Company Information” by Businessweek as of November 15, 2015, which is available at

<http://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=60835454>.

6. Exhibit 2008 is a true and correct copy of Under Armour, Inc.'s Form 10-K for the Period Ending 12/31/13, which is available at <http://investor.underarmour.com/common/download/sec.cfm?companyId=UARM&fid=1336917-14-8&cik=1336917>.

7. Exhibit 2010 is a true and correct copy of the webpage "Getting Started" by MapMyFitness Help & Support, which is available at <https://support.mapmyfitness.com/hc/en-us/articles/200118014-Getting-started-with-the-app>.

8. Exhibit 2011 is a true and correct copy of the webpage "Change Profile Photo" by MapMyFitness Help & Support as of November 19, 2015, which is available at <https://support.mapmyfitness.com/hc/en-us/articles/200117694-Change-Profile-Photo>.

9. Exhibit 2012 is a true and correct copy of the webpage "How to save and view photos using the in-app camera" by MapMyFitness Help & Support as of November 19, 2015, which is available at <https://support.mapmyfitness.com/hc/en-us/articles/200118494-How-to-save-and-view-photos-using-the-in-app-camera>.

10. Exhibit 2013 is a true and correct copy of the webpage "Where are my Workouts and Routes?" by MapMyFitness Help & Support as of November 19,

2015, which is available at <https://support.mapmyfitness.com/hc/en-us/articles/200118224-Where-are-My-Workouts-and-Routes->.

11. Exhibit 2014 is a true and correct copy of the webpage “Docs” by Under Armour Developer as of November 18, 2015, which is available at <https://developer.underarmour.com/docs>.

12. Exhibit 2015 is a true and correct copy of the webpage “Activity Type (v7.1)” by Under Armour Developer as of November 19, 2015, which is available at [https://developer.underarmour.com/docs/read/v71\\_Activity\\_Type](https://developer.underarmour.com/docs/read/v71_Activity_Type).

13. Exhibit 2016 is a true and correct copy of the webpage “Incorrect Calorie Calculations” by MapMyFitness Help & Support as of November 16, 2015, which is available at <https://support.mapmyfitness.com/hc/en-us/articles/200118084-Incorrect-Calorie-Calculations>.

14. Exhibit 2017 is a true and correct copy of the article “MapMyFitness Activity Feed enables social sharing across devices” in MobiHealth News, authored by Jonah Comstack and dated January 20, 2014, which is available at <http://mobihealthnews.com/29012/mapmyfitness-activity-feed-enables-social-sharing-across-devices/>.

15. Exhibit 2018 is a true and correct copy of a presentation entitled “Mobile App Marketing Insights How Consumers Really Find and Use your Apps”

by Google dated May 2015, which is available at

<https://think.storage.googleapis.com/docs/mobile-app-marketing-insights.pdf>.

16. Exhibit 2019 is a true and correct copy of a presentation entitled “Social Intelligence Report, Q1 2014” by Adobe Digital Index, which is available at

[www.cmo.com/content/dam/CMO\\_Other/ADI/SocialIntelligence\\_Q12014/Q1\\_2014\\_social\\_intelligence\\_report.pdf](http://www.cmo.com/content/dam/CMO_Other/ADI/SocialIntelligence_Q12014/Q1_2014_social_intelligence_report.pdf).

17. Exhibit 2022 is a true and correct copy of “Mobile App Questions” by MapMyFitness Help & Support as of November 19, 2015, which is available at

<https://support.mapmyfitness.com/hc/en-us/categories/200003344-Mobile-App-Questions><http://about.mapmyfitness.com/about/company-history/>.

18. I declare under penalty of perjury under the laws of the United States of America that the foregoing statements are true and correct.

Executed on December 9, 2015

/s/ Jonathan D. Olinger  
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