

RECORD OF ORAL HEARING
UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE INC.,
Petitioner,

v.

VEDANTI LICENSING LIMITED,
Patent Owner.

Case IPR2016-00212¹
Patent 7,974,339 B2
Technology Center 2400
Oral Hearing Held: Tuesday, February 14, 2017

Before: MICHAEL R. ZECHE, JUSTIN T. ARBES, and
JOHN A. HUDALLA, Administrative Patent Judges.

The above-entitled matter came on for hearing on Tuesday,
February 14, 2017, at 10:00 a.m., in Hearing Room A, taken at the U.S.
Patent and Trademark Office, 600 Dulany Street, Alexandria, Virginia.

¹ Case IPR2016-00215 has been consolidated with this proceeding.

APPEARANCES:

ON BEHALF OF THE PETITIONER:

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ON BEHALF OF THE PATENT OWNER:

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1 P R O C E E D I N G S

2 (10:00 a.m.)

3 JUDGE HUDALLA: Please be seated, everyone.

4 Good morning. We will hear argument now in IPR2016-00212,
5 pertaining to U.S. Patent Number 7,974,339. Case
6 IPR2016-00215 has been consolidated with this proceeding and
7 it pertains to the same patent.

8 Who do we have appearing for Petitioner today?

9 MR. MESSINGER: Michael Messinger, Your
10 Honor.

11 JUDGE HUDALLA: Good morning, Mr.
12 Messinger.

13 Patent Owner?

14 MR. ASHER: Robert Asher.

15 JUDGE HUDALLA: Good morning, Mr. Asher.

16 Okay. Well, thank you and welcome. And per our
17 order dated January 17, 2017, each party will have 50 minutes
18 to argue today. And because we have a Motion to Amend
19 pending, we're going to have potentially a four-part agenda
20 today.

21 First, we will hear from Petitioner presenting its
22 case-in-chief as to the challenged claims. Petitioner can

1 reserve rebuttal time. Patent Owner will then respond to
2 Petitioner's case and will present its case regarding the Motion
3 to Amend, and Patent Owner may reserve rebuttal time as to
4 Petitioner's arguments regarding the Motion to Amend.

5 Third, we will have Petitioner using the rest of its
6 time to respond to Patent Owner's presentation and, fourth,
7 Patent Owner may then use the remaining time to respond to
8 Petitioner's arguments regarding the Motion to Amend, if any
9 are made.

10 I will remind the parties that Petitioner bears the
11 burden of proving any proposition of unpatentability by a
12 preponderance of the evidence. And I will also remind the
13 parties that we have a court reporter today transcribing the
14 proceedings and the record will become public after the
15 hearing.

16 I also remind the parties to please mention the
17 slide number if you are going to be discussing it so that we
18 will have some clarity in the record as we go forward.

19 So with that I guess, Mr. Messinger, if you would
20 like to proceed. Would you like to reserve some time today?

21 MR. MESSINGER: Yes. 20 minutes, Your Honor.

22 JUDGE HUDALLA: Okay.

1 MR. MESSINGER: May it please the Board.
2 Happy Valentine's Day. Let me first give an overview and then
3 I will address the two grounds.

4 The '339 patent boils down to two steps, dividing a
5 frame of image data into different regions based on level of
6 detail and then selecting a pixel from each region for
7 transmission. This simple sampling was well known in the
8 prior art and set out in Google's petition. Go to slide 2.

9 The Board correctly instituted trial on two grounds
10 of obviousness for the '339 patent, namely that the challenged
11 claims are obvious over Spriggs in view of Golin and the
12 second ground Belfor in view of Thyagarajan and further in
13 view of Golin. None of the argument or evidence Patent
14 Owner has presented since disturbs this result.

15 Slide 3. For the Spriggs ground Patent Owner
16 simply misreads the teachings of Spriggs as laid out in the
17 petition. Spriggs plainly teaches both the analysis and the
18 pixel selection as claimed, and Spriggs also teaches the pixel
19 data, that is the pixel values, and region data, which are the
20 division codes and coordinate addresses for the corners that are
21 forming a block in Spriggs.

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