

UNITED STATES PATENT AND TRADEMARK OFFICE

---

BEFORE THE PATENT TRIAL AND APPEAL BOARD

---

TV MANAGEMENT, INC., D/B/A GPS NORTH AMERICA,  
Petitioner,

v.

PERDIEMCO LLC,  
Patent Owner.

---

Cases<sup>1</sup>

IPR2016-01061 (Patent 8,223,012)

IPR2016-01064 (Patent 9,003,499)

IPR2016-01278 (Patent 9,071,931)

---

Before WILLIAM V. SAINDON, CARL M. DEFRANCO, and  
AMBER L. HAGY, *Administrative Patent Judges*.

HAGY, *Administrative Patent Judge*.

ORDER

Granting Petitioner's Motion for Admission *Pro Hac Vice*  
37 C.F.R. § 42.10

On July 18, 2017, pursuant to authorization by the Board, Petitioner filed a Motion for Admission *Pro Hac Vice* Under 37 C.F.R. § 42.10(c) of Steven G. Hill. IPR2016-01061, Paper 41 ("Motion").

---

<sup>1</sup> This Order addresses issues that are substantially similar in the cases. We exercise our discretion to issue one order to be filed in each case.

IPR2016-01061 (Patent 8,223,012)

IPR2016-01064 (Patent 9,003,499)

IPR2016-01278 (Patent 9,071,931)

We have reviewed the Motion and supporting Declaration of Steven G. Hill (Ex. A to Motion), and we find Petitioner has shown good cause under 37 C.F.R. § 42.10(c) to support granting the Motion.

It is therefore:

ORDERED that Petitioner's Motion for Admission *Pro Hac Vice* Under 37 C.F.R. § 42.10(c) of Steven G. Hill is granted;

FURTHER ORDERED that Mr. Hill is authorized to represent Petitioner only as back-up counsel in the instant proceeding;

FURTHER ORDERED that Petitioner is to continue to have a registered practitioner represent it as lead counsel for the instant proceeding;

FURTHER ORDERED that Mr. Hill shall comply with the Office Patent Trial Practice Guide and the Board's Rules of Practice for Trials, as set forth in Part 42 of the C.F.R.; and

FURTHER ORDERED that Mr. Hill shall be subject to the Office's disciplinary jurisdiction under 37 C.F.R. § 11.19(a) and the Office's Rules of Professional Conduct set forth in 37 C.F.R. §§ 11.101–11.901.

IPR2016-01061 (Patent 8,223,012)

IPR2016-01064 (Patent 9,003,499)

IPR2016-01278 (Patent 9,071,931)

PETITIONER:

Vivek Ganti

Sharad K. Bijanki

HILL, KERTSCHER & WHARTON, LLP

vg@hkw-law.com

perdiemIPR@hkw-law.com

PATENT OWNER:

Alan Whitehurst

Marissa R. Ducca

QUINN EMANUEL URQUHART & SULLIVAN, LLP

alanwhitehurst@quinnemanuel.com

marissaducca@quinnemanuel.com

Robert Babayi

VECTOR IP LAW GROUP

robert@vectoriplaw.com