

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

ALEX IS THE BEST, LLC,
Patent Owner.

Case IPR2017-02055 (Patent 8,947,542 B2)
Case IPR2017-02056 (Patent 8,134,600 B2)
Case IPR2017-02059 (Patent 8,581,991 B1)¹

Before DANIEL N. FISHMAN, MINN CHUNG, and
JESSICA C. KAISER, *Administrative Patent Judges*.

FISHMAN, *Administrative Patent Judge*.

ORDER

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

¹ This Order applies to each referenced case. The parties are not authorized to use this heading style.

IPR2017-02055 (Patent 8,947,542 B2)
IPR2017-02056 (Patent 8,134,600 B2)
IPR2017-02059 (Patent 8,581,991 B1)

In each of the identified cases, Petitioner moves for *pro hac vice* recognition of Jeffrey M. Barron (IPR2017-02055 Paper 12; IPR2017-02056 Paper 12; IPR2017-02059 Paper 12). Each such motion is supported by a corresponding Declaration of Mr. Barron. (IPR2017-02055 Ex. 1011; IPR2017-02056 Ex. 1015; IPR2017-02059 Ex. 1012). In each such motion, Petitioner indicates Patent Owner does not oppose the motion. *See, e.g.*, IPR2017-02055, Paper 12, 1. The motions are *granted*. Petitioner shall submit an updated power of attorney including Mr. Barron as a backup counsel. Counsel recognized *pro hac vice* shall comply with 37 C.F.R. Parts 11 and 42 and the Office Patent Trial Practice Guide, 77 Fed. Reg. 48,755 (Aug. 14, 2012), and is subject to disciplinary jurisdiction under 37 C.F.R. § 11.19(a).

Accordingly it is:

ORDERED that Petitioner's motions for *pro hac vice* admission of Jeffrey M. Barron for the above-identified proceedings are *granted*; Mr. Barron is authorized to represent Petitioner only as back-up counsel in the above-identified proceedings;

FURTHER ORDERED that Mr. Barron is to comply with the Office Patent Trial Practice Guide and the Board's Rules of Practice for Trials, as set forth in Part 42 of 37 C.F.R., and is to be subject to the USPTO Rules of Professional Conduct set forth in 37 C.F.R. §§ 11.101 *et seq.*, and disciplinary jurisdiction under 37 C.F.R. § 11.19(a); and

FURTHER ORDERED that Patent Owner is to continue to have a registered practitioner represent it as lead counsel in the above-identified proceedings.

IPR2017-02055 (Patent 8,947,542 B2)
IPR2017-02056 (Patent 8,134,600 B2)
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