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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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LICENSING IP INTERNATIONAL S.À.R.L.,
9219-1568 QUÉBEC INC. d/b/a ENTREPRISE MINDGEEK CANADA, and
COLBETTE II LTD.,

Petitioners

v.

UNIVERSITY OF SOUTHERN CALIFORNIA

PRESERVATION TECHNOLOGIES LLC

Patent No. 6,574,638

Issue Date: June 3, 2003

Title: Method and Apparatus for Cataloguing Multimedia Data Using Surveying
Data

DECLARATION OF H V JAGADISH, PH.D.

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I, H V Jagadish, hereby declare the following:

1. I have been asked to provide my opinions concerning claims 1-26 of U.S. Patent No. 6,574,638 (“638 Patent”) (Exhibit 1001). I am being compensated for my time in preparing this declaration, but my compensation is not tied to the outcome of this matter and my compensation is not based on the substance of the opinions rendered here.

I. Introduction and Qualifications

2. All of my opinions stated in this declaration are based on my own personal knowledge and professional judgment. In forming my opinions, I have relied on my knowledge and experience in software development practices, and on the documents and information referenced in this report. I am competent to testify as to the matters set forth herein.

3. I am the Bernard A. Galler Collegiate Professor of Electrical Engineering and Computer Science at the University of Michigan. I am part of the database group and the software systems laboratory at the University. As a professor, I teach courses related to database management, the web, and data structures and algorithms.

4. My research focuses on how to build database systems and query models so that they are truly usable and how to design analytics processes so that they can deliver real insights to non-technical decision makers. My research is

focused on building computing and data systems that have the “right” end-to-end capability, in terms of meeting the users’ needs effectively, with minimum effort on their part.

5. Attached hereto as Exhibit 1006 is a true and correct copy of my Curriculum Vitae.

6. I obtained my Ph.D. from Stanford University in 1985, and worked many years for AT&T where I eventually headed the database department. I began my work at the University of Michigan in the fall of 1999, and also performed work at the University of Illinois.

7. I have published extensively, and am recognized as a leading researcher in the area of databases.

8. I am a Fellow of the ACM, a Fellow of AAAS, and named inventor on 37 United States patents.

9. I am being compensated at the rate of \$670 per hour for my work as an expert in this case. My compensation is not dependent on the content of my opinions or the outcome of this case.

10. The references I considered in preparing this declaration are listed below.

- U.S Patent No. 6,092,080.
- File history for U.S Patent No. 6,092,080.

- U.S. Patent No. 6,181,336 to Chiu.
- U.S. Patent No. 5,907,837 to Ferrel.
- U.S. Patent No. 6,199,060.
- File history for U.S. Patent No. 6,199,060.
- U.S. Patent No. 6,212,527.
- File History for U.S. Patent No. 6,212,527.
- Canadian Patent Application No. 2,128,667 to Jones-Lee.
- Objective video quality assessment system based on human perception to Webster et al.
- U.S. Patent No. 5,630,121 to Braden-Harder et al.
- European Patent Application Pub. No. 0 609 517 to Braden-Harder et al.
- U.S. Patent No. 5,668,897 to Stolfo.
- U.S. Patent No. 5,307,266 to Hayashi et al.
- U.S. Patent No. 6,574,638 to Gustman
- File History for U.S. Patent No. 6,574,638.
- U.S. Patent No. 5,832,495 to Gustman.
- Any references cited herein.

II. Understanding of the Governing Law

A. Types of Claims – Independent and Dependent

11. I understand that there are two types of U.S. patent claims: 1) independent claims and 2) dependent claims. I understand that independent claims only include the aspects stated in the independent claim. I further understand that dependent claims include the aspects stated in that dependent claim, plus all the aspects stated in the other claim(s) from which that dependent claim depends.

B. Invalidity by Anticipation or Obviousness

12. I understand that a claim is invalid if it is anticipated or obvious. I understand that anticipation of a claim requires that every element of a claim is disclosed expressly or inherently in a single prior art reference, arranged as in the claim. With regard to inherency, I understand that anticipation by inherency requires that one of ordinary skill in the relevant art would have recognized that the missing descriptive matter is necessarily present in the subject matter described in the reference.

13. I further understand that obviousness of a claim requires that the claim be obvious from the perspective of a person of ordinary skill in the relevant art, at the time the invention was made. In analyzing obviousness, I understand that it is important to understand the scope of the claims, the level of skill in the relevant art, the scope and content of the prior art, the differences between the prior art and the

claims, and any secondary considerations.

14. I also understand that if a technique has been used to improve one device, and a person of ordinary skill in the art would recognize that it would improve similar devices in the same way, using the technique is obvious unless its actual application is beyond his or her skill. For instance, I understand that the simple substitution of one known element for another or the mere application of a known technique to a piece of prior art ready for the improvement is obvious.

15. In addition, I understand that the United States Supreme Court has said that “[t]he use of one material instead of another in constructing a known machine is, in most cases, so obviously a matter of mere mechanical judgment, and not of invention, unless some new and useful result, an increase of efficiency, or a decided saving in the operation, is clearly attained.” *Hicks v. Kelsey*, 85 U.S. 670, 673 (1873). Moreover, to avoid obviousness, I understand that such a new and useful result, increase of efficiency, or decided saving in the operation must be unpredictable. *KSR Int’l Co. v. Teleflex Inc.*, 550 U.S. 398, 416 (U.S. 2007) (“when a patent claims a structure already known in the prior art that is altered by the mere substitution of one element for another known in the field, the combination must do more than yield a predictable result.”).

16. There may also be a specific “teaching, suggestion or motivation” to combine any first prior art reference with a second prior art reference. Such a

“teaching, suggestion, or motivation” to combine the first prior art reference with the second prior art reference can be explicit or implicit.

17. I understand that there are several sources for a “teaching, suggestion or motivation” to combine references: the nature of the problem to be solved, the teachings of the prior art, and the knowledge of the persons of ordinary skill in the art. In addition, market forces or other design incentives may be what produced a change, rather than true inventiveness. I also know that the application of common sense and ordinary skill to solve a problem is not patentable.

18. I understand that when considering invalidity, each claim must be considered individually.

C. Secondary or Objective Evidence of Nonobviousness

19. I understand that secondary considerations are relevant to the determination of whether a claim is obvious. Such secondary considerations can include evidence of commercial success caused by an invention, evidence of a long-felt need that was solved by an invention, evidence that others copied an invention, or evidence that an invention achieved a surprising result. I understand that such evidence must have a nexus, or causal relationship to the elements of a claim, in order to be relevant to the obviousness or non-obviousness of the claim. I have not been provided any such secondary considerations in relation to the claims of the '638 Patent.

D. Relevant Time Period for the Anticipation and Obviousness

Analyses

20. I also understand that the U.S. application that eventually led to the '638 Patent was filed on September 12, 2000. Therefore, for the purposes of this declaration, I have analyzed anticipation and obviousness as of September 12, 2000.

E. Basis For My Opinion

21. In forming my opinion, I have relied on the '638 Patent claims and disclosure and the materials listed above, along with my belief as to the knowledge of the person of ordinary skill in the relevant art in the September 2000 timeframe.

F. Level of Ordinary Skill in the Art in the Relevant Timeframe

22. In '638 Patent, I believe that a relevant person of ordinary skill in the art ("POSITA") would have had a B.S. degree in computer science or electrical engineering (or comparable degree) and two years of experience in databases or networking.

23. These descriptions are approximate, and a higher level of education or specific skill might make up for less experience, and vice-versa.

24. I believe I have a sufficient level of knowledge, experience and education to provide an expert opinion, including what one of ordinary skill in the art would have understood from the prior art in this field at that time.

III. State of the Art at the Claimed Priority Date

A. Indexing and Catalogs

25. Even before computers were in widespread use, humanity had felt a need to organize information and facilitate retrieval of items relevant to a query. Libraries developed catalog systems for this purpose.

26. With the rise of digital information, the field of information retrieval was born, with the central purpose of presenting a user with repository items most relevant to an expressed query. These repository items were initially restricted to text documents, and indeed, these remain of central importance even today.

27. In the 1960s and 70s, computers did not typically have the capacity to analyze and index every word in the full text of a document. As such, it was typical practice to associate a set of keywords or index terms with a document, and to index only these in a catalog. Over time, as computers became more powerful, it became possible to index every word in the full text of a document.

28. In addition to text, other types of objects were also stored in repositories, including videos, photographs, and audio recordings. The simplest way to access such objects was by name. However, it was recognized that many users would be interested in accessing such data by “content”. This was accomplished by reusing an old idea of having a catalog distinct from the stored object, as had been the case with text documents. Attributes or descriptions of the stored multimedia

object, whether derived by the computer in an automated fashion or specified explicitly by a human, could be stored and indexed in a catalog separate from the object itself. In fact, these attributes or descriptions would often be stored in a relational database while the objects themselves were stored in separate files. Exhibit 1007, Query by image and video content: the QBIC system by Flickner et al, IEEE Computer, Volume: 28 Issue: 9 pp. 23 – 32, Sep 1995, DOI: 10.1109/2.410146.

29. This technology was in widespread use in the 1980s. Archive servers, and index servers distinct from them, were introduced. Storage managers had already been in widespread use for many years by then.

30. By the early 1990s, computers had become powerful enough and digital storage capacities had increased enough that it became feasible to digitize and store videos: not just short clips but even entire movies. There was tremendous interest in so-called “video-on-demand”. There was a great deal of progress made on the storage and retrieval of videos.

31. There was also work reported on building these servers with tertiary storage. Exhibit 1008, Efficient organization and access of multi-dimensional datasets on tertiary storage systems by L.T.Chen et al. in Information Systems Volume 20, Issue 2, April 1995, Pages 155-183. And also in a distributed environment. Exhibit 1009, A Distributed Hierarchical Storage Manager for a

Video-on-Demand System by Craig Federighi and Lawrence A. Rowe, Technical Report No. UCB/CSD-94-795, February 1994, <http://www2.eecs.berkeley.edu/Pubs/TechRpts/1994/CSD-94-795.pdf>.

32. When a user specifies some search terms to retrieve a text document, it is often useful for the system to point the user to specific portions of the document that are relevant, particularly if the document is long. Technology for such identification of “segments” or “snippets” of a text document has long been known.

33. Similarly, given a long video, it is helpful for a user to be pointed to specific portions of it that are relevant to a particular search request. Fortunately, standard methods for video storage already segment videos into scenes. So it was straightforward to adopt ideas from text document indexing for this purpose. See, for example, Exhibit 1010, Content based video indexing and retrieval, by S.W. Smoliar and HongJiang Zhang, IEEE MultiMedia, Volume: 1 Issue: 2, Summer 1994, pp. 62-72, DOI: 10.1109/93.311653. For another example, a paper from 1993 describes a system that had been constructed and says: “Our prototype system, Media Streams, enables users to create multi-layered, iconic annotations of streams video data ... by means of a cascading hierarchical structure” Exhibit 1011, Media Streams: an iconic visual language for video annotation, by M. Davis, Proceedings 1993 IEEE Symposium on Visual Languages, 24-27 Aug. 1993 Print ISBN: 0-8186-3970-9 DOI: 10.1109/VL.1993.269596.

34. These technologies had in fact progressed enough by the mid 1990s that people were beginning to build other facilities on the infrastructure. For example, quality assessments could be used to annotate videos in Exhibit 1012, Objective video quality assessment system based on human perception by Arthur A. Webster et al, Proceedings Volume 1913, Human Vision, Visual Processing, and Digital Display IV; (1993) <https://doi.org/10.1117/12.152700>, 8 September 1993. Similarly, video segments could be selectively retrieved and combined into a storyboard as described in Exhibit 1013, IDIC: assembling video sequences from story plans and content annotations, by Sack and Davis, Proceedings of IEEE International Conference on Multimedia Computing and Systems, 14-19, May 1994. Print ISBN: 0-8186-5530-5 DOI: 10.1109/MMCS.1994.292430.

IV. Discussion of the '638 Patent

A. Overview

35. The '638 Patent was filed on September 12, 2000 with no priority claim. The '638 Patent issued on June 3, 2003.

36. The '638 Patent relates to a method and apparatus for cataloguing multimedia data using survey data. Exhibit 1001, 1:9-12. According to the patent, it is useful to catalogue multimedia data in a multimedia system such that the data may be identified and retrieved by searching the catalog, e.g., descriptive information of a catalogue may be associated to segments of multimedia data, and

the descriptive information may be queried and used to identify relevant segments of multimedia data. *Id.*, 1:42-48.

37. The '638 Patent asserts that existing systems do not provide the ability to relate a survey database to a multimedia system, so it would be beneficial to incorporate the results of a survey into a catalogue that may be used to search and retrieve multimedia data, the patent states. *Id.*, 1:33-35, 50-55.

38. To this end, the '638 Patent contends that a survey scheme comprises elements that may be used to build a survey and store answers to survey questions, and elements of the survey may be linked to elements of a multimedia catalogue that are associated with the multimedia data, and survey data may be queried to identify a catalogue element and the multimedia data associated with the catalogue element. *Id.*, 227-38.

39. For example, the '638 Patent asserts that survey data 1032 comprises elements such as question 1402 and answer 1404, and that catalogue 1304 comprises elements such as keyword 1406 and segment 1408 that are related to multimedia data 1306, such that either an instance of keyword 1406 or segment 1408 or both may be used to identify multimedia data 1306. *Id.*, 4:33-63, Figures 13-15.

40. According to '638 Patent, a survey question 1402 may be queried to identify keywords 1406 that are associated with question 1402, or a set of segments

may be identified that comprises instances of segment 1408 that are related to an instance of answer 1404, the patent says. *Id.*, 5:35-47, 6:37-7:11.

41. The '638 Patent asserts that the catalogue has a catalogue element referred to as a "phrase" 1502 or 1906, which has a plurality of attributes (e.g., keyword 1406 or 1910, person, image, video, proposed person, proposed keyword, etc.), where the keyword catalogue element has attributes such as thesaural keyword, keyword, and "type." *Id.*, 16-46-63.

B. Claim Terms of the '638 Patent

42. For purposes of the present IPR only, the claim terms of the '638 Patent are presumed to take on their ordinary and customary meaning that the term would have to one of ordinary skill in the art.

V. The Prior Art Reference

43. I have reviewed the prior art reference in the Petition, including U.S. Patent No. 5,832,495 to Gustman (Exhibit 1002).

44. I have been asked to assume that this reference qualifies as prior art.

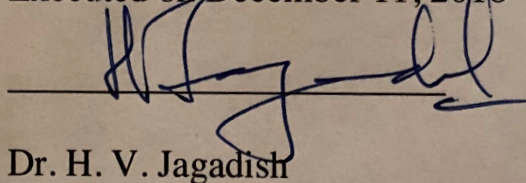
45. It is my opinion that each of the limitations recited in claims 1-26 is disclosed by these prior art references. In particular, I have reviewed the claim chart in the accompanying Petition and I agree the claim chart shows where every element of claims 1-26 is disclosed by Gustman (Exhibit 1002).

VI. Conclusion

46. I am therefore of the opinion that claims 1-26 of the '638 Patent are unpatentable for the reasons given above.

47. I hereby declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct, and that all statements made of my own knowledge are true and that all statements made on information and belief are believed to be true. I understand that willful false statements and the like are punishable by fine or imprisonment, or both (18 U.S.C. § 1001).

Executed on December 11, 2018

A handwritten signature in black ink, appearing to read "H. V. Jagadish", is written over a horizontal line.

Dr. H. V. Jagadish

Ann Arbor, MI