

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner,

v.

GUI GLOBAL PRODUCTS, LTD., D/B/A GWEE,
Patent Owner.

IPR2021-00470
Patent 10,259,020 B2

Before SALLY C. MEDLEY, SHEILA F. McSHANE, and
MONICA S. ULLAGADDI, *Administrative Patent Judges*.

ULLAGADDI, *Administrative Patent Judge*.

JUDGMENT
Final Written Decision
Determining All Challenged Claims Unpatentable
35 U.S.C. § 318(a)

I. INTRODUCTION

Apple Inc. (“Petitioner”) filed a Petition for *inter partes* review of claims 1–10 and 16–19 of U.S. Patent No. 10,259,020 B2 (Ex. 1001, “the ’020 patent”). Paper 1 (“Pet.”). GUI Global Products, Ltd., D/B/A Gwee (“Patent Owner”) filed a Preliminary Response. Paper 7 (“Prelim. Resp.”). Upon review of these papers, we instituted *inter partes* review, pursuant to 35 U.S.C. § 314, as to claims 1–10 and 16–19 based on the challenges set forth in the Petition. Paper 10 (“Institution Decision” or “Inst. Dec.”).

Subsequent to institution, Patent Owner filed a Patent Owner Response (Paper 20, “PO Resp.”), Petitioner filed a Reply to Patent Owner’s Response (Paper 24, “Pet. Reply”), and Patent Owner filed a Sur-Reply (Paper 30, “Sur-Reply”). On May 19, 2022, we held an oral hearing. A transcript of the hearing is of record. Paper 37 (“Tr.”).

For the reasons that follow, we conclude that Petitioner has proven by a preponderance of the evidence that claims 1–10 and 16–19 of the ’020 patent are unpatentable.

A. Related Matters

The parties indicate that related district court litigations are *GUI Global Prods., Ltd. d/b/a Gwee v. Samsung Elecs. Co.*, No. 4:20-cv-02624 (S.D. Tex.) and *GUI Global Prods., Ltd. d/b/a Gwee v. Apple, Inc.*, No. 4:20-cv-02652 (S.D. Tex.). Pet. 90; Paper 5, 1. The parties also indicate that the ’020 patent is the subject of a petition filed by Samsung Electronics Co., Ltd. and Samsung Electronics America, Inc. in IPR2021-00335. Pet. 90; Paper 5, 2. In the IPR2021-00335 proceeding, the Board concluded that claims 1–19 of the ’020 patent are unpatentable by a preponderance of the

evidence. *Samsung Elecs. Co., Ltd. et al. v. GUI Global Prods., Ltd., d/b/a Gwee*, IPR2021-00335, Paper 26 at 66–67 (PTAB June 29, 2022).

B. The '020 Patent

The '020 patent describes how an apparatus may be used for cleaning view screens of electrical devices. Ex. 1001, 1:32–34. The '020 patent aims to address the lack of convenient cleaning materials faced by users portable electronic devices. *Id.* at 1:52–2:6. In one embodiment, a cleaning component for cleaning a view screen of an electronic device is coupled to a first case of the electronic device using magnetic attractive force. *Id.* at 2:10–16, Fig. 1B. Figure 1B is illustrative and is reproduced below.

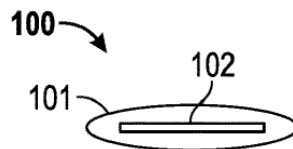


FIG. 1B

Figure 1B shows a side view of a cleaning component. *Id.* at 4:27–28. Cleaning component 100 includes ferromagnetic or ferrimagnetic substrate 102 covered by cleaning material 101, such as a fabric or a cloth. *Id.* at 6:19–39.

In another embodiment, a second case receives the cleaning component and also “functions to protect an electronic device’s primary case.” *Id.* at 2:39–53; Fig. 3. Figure 3 is illustrative and is reproduced below.

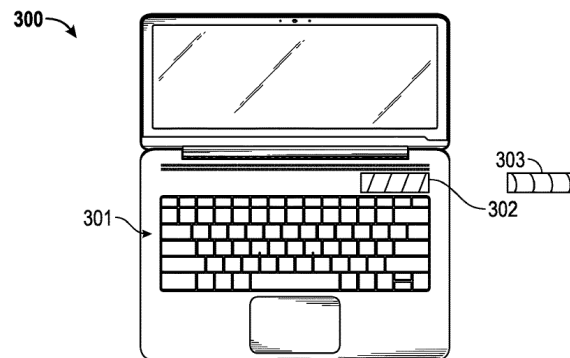


FIG. 3

Figure 3 shows a computer case configured to receive a cleaning component. *Id.* at 4:35–36. Laptop 300 has rectangular indentation 302 dimensioned for receiving cleaning component 303 which has a magnet. *Id.* at 8:51–58.

Figure 5A is also illustrative and is reproduced below.

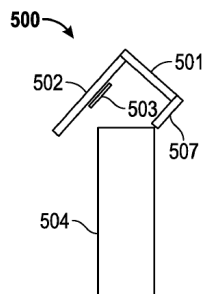


FIG. 5A

Figure 5A shows “a lateral type phone case configured to receive a cleaning component.” *Id.* at 4:39–40. Case 500 includes body 504 “which functions to hold a smartphone” and a lid having top 501, side 502, hinge 507, and cleaning component 503. *Id.* at 10:2–7.

The cleaning component is secured and adhered to a case via “dimensional stability to increase the security with which the cleaning components are adhered to the case.” *Id.* at 11:34–39; Fig. 9. Figure 9 is illustrative and is reproduced below.

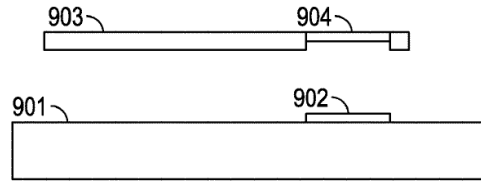


FIG. 9

Figure 9 shows a cleaning component “employing a structural feature to enhance adhesion.” *Id.* at 4:50–51. Device 901 has raised section 902 that is configured to fit within recess 904 of cleaning component 903. *Id.* at 11:39–41.

In yet another embodiment, the cleaning component has a magnetic element that activates or deactivates a magnetic switch. *Id.* at 2:65–67. The ’020 patent describes “activating or deactivating a device having a magnetic switch” as a “secondary application[]” and that “cleaning devices” “may also be manufactured without a cleaning component for use with the secondary application.” *Id.* at code (57); *see also id.* at 11:53–56 (explaining that the cleaning component may be able to activate magnetic switches on devices having switches). Thus, a device “may or may not include cleaning capabilities but will include a rare earth magnet or magnets” for “additional functionality.” *Id.* at 16:31–35.

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