

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ARGOS USA LLC, DOLE FOOD COMPANY, INC., THE GILLETTE
COMPANY, LLC, MILACRON LLC, PLY GEM INDUSTRIES, INC.,
REVLON CONSUMER PRODUCTS CORPORATION, CALPINE
CORPORATION, WATTS WATER TECHNOLOGIES, INC., LIBERTY
MUTUAL INSURANCE COMPANY, INTERNATIONAL PAPER
COMPANY, STATE INDUSTRIAL PRODUCTS CORP., BASSETT
FURNITURE INDUSTRIES, INC.,
Petitioners,

v.

GUADA TECHNOLOGIES LLC,
Patent Owner.

Case No. IPR2021-00771

Patent No. 7,231,379

**PETITION FOR *INTER PARTES* REVIEW OF
U.S. PATENT NO. 7,231,379**

TABLE OF CONTENTS

| | | |
|------|--|----|
| I. | INTRODUCTION | 1 |
| II. | MANDATORY NOTICES UNDER 37 C.F.R. § 42.8(A)(1)..... | 2 |
| A. | Real Party-In-Interest | 2 |
| B. | Related Matters..... | 3 |
| C. | Lead and Back-Up Counsel Under 37 C.F.R. § 42.8(b)(3) | 5 |
| D. | Service Information..... | 5 |
| III. | SUMMARY OF THE '379 PATENT | 5 |
| A. | Description of the Alleged Invention of the '379 Patent | 5 |
| B. | Summary of the Prosecution History of the '379 Patent | 9 |
| IV. | REQUIREMENTS FOR <i>INTER PARTES</i> REVIEW..... | 11 |
| A. | Grounds for Standing | 11 |
| B. | Identification of Challenge and Relief Requested | 11 |
| C. | Level of Skill of a Person Having Ordinary Skill in the Art..... | 12 |
| D. | Claim Construction..... | 12 |
| 1. | “keyword” | 12 |
| 2. | “jumping” | 14 |
| V. | THERE IS A REASONABLE LIKELIHOOD THAT THE CHALLENGED CLAIMS OF THE '379 PATENT ARE UNPATENTABLE | 15 |
| A. | Ground 1: <i>Wesemann</i> renders claims 1, 2, and 7 obvious | 15 |
| 1. | Claim 1 | 17 |

| | |
|---|----|
| 2. Claim 2 | 31 |
| 3. Claim 7 | 33 |
| B. Ground 2: <i>Wesemann</i> in view of <i>Rajaraman</i> renders Claims 3-6 obvious. | 41 |
| 1. Claims 3-4 | 44 |
| 2. Claims 5-6 | 49 |
| C. Ground 3: <i>Fratkina</i> renders claims 1, 2, and 7 obvious..... | 54 |
| 1. Claim 1 | 56 |
| 2. Claim 2 | 64 |
| 3. Claim 7 | 65 |
| D. Ground 4: <i>Fratkina</i> in view of <i>Rajaraman</i> renders Claims 3-6 obvious.... | 70 |
| VI. CONCLUSION | 71 |

EXHIBIT LIST

| <u>Exhibit</u> | <u>Description</u> |
|----------------|--|
| Ex. 1001 | U.S. Patent 7,231,379 to Parikh <i>et al.</i> ('379 Patent) |
| Ex. 1002 | File History of U.S. Patent 7,231,379 to Parikh <i>et al.</i> ('379 File History) |
| Ex. 1003 | Guada's Combined Opposition to Defendants' Motion to Dismiss, <i>Guada Techs LLC. v. Netflix, Inc.</i> (Dkt. No. 20, No. 2:16-cv-1153-RWS-RSP) |
| Ex. 1004 | U.S. Pat. No. 6,731,724 to Wesemann <i>et al.</i> ("Wesemann") |
| Ex. 1005 | U.S. Pat. No. 6,366,910 to Rajaraman <i>et al.</i> ("Rajaraman") |
| Ex. 1006 | U.S. Pat. No. 7,539,656 to Fratkina <i>et al.</i> ("Fratkina") |
| Ex. 1007 | Declaration of Dr. Padhraic Smyth ("Smyth") |
| Ex. 1008 | RESERVED |
| Ex. 1009 | Dr. Padhraic Smyth <i>Curriculum Vitae</i> |
| Ex. 1010 | JOHN E. HOPCROFT, JEFFREY D. ULLMAN & ALFRED V. AHO, DATA STRUCTURE AND ALGORITHMS 75–106, 155–197, 306–346 (Addison-Wesley 1983) |
| Ex. 1011 | Donald, B. Crouch, Carolyn J. Crouch & Glenn Andreas, <i>The Use Of Cluster Hierarchies in Hypertext Info. Retrieval</i> , HYPERTEXT '89 PROC., ACM PRESS, at 225-237, 1989 |
| Ex. 1012 | Yvan Leclerc, Steven W. Zucker, Denis Leclerc, <i>A Browsing Approach to Documentation</i> , IEEE COMPUTER, IEEE PRESS, June 1982, at 46–49 |
| Ex. 1013 | Ricky E. Savage, James K. Habinek, Thomas W. Barnhart, <i>The Design, Simulation, and Evaluation of a Menu Driven User Interface</i> , PROC. OF THE 1982 CONF. ON HUMAN FACTORS IN COMPUTING SYS., ACM PRESS, March 1982, at 36–40 |
| Ex. 1014 | RICARDO BAEZA-YATES, BERTHIER RIBIERO-NETO, MODERN INFO. RETRIEVAL 24-41 (ACM Press 1999) |

| | |
|----------|---|
| Ex. 1015 | Daniel Cunliffe, Carl Taylor, and Douglas Tudhope, <i>Query-Based Navigation in Semantically Indexed Hypermedia</i> , PROC. OF THE EIGHTH ACM CONF. ON HYPERTEXT, ACM PRESS, 1997, at 87–95 |
| Ex. 1016 | Hornstein, <i>Telephone Voice Interfaces on the Cheap</i> , PROCEEDINGS OF THE UBLAB '94 CONF., 1994, at 134–147. |
| Ex. 1017 | Paul De Bra, et al., <i>Info. Retrieval in Distrib. Hypertexts</i> , RIAO 1994, at 481–491, 1995 |
| Ex. 1018 | U.S. Pat. No. 6,198,939 to Holmstrom |
| Ex. 1019 | Karen Sparck Jones, <i>A Look Back And A Look Forward</i> , PROCEEDINGS OF THE 11TH ACM SIGIR INT'L CONF. ON RSCH. AND DEV. IN INFO. RETRIEVAL ACM Press, 1988, 14 pages |
| Ex. 1020 | Gerard Salton, Anita Wong, and Chung-Shu Yang, <i>A Vector Space Model For Automatic Indexing</i> , COMMC'NS OF THE ACM, 1975 18(11), at 613–620 |
| Ex. 1021 | Jinxi Xu and W. Bruce Croft, <i>Query Expansion Using Local And Global Document Analysis</i> , PROCEEDINGS OF THE 19TH ACM SIGIR INT'L CONF. ON RSCH AND DEV. IN INFO. RETRIEVAL ACM, 1996, at 4–11 |
| Ex. 1022 | Carolyn J. Crouch, <i>A Cluster-Based Approach to Thesaurus Construction</i> , PROC. OF THE 11TH ACM SIGIR INT'LCONF. ON RSCH AND DEV. IN INFO. RETRIEVAL, ACM, 1988, at 309–320 |
| Ex. 1023 | Hinrich Schütze and Jan O. Pedersen, <i>A Cooccurrence-Based Thesaurus And Two Applications to Information Retrieval</i> , 1 INTELLIGENT MULTIMEDIA INFO. RETRIEVAL SYS. AND MGMT., , 1994 at 266–274 |
| Ex. 1024 | Güntzer et al., <i>Automatic Thesaurus Construction by Machine Learning from Retrieval Sessions</i> , 25 INFO. PROC. & MGMT. No. 3, 1998, at 265–273, 1998 |
| Ex. 1025 | Mostafa et al., <i>A Multilevel Approach to Intelligent Information Filtering: Model, Sys., and Evaluation</i> , 15 ACM TRANSACTIONS ON INFO. SYS. NO. 4, 1997, at 368–399, 1997 |
| Ex. 1026 | U.S. Patent No. 6,006,225 to Bowman <i>et al.</i> |

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.