IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE PATENT TRIAL AND APPEAL BOARD

PRIME WIRE & CABLE, INC.	
Petitioner,)
v.)
TELEBRANDS, CORP.,))
Patent owner)
	,

Case: PGR2017-Patent No.: 9,752,761

PETITION FOR POST GRANT REVIEW OF U.S. PATENT NO. 9,752,761 UNDER 35 U.S.C. §§ 321-328 AND 37 C.F.R. 42.200 et seq.

The claims of Pat. No. 9,752,761 (issued Sep. 5, 2017) ("the '761 patent") (Ex. 1001) should be found invalid based on prior art and for claiming patentineligible subject matter. Accordingly, this Petition for Post Grant Review of claims 1 through 11 seeks cancelation of the claims. This petition is accompanied by a fee in the amount of \$30,000 as required by 37 C.F.R. § 42.15(b)(1) and (2) and § 42.203. This petition is supported by Exhibits 1001 through 1054, including authenticating declarations of Joe Ferlauto (Ex. 1028) and Bryce A. Johnson (Ex. 1054).

Filed on behalf of Prime Wire & Cable, Inc.

by: John K. Buche & Bryce A. Johnson Buche & Associates, P.C.
875 Prospect, St., Ste 305 La Jolla, CA 92037 Tel: 858.459.9111

TABLE OF CONTENTS

TABLE O	F AUTHORITIES vi
EXHIBIT	LIST viii
I. INTRO	DDUCTION1
II. MANI	DATORY NOTICES [37 C.F.R. § 42.8(a)(1)]2
a. Re	al Party-in-interest [37 C.F.R. § 42.8(b)(1)]3
b. Re	lated Matters [37 C.F.R. § 42.8(b)(2)]3
c. Lea	ad and Back-up Counsel [37 C.F.R. § 42.8(b)(3)]4
d. Sei	vice Information [37 C.F.R. § 42.8(b)(4)]4
III. ADDI	ΓΙΟΝΑL REQUIREMENTS4
a. Tir	ning [37 C.F.R. § 42.202(a)]5
b. Gre	ounds for Standing [37 C.F.R. § 42.201(a)]5
IV. BACKGROUND: colorful lasers are an obvious choice for outdoor (i.e., "landscape") lights like Prime's red and green Holiday themed LFLRG505 light projector and, given the hazards of lasers, such lights must comply with several government imposed safety regulations	
po	ser products are classified by U.S. regulatory agencies based on their tential to cause eye damage and the level of safety controls required their operation
las B)	laser projectors have safety regulations, but most general-consumer er projectors employ lower-safety-risk lasers (i.e., less-than (<) Class to avoid government approval protocols mandated for high-risk ers
i.	Lower-risk (i.e., < Class 3B) lasers are considered inherently safe for momentary (i.e., < 0.25 seconds) or accidental viewing of the direct beam
ii	Diffused ("scattered") Class 3B and lower-classed laser light is

- c. BlissLights used diffractive holographic optics on lasers at least by 2008 and at least by June 27, 2014 was selling a single laser "Spright" landscape light with FDA compliant boilerplate safety control listings. ...17

V. DESCRIPTIONS OF THE '760 PATENT AND CLAIMED "LAND SCAPE LIGHT" WITH PRIORITY ONLY GOING BACK TO JULY 16, 2014......21

- a. The provisional (Prov. App. Ser. No. 62/025,344 (filed Jul. 16, 2014))22
- b. The specification (Ser. No. 15/142,789 (filed Apr. 29, 2016)).....24
- c. Claim prosecution history25

- a. Claims for which PGR is requested and precise relief requested [37 C.F.R. § 42.204(b)(1)]31
- b. The specific prior art and statutory grounds on which the challenge is

	based and identification and relevance of the supporting evidence [37 C.F.R. § 42.204(b)(2),(5)]
с.	A person having skill in the art
d.	Construction of key claim terms [37 C.F.R. § 42.204(b)(2),(5)]34
PR LE	G.R SHOULD BE INSTITUTED BASED ON THE EVIDENCE ESENTED BECAUSE IT IS MORE LIKELY THAN NOT THAT AT EAST ONE OF THE CHALLENGED CLAIMS OF THE '761 PATENT IS NPATENTABLE [37 C.F.R. §§ 42.208(c), 42.204(b)(4)]
1.	Claims 1 through 11 of the '761 patent are invalid under 35 U.S.C. § 101 for failing to be directed toward patent-eligible subject matter because the claims just recite generic laser projector limitations alongside patent-ineligible principles of laser viewing safety
2.	Claims 1 through 11 of the '761 patent are invalid under 35 U.S.C. § 102 for failing to be directed toward patentable subject matter under the In re King rule because the claims just provide a description of what happens when any Class 3 laser light is passed through a prior art structure of diffractive holographic optics
3.	Claims 1 through 11 of the '761 patent are invalid under 35 U.S.C. § 102(a)1 for lack of novelty over Prime's LFLRG505 holiday themed landscape light, related documents, and supporting declarations
a.	The LFLRG505 predates the July 2014 priority of the '761 patent because it was available to the public via advertisement and sale in mid-May 2014
b.	The LFLRG505 anticipates the subject matter of claims 1 through 1147
	Claim 147
	Claim 2
	Claim 3
	Claim 4
	Claim 553

	Claim 655
	Claim 757
	Claim 8
	Claim 960
	Claim 1063
	Claim 1169
с.	It is more likely than not that the claims are unpatentable in view of the LFLRG505
4.	Claims 1 through 11 of the '761 patent are invalid under 35 U.S.C. § 103 for being obvious over Prime's LFLRG505 holiday themed landscape light, related documents, and supporting declarations73
5.	Claims 1, 2 and 9 of the '761 patent are invalid under 35 U.S.C. § 103 for being obvious over Prime's "Laser Light Projector" instruction manual and Prime's 2014 CES flyer
6.	Claims 3 through 8, 10 & 11 of the '761 patent are invalid under 35 U.S.C. § 103 for being obvious over Prime's "Laser Light Projector" instruction manual, prime's script for the vimeo.com video & 2014 CES flyer in view of U.S. Pub. Pat. App. No. 2015/0260385
7.	Claims 1, 2 and 9 of the '761 patent are invalid under 35 U.S.C. § 103 for being obvious over Prime's 2014 CES flyer in view of BlissLight's Spright
8.	Claims 3 through 8, 10 & 11 of the '761 patent are invalid under 35 U.S.C. § 103 for being obvious over Prime's 2014 CES flyer in view of BlissLight's Spright and U.S. Pub. Pat. App. No. 2015/026038591
VIII. C	ONCLUSION

DOCKET A L A R M



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.