

**IN THE UNITED STATES DISTRICT COURT
FOR THE EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

LENNON IMAGE TECHNOLOGIES,
LLC,

Plaintiff,

v.

ULTA BEAUTY, INC.,

Defendant.

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Civil Action No. 2:20-cv-_____

**PLAINTIFF LENNON IMAGE TECHNOLOGIES, LLC'S
COMPLAINT FOR PATENT INFRINGEMENT**

Plaintiff Lennon Image Technologies, LLC, by and through its attorneys, brings this action and makes the following allegations of patent infringement relating to United States Patent No. 6,624,843 (the "'843 patent"). Defendant Ulta Beauty, Inc. ("Ulta") infringes Plaintiff's '843 patent in violation of the patent laws of the United States of America, 35 U.S.C. § 1 *et seq.*

PARTIES

1. Plaintiff Lennon Image Technologies, LLC is a Texas Limited Liability Company with a place of business at 1910 East Southeast Loop 323, #244, Tyler, Texas 75701.

2. Upon information and belief, Defendant Ulta is a corporation organized and existing under the laws of the State of Delaware, with its principal place of business located at 1000 Remington Blvd., Suite 120, Bolingbrook, Illinois 60440. Defendant Ulta may be served with process through its registered agent The Prentice-Hall Corporation System, Inc., 251 Little Falls Drive, Wilmington, Delaware 19808.

JURISDICTION AND VENUE

3. This is an action for patent infringement arising under the patent laws of the United States of America, Title 35, United States Code.

4. This Court has original jurisdiction over the subject matter of this action pursuant to 28 U.S.C. §§ 1331 and 1338(a).

5. Upon information and belief, Defendant is subject to this Court's general and/or specific personal jurisdiction because it (a) has committed acts of infringement in the State of Texas as alleged below; and/or (b) is engaged in continuous and systematic activities in the State of Texas.

6. Venue is proper in this district under 28 U.S.C. § 1400(b). On information and belief, Defendant Ulta has committed acts of infringement in this District as set forth below, and has regular and established places of business in this District such as, for example, located at 721 North Central Expressway #300, Plano, TX 75075, 2400 Preston Rd Suite 300, Plano, TX 75093, 4750 TX-121 Suite 100, Lewisville, TX 75056, and 3333 Preston Road, Frisco, TX 75034. On information and belief, customers use Ulta's Accused Instrumentality (defined below) in this District and, as a direct result of this use, subsequently purchase products at Ulta's places of business in this District.

ASSERTED PATENT

7. On September 23, 2003, the United States Patent and Trademark Office issued United States Patent No. 6,624,843 entitled "Customer Image Capture and Use Thereof in a Retailing System," a true copy of which is attached as Exhibit 1. The application that matured into the '843 Patent was filed on December 8, 2000, and claims priority to a provisional application filed on December 10, 1999.

8. On September 22, 2017, the Patent Trial and Appeal Board (“PTAB”) issued a “Decision on Appeal” concerning the ’843 Patent, confirming the patentability of original claims 5, 8-13, 18, 20, and new claims 22-24, 28, 35, 38-40, 44, and 51. A true and correct copy of the “Decision on Appeal” is attached hereto as Exhibit 2. On September 26, 2018 an Ex Parte Reexamination Certificate issued for the ’843 Patent. A true and correct copy of the Ex Parte Reexamination Certificate is attached hereto as Exhibit 3.

9. Plaintiff is the owner by assignment of the ’843 Patent and owns all right, title, and interest in the ’843 Patent, including the right to sue for and recover all past, present, and future damages for infringement of the ’843 Patent.

10. The claimed invention relates to a “method and apparatus for capturing a person’s image and using the captured image in a retailing system.” Col. 1:13-16. The invention “allows apparel retailers and other purveyors of such items an opportunity to virtually ‘dress’ the potential customer in featured merchandise as a virtual ‘fitting.’” Col. 2:12-15. “Through manipulation of digitized images, an image of the customer in a new apparel style is displayed.” Col. 2:18-20. One embodiment of the ’843 Patent is described in claim 18, which depends on claims 14 and 17, and states as follows:

Claim 14:

A method for manipulating a customer image corresponding to a customer, the method comprising:

- capturing the customer image;
- generating a composite image comprising the customer image and one of at least one apparel style image corresponding to a potential purchase item;
- displaying the composite image thereby allowing the customer to assess the potential purchase item without having to try it on; and
- storing the customer image,

wherein the step of generating the composite image further comprises retrieving the customer image in response to a request for the composite image.

Claim 17:

The method of claim 14, wherein the step of displaying further comprises:

detecting presence of a person near a display;
determining that the person corresponds to the customer image; and
displaying the composite image in response to the step of determining.

Claim 18:

The method of claim 17, wherein the step of determining further comprises comparing biometric information of the person with the customer image.

ACCUSED INSTRUMENTALITY AND BACKGROUND

11. Defendant is engaged in the business of selling makeup products.
12. Defendant engages in electronic commerce conducted on and using at least, but not limited to, the website <https://www.ulta.com/>.
13. On information and belief, Defendant owns, operates, and/or directs the operation of a virtual try-on tool, which is available for use at, for example, <https://apps.apple.com/us/app/ulta-beauty-makeup-skincare/id561930308>, https://play.google.com/store/apps/details?id=com.ulta&hl=en_US, and <https://www.ulta.com/innovation/glamlab/> (the “Ulta GLAMlab App” or the “Accused Instrumentality”).
14. On information and belief, Defendant has made, and continues to make available to its customers, the Ulta GLAMlab App for manipulating an image corresponding to a customer.

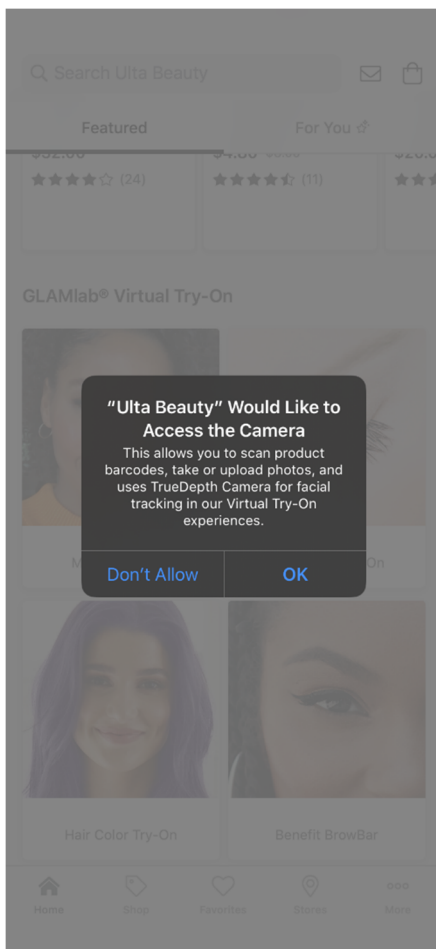
15. Defendant currently provides and/or has provided website visitors access to its site, <https://www.ulta.com/>, including the page <https://www.ulta.com/innovation/glamlab/>, which provides direction for website visitors to access and use the Ulta GLAMlab App.

16. Defendant allows customers to purchase its products using the Ulta GLAMlab App.

INFRINGEMENT OF U.S. PATENT NO. 6,624,843

17. Plaintiff incorporates paragraphs 1 through 16 as though fully set forth herein.

18. The Ulta GLAMlab App captures a customer image. For example, the Ulta GLAMlab App accesses a mobile device's camera, or similar input device, to capture a customer image, as shown below:



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