UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

EXPRESS MOBILE, INC.,
Patent Owner.

Case IPR2022-00597
Patent 7,594,168

PATENT OWNER EXPRESS MOBILE, INC.'S MANDATORY NOTICE INFORMATION

Pursuant to 37 C.F.R. § 42.8, Patent Owner Express Mobile, Inc. submits these Mandatory Notices to satisfy the requirements of 37 C.F.R. § 42.8. Patent Owner reserves its rights to supplement or modify these Notices.

1. Real Party-In-Interest

Pursuant to 37 C.F.R. § 42.8(b)(1), Patent Owner identifies Express Mobile, Inc.

2. Related Matters

Patent Owner identifies the following related current and/or former proceedings involving the patent-at-issue:

Current Proceedings:

1. *Express Mobile, Inc. v. Facebook Inc.*, No. 6-20-cv-00803 (W.D. Tex.) (transferred to *Express Mobile, Inc. v. Facebook Inc.*, 3-21-cv-06657 (N.D. Cal.)).

2. *Express Mobile, Inc. v. Salesforce.com, Inc.*, No. 3-20-cv-08461 (N.D. Cal.).

3. *Express Mobile, Inc. v. Booking.com B.V.*, No. 3-20-cv-08491 (N.D. Cal.).

4. *Express Mobile, Inc. v. SAP SE*, No. 3-20-cv-08492 (N.D. Cal.).

5. *Express Mobile, Inc. v. Oath Holdings Inc. f/k/a Yahoo!*, No. 3-20-cv-08321 (N.D. Cal.).

6. *Express Mobile, Inc. v. Adobe Inc. d/b/a Adobe Systems Inc.*, No. 3-20-cv-08297 (N.D. Cal.).

7. *Express Mobile, Inc. v. HubSpot, Inc.*, No. 1-20-cv-01162 (D. Del.).

8. *Express Mobile, Inc. v. Squarespace, Inc.*, No. 1-20-cv-01163 (D. Del.).

9. *Express Mobile, Inc. v. Microsoft Corp.*, No. 3-20-cv-06152 (N.D. Cal.).

10. *Express Mobile, Inc. v. Expedia, Inc.*, No. 6-20-cv-00801 (W.D. Tex., Waco Div.) (transferred to No. 1-21-cv-01141 (W.D. Tex., Austin Div.)).

11. *Express Mobile, Inc. v. eBay Inc.*, No. 6-20-cv-00802 (W.D. Tex.) (transferred to No. 3-21-cv-06656 (N.D. Cal.)).

12. *Express Mobile, Inc. v. Google LLC*, No. 6-20-cv-00804 (W.D. Tex.) (transferred to No. 3-21-cv-08944 (N.D. Cal.)).

13. *Express Mobile, Inc. v. Web.com Group, Inc.*, No. 3-20-cv-00839 (M.D. Fl.).

14. *Express Mobile, Inc. v. GoDaddy.Com, LLC*, No. 1-19-cv-01937 (D. Del.).

15. *Express Mobile, Inc. v. Wix.com, Ltd.*, No. 3-19-cv-06559 (N.D. Cal.).

16. *Shopify Inc. v. Express Mobile, Inc.*, No. 1-19-cv-00439 (D. Del.).

17. *X Commerce, Inc. d/b/a Magento, Inc. v. Express Mobile, Inc.*, No. 3-17-cv-02605 (N.D. Cal.).

18. *Facebook, Inc. v. Express Mobile, Inc.*, IPR2021-01226 (PTAB)

19. *eBay Inc. et al. v. Express Mobile, Inc.*, IPR2022-00572 (PTAB).

20. *Google LLC v. Express Mobile, Inc.*, IPR2022-00597 (PTAB).

Former Proceedings:

1. *Express Mobile Inc. v. BigCommerce, Inc.*, No. 2-16-cv-00384 (E.D. Tex.) (terminated June 30, 2016, Dkt. 11).

2. *Express Mobile, Inc. v. Webs, Inc.*, No. 1-16-cv-00160 (E.D. Tex.) (terminated June 2, 2016, Dkt. 5).

3. *Express Mobile, Inc. v. Webs, Inc.*, No. 2-16-cv-00558 (E.D. Tex.) (terminated Jan. 9, 2017, Dkt. 16).

4. *Express Mobile, Inc. v. Jiva Infotech, Inc. d/b/a I95DEV*, No. 2-16-cv-00775 (E.D. Tex.) (terminated Jan. 4, 2017, Dkt. 12).

5. *Express Mobile, Inc. v. Amplifi Commerce, LLC*, No. 2-16-cv-00811 (E.D. Tex.) (terminated Jan. 4, 2017, Dkt. 14).

6. *Express Mobile, Inc. v. Weebly, Inc.*, No. 2-16-cv-00906 (E.D. Tex.) (terminated Oct. 28, 2016, Dkt. 12).

7. *Express Mobile, Inc. v. Digital Evolution Group, LLC*, No. 2-16-cv-00922 (E.D. Tex.) (terminated Feb. 27, 2017, Dkt. 15).

8. *Express Mobile, Inc. v. Astound Commerce Corp.*, No. 2-16-cv-00923 (E.D. Tex.) (terminated Jan. 4, 2017, Dkt. 17).

9. *Express Mobile, Inc. v. OSF Global Services Inc.*, No. 2-16-cv-00924 (E.D. Tex.) (terminated Jan. 4, 2017, Dkt. 16).

10. *Express Mobile, Inc. v. Blue Acorn, Inc.*, No. 2-16-cv-01411 (E.D. Tex.) (terminated Feb. 27, 2017, Dkt. 11).

11. *Express Mobile, Inc. v. Guidance Solutions, Inc.*, No. 2-16-cv-01412 (E.D. Tex.) (terminated May 12, 2017, Dkt. 39).

12. *Express Mobile, Inc. v. Coalition Technologies LLC*, No. 2-16-cv-01413 (E.D. Tex.) (terminated Feb. 9, 2017, Dkt. 10).

13. *Express Mobile, Inc. v. Lyons Holding Co. Inc.*, No. 2-16-cv-01414 (E.D. Tex.) (terminated Mar. 13, 2017, Dkt. 16).

14. *Express Mobile, Inc. v. Volusion, LLC*, No. 2-17-cv-00064 (E.D. Tex.) (terminated May 12, 2017, Dkt. 14).

15. *Express Mobile, Inc. v. WaveMaker, Inc.*, No. 2-17-cv-00065 (E.D. Tex.) (terminated Apr. 14, 2017, Dkt. 12).

16. *Express Mobile, Inc. v. Alpine Consulting, Inc.*, No. 2-17-cv-00126 (E.D. Tex.) (terminated June 14, 2017, Dkt. 15).

17. *Express Mobile, Inc. v. Forix LLC*, No. 2-17-cv-00127 (E.D. Tex.) (terminated May 17, 2017, Dkt. 12).

18. *Express Mobile, Inc. v. KTree Computer Solutions Inc.*, No. 2-17-cv-00128 (E.D. Tex.) (terminated June 13, 2017, Dkt. 30).

19. *Express Mobile, Inc. v. Optaros, Inc.*, No. 2-17-cv-00129 (E.D. Tex.) (terminated June 27, 2017, Dkt. 14).

20. *Express Mobile, Inc. v. Svanaco, Inc.*, No. 2-17-cv-00130 (E.D. Tex.) (terminated May 29, 2018, Dkt. 122).

21. *Express Mobile, Inc. v. BigCommerce, Inc.*, No. 2-17-cv-00160 (E.D. Tex.) (terminated May 29, 2018, Dkt. 36).

22. *Express Mobile, Inc. v. Alpine Consulting, Inc.*, No. 1-17-cv-03815 (N.D. Ill.) (terminated Aug. 2. 2017, Dkt. 9).

23. *Express Mobile, Inc. v. Brainvire Infotech, Inc.*, No. 1-17-cv-00702 (D. Del.) (terminated Oct. 4, 2017, Dkt. 13).

24. *Express Mobile, Inc. v. eGrove Systems Corp.*, No. 1-17-cv-00703 (D. Del.) (terminated Feb. 28, 2019, Dkt. 46).

25. *Express Mobile, Inc. v. Icreon Tech, Inc.*, No. 1-17-cv-00704 (D. Del.) (terminated Oct. 27, 2017).

26. *Express Mobile, Inc. v. Mobikasa, LLC*, No. 1-17-cv-00705 (D. Del.) (terminated Oct. 4, 2017).

27. *Express Mobile, Inc. v. Salzer Technologies, Inc.*, No. 1-17-cv-00706 (D. Del.) (terminated Nov. 27, 2017, Dkt. 20).

28. *Express Mobile, Inc. v. ePages Inc.*, No. 1-17-cv-00707 (D. Del.) (terminated Oct. 12, 2017).

29. *Express Mobile, Inc. v. Webflow, Inc.*, No. 1-17-cv-00708 (D. Del.) (terminated Oct. 4, 2017).

30. *Express Mobile, Inc. v. AppGyver Inc.*, No. 1-17-cv-00710 (D. Del.) (terminated Sept. 1, 2017).

31. *Express Mobile, Inc. v. Domani Studios LLC*, No. 1-18-cv-00102 (D. Del.) (terminated Aug. 24, 2018, Dkt. 16).

32. *Express Mobile, Inc. v. Manifest LLC*, No. 1-18-cv-00103 (D. Del.) (terminated July 3, 2018).

33. *Express Mobile, Inc. v. SG Hosting Inc.*, No. 1-18-cv-00104 (D. Del.) (terminated Aug. 27, 2018, Dkt. 15).

34. *Express Mobile, Inc. v. Rockfish Interactive LLC*, No. 1-18-cv-00105 (D. Del.) (terminated Aug. 15, 2018).

35. *Express Mobile, Inc. v. WPEngine, Inc.*, No. 1-18-cv-00106 (D. Del.) (terminated Aug. 14, 2018).

36. *Express Mobile, Inc. v. Fulcrum Worldwide Inc.*, No. 1-18-cv-00154 (D. Del.) (terminated June 4, 2018, Dkt. 16).

37. *Express Mobile, Inc. v. FiloBlu USA Corp.*, No. 1-18-cv-00155 (D. Del.) (terminated June 22, 2018).

38. *Express Mobile, Inc. v. Axelerant Technologies, Inc.*, No. 1-18-cv-00156 (D. Del.) (terminated July 5, 2018).

39. *Express Mobile, Inc. v. BigCommerce, Inc.*, No. 3-18-cv-03287 (N.D. Cal.) (terminated July 22, 2019, Dkt. 77).

40. *Express Mobile, Inc. v. Alloy Marketing and Promotions*, LLC, No. 1-18-cv-01166 (D. Del.) (terminated Aug. 24, 2018).

41. *Express Mobile, Inc. v. Big Spaceship LLC*, No. 1-18-cv-01167 (D. Del.) (terminated Jan. 29, 2019, Dkt. 15).

42. *Express Mobile, Inc. v. Blue State Digital Inc.*, No. 1-18-cv-01168 (D. Del.) (terminated Jan. 2, 2019, Dkt. 12).

43. *Express Mobile, Inc. v. Born Group, Inc.*, No. 1-18-cv-01169 (D. Del.) (terminated May 8, 2019, Dkt. 23).

44. *Express Mobile, Inc. v. Blackstone Technology Group Inc.*, No. 3-18-cv-04678 (N.D. Cal.) (terminated Oct. 25, 2018, Dkt. 26).

45. *Express Mobile, Inc. v. Code and Theory LLC*, No. 3-18-cv-04679 (N.D. Cal.) (terminated Apr. 11, 2019, Dkt. 52).

46. *Express Mobile, Inc. v. Globant, SA*, No. 3-18-cv-04681 (N.D. Cal.) (terminated Apr. 4, 2019, Dkt. 33).

47. *Express Mobile, Inc. v. Happiest Minds Technologies Pvt. Ltd.*, No. 3-18-cv-04683 (N.D. Cal.) (terminated Jan. 24, 2019, Dkt. 31).

48. *Express Mobile, Inc. v. Huge, LLC*, No. 3-18-cv-04687 (N.D. Cal.) (terminated June 17, 2019, Dkt. 44).

49. *Express Mobile, Inc. v. Pantheon Systems Inc.*, No. 3-18-cv-04688 (N.D. Cal.) (terminated Feb. 14, 2019, Dkt. 44).

50. *Express Mobile, Inc. v. SoftVision Inc.*, No. 3-18-cv-04693 (N.D. Cal.) (terminated Feb. 7, 2020, Dkt. 29).

51. *Express Mobile, Inc. v. Svitla Systems Inc.*, No. 3-18-cv-04694 (N.D. Cal.) (terminated Oct. 11, 2018, Dkt. 21).

52. *Express Mobile, Inc. v. DreamHost, LLC*, No. 1-18-cv-01173 (D. Del.) (terminated Aug. 13, 2019, Dkt. 53).

53. *Express Mobile, Inc. v. Hill Holliday LLC*, No. 1-18-cv-01174 (D. Del.) (terminated Aug. 5, 2019, Dkt. 37).

54. *Express Mobile, Inc. v. Hostway Services, Inc.*, No. 1-18-cv-01175 (D. Del.) (terminated Aug. 8, 2019, Dkt. 51).

55. *Express Mobile, Inc. v. iCrossing, Inc.*, No. 1-18-cv-01176 (D. Del.) (terminated Aug. 7, 2020, Dkt. 95).

56. *Express Mobile, Inc. v. Liquid Web, LLC*, No. 1-18-cv-01177 (D. Del.) (terminated Aug. 7, 2019, Dkt. 43).

57. *Express Mobile, Inc. v. Martin Retail Group*, LLC, No. 1-18-cv-01178 (D. Del.) (terminated Sept. 24, 2018, Dkt. 7).

58. *Express Mobile, Inc. v. Mondo International, LLC*, No. 1-18-cv-01179 (D. Del.) (terminated Dec. 6, 2018).

59. *Express Mobile, Inc. v. McCann Relationship Marketing, LLC d/b/a MRM McCann*, No. 1-18-cv-01180 (D. Del.) (terminated Aug. 5, 2019, Dkt. 35).

60. *Express Mobile, Inc. v. Namecheap, Inc.*, No. 1-18-cv-01181 (D. Del.) (terminated Sept. 16, 2019, Dkt. 60).

61. *Express Mobile, Inc. v. Publicis Hawkeye, Inc.*, No. 1-18-cv-01182 (D. Del.) (terminated Sept. 24, 2018, Dkt. 7).

62. *Express Mobile, Inc. v. Rackspace Hosting, Inc.*, No. 1-18-cv-01183 (D. Del.) (terminated May 29, 2019, Dkt. 21).

63. *Express Mobile, Inc. v. Gaddis Partners, Ltd. d/b/a T3*, No. 3-18-cv-05058 (N.D. Cal.) (terminated May 2, 2019, Dkt. 35).

64. *Express Mobile, Inc. v. The Stephenz Group Inc.*, No. 3-18-cv-05061 (N.D. Cal.) (terminated Feb. 6, 2019, Dkt. 26).

65. *Express Mobile, Inc. v. Add2Net, Inc.*, No. 2-19-cv-05091 (C.D. Cal.) (terminated Sept. 30, 2019, Dkt. 25).

66. *Express Mobile, Inc. v. Evolve Media, LLC*, No. 2-19-cv-05093 (C.D. Cal.) (terminated Mar. 16, 2020, Dkt. 33).

67. *Express Mobile, Inc. v. InMotion Hosting, Inc.*, No. 2-19-cv-05097 (C.D. Cal.) (terminated May 13, 2020, Dkt. 35).

68. *Express Mobile, Inc. v. Netlancers Inc.*, No. 2-19-cv-05102 (C.D. Cal.) (terminated Dec. 16, 2019, Dkt. 24).

69. *Express Mobile, Inc. v. Perficient, Inc.*, No. 2-19-cv-05105 (C.D. Cal.) (terminated June 13, 2019, Dkt. 13).

70. *Express Mobile, Inc. v. Sigma Infosolutions Inc.*, No. 2-19-cv-05106 (C.D. Cal.) (terminated June 13, 2019, Dkt. 7).

71. *Express Mobile, Inc. v. Possible Worldwide, LLC*, No. 2-19-cv-05110 (C.D. Cal.) (terminated Oct. 18, 2019, Dkt. 22).

72. *Express Mobile, Inc. v. Perficient, Inc.*, No. 8-19-cv-01175 (C.D. Cal.) (terminated Mar. 10, 2020, Dkt. 31).

73. *Express Mobile, Inc. v. Advantage AMP, Inc.*, No. 2-19-cv-05155 (C.D. Cal.) (terminated Jan. 24, 2020, Dkt. 36).

74. *Express Mobile, Inc. v. Contus Interactive, Inc.*, No. 3-19-cv-03350 (N.D. Cal.) (terminated Feb. 7, 2020, Dkt. 26).

75. *Express Mobile, Inc. v. e-Zest Solutions, Inc.*, No. 3-19-cv-03351 (N.D. Cal.) (terminated Nov. 15, 2019, Dkt. 37).

76. *Express Mobile, Inc. v. MH Sub I, LLC d/b/a Officite*, No. 3-19-cv-03352 (N.D. Cal.) (terminated Aug. 13, 2020, Dkt. 42).

77. *Express Mobile, Inc. v. Phase2 Technology LLC*, No. 3-19-cv-03353 (N.D. Cal.) (terminated Feb. 4, 2020, Dkt. 36).

78. *Express Mobile, Inc. v. R2I Holdings, LLC*, No. 3-19-cv-03355 (N.D. Cal.) (terminated Jan. 22, 2020, Dkt. 35).

79. *Express Mobile, Inc. v. Rishabh Business Solutions, Inc.*, No. 3-19-cv-03356 (N.D. Cal.) (terminated Mar. 13, 2020, Dkt. 28).

80. *Express Mobile, Inc. v. Rauxa Direct, LLC*, No. 3-19-cv-03357 (N.D. Cal.) (terminated Jan. 17, 2020, Dkt. 30).

81. *Express Mobile, Inc. v. Web.Com Group, Inc.*, No. 1-19-cv-01936 (D. Del.) (terminated July 28, 2020).

82. *Ex parte* Reexamination Control No. 90/014,583 requested by Unified Patents, LLC (Ex Parte Reexamination Certificate Issued July 30, 2021).

Other Proceedings:

U.S. Patent No. 6,546,397 ("the '397 patent") is the parent of the patent-at-issue. The '397 patent is also challenged in *Google LLC v. Express Mobile, Inc.*, IPR2021-00700 (PTAB) and *Facebook, Inc. v. Express Mobile, Inc.*, IPR2021-01224 (PTAB).

Litigations involving the '397 patent are identified in the above listings forthe patent-at-issue and further include the following additional litigations:

Current Proceedings:

1. *Express Mobile, Inc. v. Slack Techs., Inc.*, No. 3-21-cv-02001 (N.D. Cal.).

2. *Express Mobile, Inc. v. Dropbox, Inc.*, No. 3-21-cv-01145 (N.D. Cal.).

3. *Express Mobile, Inc. v. Pinterest, Inc.*, No. 3-20-cv-08335 (N.D. Cal.).

4. *Express Mobile, Inc. v. Amazon.com, Inc.*, No. 3-20-cv-08339 (N.D. Cal.)

5. *Express Mobile, Inc. v. Atlassian Corp. plc et al.*, No. 3-21-cv-08942 (N.D. Cal.).

6. *Ex parte* reexamination No. 90/014,615 requested by Unified Patents LLC.

7. *Facebook Inc. v. Express Mobile, Inc.*, IPR2021-01224 (PTAB).

8. *Wix.com, Inc. et al. v. Express Mobile, Inc.*, IPR2022-00570 (PTAB).

9. *Google LLC v. Express Mobile, Inc.*, IPR2022-00598 (PTAB).

Former Proceedings:

1. *Express Mobile Inc. d/b/a Xpressmo, Inc. v. Alibaba.com, Inc.*, 2-15-cv-00461 (E.D. Tex.) (terminated Aug. 25, 2015, Dkt. 28).

2. *BigCommerce, Inc. v. Express Mobile Inc.*, IPR2018-00750 (PTAB) (institution denied Aug. 30, 2018, Paper 10).

3. *Google LLC v. Express Mobile, Inc.*, IPR2021-00700 (PTAB) (institution denied Oct. 4, 2021, Paper 7).

3. Lead and Back-Up Counsel

Pursuant to 37 C.F.R. § 42.8(b)(3), Patent Owner identifies the following:

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4. Service Information

Pursuant to 37 C.F.R. § 42.8(b)(4), Patent Owner identifies the following:

Please address all correspondence to the lead and back-up counsel as shown above. Patent Owner consents to electronic service by email at MSXMO-IPR@McKoolSmith.com, SJXMOIPR@Steptoe.com, and all of the email addresses provided above.

Patent Owner consents to electronic service by Petitioner in this matter at the email addresses identified above.

Respectfully submitted,
/Steven J. Rizzi/

Steven J. Rizzi, Reg. No. 37,706
McKool Smith, P.C.

Date: March 18, 2022

CERTIFICATE OF SERVICE

The undersigned hereby certifies that the following documents were served by electronic service on the date signed below:

PATENT OWNER EXPRESS MOBILE, INC.'S MANDATORY NOTICE INFORMATION

The names and address of the parties being served are as follows:

Naveen Modi
Joseph E. Palys PH-Google-ExpressMobile-IPR@paulhastings.com
Daniel Zeilberger

Respectfully submitted,

/Steven J. Rizzi/

Date: March 18, 2022