

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

FANDUEL, INC.,
Petitioner,

v.

WINVIEW INC.,
Patent Owner.

IPR2022-01307
Patent 10,721,543 B2

Before HUBERT C. LORIN, MICHAEL R. ZECHER, and
FRANCES L. IPPOLITO, *Administrative Patent Judges*.

ZECHER, *Administrative Patent Judge*.

DECISION
Granting Institution of *Inter Partes* Review
35 U.S.C. § 314

I. INTRODUCTION

Petitioner, FanDuel, Inc. (“FanDuel”), filed a Petition requesting an *inter partes* review (“IPR”) of claims 1, 2, 9, 14–16, 20, 21, 23, 24, 26, 27, 31–33, 40, 41, 43, and 49 of U.S. Patent No. 10,721,543 B2 (Ex. 1001, “the ’543 patent”). Paper 1 (“Pet.”). Patent Owner, WinView Inc. (“WinView”), elected not to file a Preliminary Response. See Ex. 1009 (Transcript of a conference call held with the parties on November 30, 2022), 8:3–9.

Based on the authority delegated to us by the Director under 37 C.F.R. § 42.4(a), we may not institute an IPR unless the information presented in the Petition and any response thereto shows that “there is a reasonable likelihood that the petitioner would prevail with respect to at least 1 of the claims challenged in the petition.” 35 U.S.C. § 314(a) (2018). We conclude that the information presented in the Petition establishes that there is a reasonable likelihood that FanDuel would prevail in challenging at least one of claims 1, 2, 9, 14–16, 20, 21, 23, 24, 26, 27, 31–33, 40, 41, 43, and 49 of the ’543 patent as unpatentable. Pursuant to § 314, we hereby institute an IPR as to these claims of the ’543 patent.

A. Related Matters

The parties indicate that the ’543 patent is the subject of the following two district court cases: (1) *WinView Inc. v. FanDuel, Inc.*, No. 3:21-cv-13807 (D. N.J.) (filed July 19, 2021); and (2) *WinView Inc. v. DraftKings, Inc.*, No. 3:21-cv-13405 (D. N.J.) (filed July 7, 2021). Pet. 2; Paper 4 (WinView’s Mandatory Notices), 1. In addition to this Petition, FanDuel filed a petition requesting an IPR of claims 1, 4, 7, 28–31, 49, 57, 68, and 81 of U.S. Patent No. 9,993,730 B2. *FanDuel, Inc. v. WinView Inc.*, IPR2022-01306, Paper 1 (PTAB July 25, 2022) (petition). Paper 4, 1.

B. Real Party in Interest

FanDuel identifies itself and FanDuel Limited as the real parties in interest. Pet. 2. WinView identifies itself and Engine Media Holdings, Inc. as real parties in interest. Paper 4, 1.

C. The '543 Patent

The '543 patent, titled “Method and System for Managing Client Resources and Assets for Activities on Computing Devices,” issued from U.S. Patent Application No. 16/216,885 (“the '885 application”), filed on December 11, 2018. Ex. 1001, codes (54), (21), (22). The '885 application includes an extensive chain of priority that ultimately results in it claiming the benefit of U.S. Provisional Patent Application No. 60/692,356 (“the '356 application”), filed on June 20, 2005. *Id.* at codes (63), (60), 1:8–46.

The '543 patent generally relates to a “distributed entertainment” and, in particular, to “utilizing a computing device where the entertainment corresponds to an event.” Ex. 1001, 1:50–54. According to the '543 patent, “[a]lthough the ability to play games and enjoy other activities corresponding to current events on cell phones exists, there are a number of issues regarding coordinating the games across a nationwide network.” *Id.* at 2:8–11. Those issues include the following: (1) “cell phones and other computing devices have their own limitations,” such as “a limited amount of memory”; (2) due to the different protocols employed by various service providers, “[c]ell phone users are . . . sensitive to the time it takes to download the necessary data to play games or enjoy activities”; and (3) “[s]ervers of the entertainment provider . . . have limited resources yet must be able to ensure [that] potentially millions of simultaneous users have

the necessary and proper software resident on their cell phones . . . to participate in scheduled interactive programs.” *Id.* at 2:18–34.

The ’543 patent purportedly addresses these and other issues by “implementing a distributed entertainment system wherein the entertainment system is directly correlated to live events or televised programs” with “differing timing and channels of television programs and separate state laws.” Ex. 1001, 2:46–50. The ’543 patent provides “model-specific software,” which it refers to as an “Activity Client.” *Id.* at 2:51–53. “The activity client is a program for managing activity information and data.” *Id.* at 3:1–2.

Figure 5, reproduced below, illustrates a block diagram of one embodiment of the invention disclosed in the ’543 patent. Ex. 1001, 5:9–10, 10:15–16.

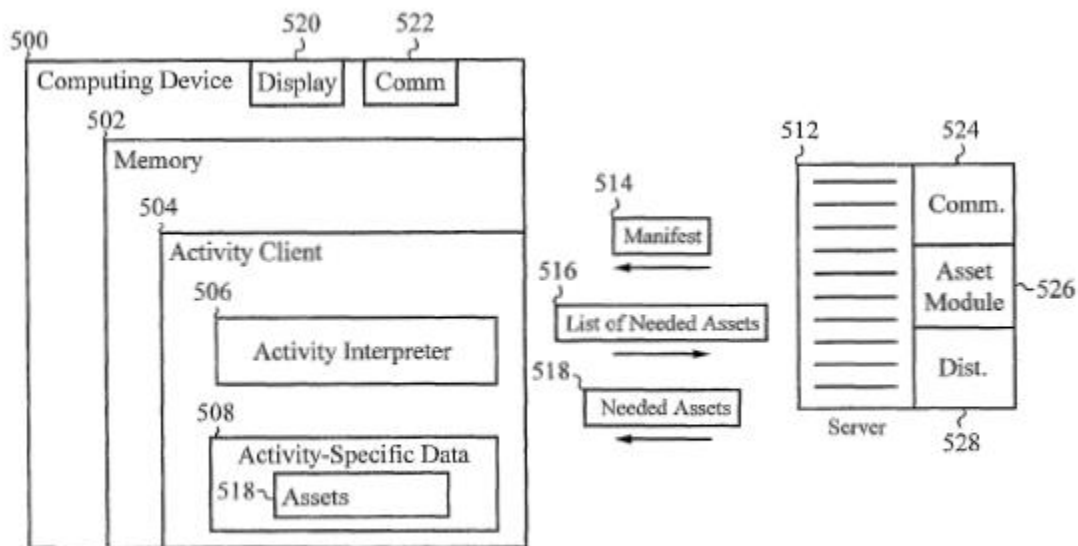


Fig. 5

Figure 5, reproduced above, illustrates computing device 500, such as “a set-top box, personal computer, gaming console, laptop computer, cell phone, [personal digital assistant] or combination cell phone/mp3 device,”

communicating with server 512. *Id.* at 10:16–31. Computing device 500 further includes memory 502 that stores, among other things, activity client 504 that receives “activity-specific data 508” containing “instructions for [the] specific computing device, the nature of the activity and the specific event.” *Id.* at 10:24–28. According to the ’543 patent, the location of computing device 500 and any applicable state law requirements determines the location-specific activity information that may be available for download to activity client 504. *See id.* at 7:13–20, 7:28–32.

D. Challenged Claims

Of the challenged claims, claims 1 and 49 are independent claims. Independent claim 1 is directed to “[a] method of implementing a consumer service on a mobile web-connected computing device,” whereas independent claim 49 is directed to “[a] method of implementing a consumer service on a server.” Ex. 1001, 12:19–20, 15:3–4. Claims 2, 9, 14–16, 20, 21, 23, 24, 26, 27, 31–33, 40, 41, and 43 directly or indirectly depend from independent claim 1. *Id.* at 12:43–14:57. Independent claim 1 is illustrative of the challenged claims and is reproduced below:

1. A method of implementing a consumer service on a mobile web-connected computing device comprising:
loading a set of service related information located on a server related to a geographic location of the mobile web-connected computing device to an activity client, wherein the geographic location of the mobile web-connected computing device determines the set of service related information to be loaded from the server, wherein the set of service related information includes service related information relative to the geographic location of the mobile web-connected computing device, and further wherein as the geographic location of the mobile web-connected computing device changes, different

service related information is presented through the activity client based on the geographic location;
selecting an option from the activity client from a list of available options;
downloading a set of service-specific information related to a selected option from a server to the mobile web-connected computing device; and
executing an application related to the selected option within the activity client on the mobile web-connected computing device.

Id. at 12:19–42.

E. Asserted Prior Art References

FanDuel relies on the prior art references set forth in the table below.

Name¹	Reference	Dates	Exhibit No.
Vänskä	US 7,072,672 B1	issued July 4, 2006; filed Nov. 1, 2002	1005
Barros	US 2004/0248653 A1	published Dec. 9, 2004; filed June 5, 2003	1006

F. Asserted Grounds of Unpatentability

FanDuel challenges claims 1, 2, 9, 14–16, 20, 21, 23, 24, 26, 27, 31–33, 40, 41, 43, and 49 of the '543 patent based on the asserted grounds of unpatentability set forth in the table below. Pet. 4, 13–71.

¹ For clarity and ease of reference, we only list the first named inventor.

Claims Challenged	35 U.S.C. §	Reference(s)
1, 9, 15, 16, 23, 27, 31–33, 41, 43, 49	102(e) ²	Vänskä
1, 2, 9, 15, 16, 23, 24, 26, 27, 31–33, 40, 41, 43, 49	103(a)	Vänskä
14, 20, 21	103(a)	Vänskä, Barros

FanDuel supports its arguments in the Petition with the testimony of Dr. Aviel D. Rubin. Ex. 1003 (Declaration of Dr. Rubin in support of Petition).

II. ANALYSIS

A. Claim Construction

In an IPR based on a petition filed on or after November 13, 2018, such as here, claim terms are construed using the same claim construction standard as in a civil action under 35 U.S.C. § 282(b). *See* 37 C.F.R. § 42.100(b) (2019). That is, claim terms generally are construed in accordance with their ordinary and customary meaning, as would have been understood by a person of ordinary skill in the art, in view of the specification and the prosecution history pertaining to the patent at issue. *See id.* The ordinary and customary meaning of a claim term “is its meaning to the ordinary artisan after reading the entire patent,” and “as of the

² The Leahy-Smith America Invents Act (“AIA”), Pub. L. No. 112–29, 125 Stat. 284, 287–88 (2011), amended 35 U.S.C. §§ 102 and 103, effective March 16, 2013. Because the ’543 patent claims the benefit of the ’356 application, which was filed before March 16, 2013, and neither party has argued that the provisions of the AIA apply, we apply the pre-AIA versions of the statutory bases for unpatentability. *See* Ex. 1001, codes (21), (22), (60), (63).

effective filing date of the patent application.” *Phillips v. AWH Corp.*, 415 F.3d 1303, 1313, 1321 (Fed. Cir. 2005) (en banc).

FanDuel contends that, “[f]or purposes of this proceeding only, [FanDuel] does not believe any claim construction is necessary to resolve this [unpatentability] analysis.” Pet. 12 (citing Ex. 1003 ¶ 41). As we note above, WinView elected not to file a Preliminary Response.

Based on the preliminary record, there is no controversy between the parties that requires us to construe any claim terms at this time. *See Nidec Motor Corp. v. Zhongshan Broad Ocean Motor Co.*, 868 F.3d 1013, 1017 (Fed. Cir. 2017) (noting that “we need only construe terms ‘that are in controversy, and only to the extent necessary to resolve the controversy’” (quoting *Vivid Techs., Inc. v. Am. Sci. & Eng’g, Inc.*, 200 F.3d 795, 803 (Fed. Cir. 1999))).

B. Anticipation by Vänskä

FanDuel contends that claims 1, 9, 15, 16, 23, 27, 31–33, 41, 43, and 49 of the ’543 patent are anticipated under § 102(e) by Vänskä. Pet. 13–67. FanDuel contends that Vänskä describes the subject matter of each challenged claim. *Id.* FanDuel also relies on the testimony of Dr. Rubin to support its positions. *See* Ex. 1003.

Based on the preliminary record, we determine that FanDuel has shown that there is a reasonable likelihood that it would prevail in challenging at least one of claims 1, 9, 15, 16, 23, 27, 31–33, 41, 43, and 49 of the ’543 patent as unpatentable. We begin our analysis with the principles of law that generally apply to an asserted ground based on anticipation, followed by an assessment of the level of skill in the art, a brief

overview of Vänskä, and then we address the parties' contentions with respect to independent claim 1.

1. Principles of Law

To establish anticipation, “all of the elements and limitations of the claim must be shown in a single prior reference, arranged as in the claim.” *Karsten Mfg. Corp. v. Cleveland Golf Co.*, 242 F.3d 1376, 1383 (Fed. Cir. 2001). When evaluating a single prior art reference in the context of anticipation, the reference must be “considered together with the knowledge of one of ordinary skill in the pertinent art.” *In re Paulsen*, 30 F.3d 1475, 1480 (Fed. Cir. 1994) (quoting *In re Samour*, 571 F.2d 559, 562 (CCPA 1978)). “[T]he dispositive question regarding anticipation [i]s whether one skilled in the art would reasonably understand or infer from the [prior art reference's] teaching that every claim element was disclosed in that single reference.” *Dayco Prods., Inc. v. Total Containment, Inc.*, 329 F.3d 1358, 1368 (Fed. Cir. 2003) (second and third alteration in original) (quoting *In re Baxter Travenol Labs.*, 952 F.2d 388, 390 (Fed. Cir. 1991)). We analyze this asserted ground based on anticipation with the principles stated above in mind.

2. Level of Skill in the Art

Factors pertinent to a determination of the level of ordinary skill in the art include “(1) the educational level of the inventor; (2) type of problems encountered in the art; (3) prior art solutions to those problems; (4) rapidity with which innovations are made; (5) sophistication of the technology; and (6) educational level of active workers in the field.” *Envtl. Designs, Ltd. v. Union Oil Co. of Cal.*, 713 F.2d 693, 696 (Fed. Cir. 1983) (citing *Orthopedic Equip. Co. v. All Orthopedic Appliances, Inc.*, 707 F.2d 1376, 1381–82 (Fed.

Cir. 1983)). “Not all such factors may be present in every case, and one or more of these or other factors may predominate in a particular case.” *Id.* at 696–97.

For purposes of institution, there is sufficient evidence in the record that enables us to determine the knowledge level of a person of ordinary skill in the art. Relying on the testimony of Dr. Rubin, FanDuel argues that “a person of ordinary skill in the art . . . as of June 20, 2005 [(the filing date of the ’356 application)], would typically have at least a bachelor’s degree, or equivalent, in Computer Science and several years of experience in software development.” Pet. 13 (citing Ex. 1003 ¶¶ 20, 21). To the extent necessary, we adopt FanDuel’s assessment of the level of skill in the art as it appears consistent with the ’543 patent and the asserted prior art.

3. Overview of *Vänskä*

Vänskä generally relates to “wireless communications systems” and, in particular, “to an apparatus and method for efficiently managing the memory of a mobile terminal.” Ex. 1005, 1:5–8. Figure 2 of *Vänskä*, reproduced below, illustrates a block diagram of an exemplary mobile terminal in accordance with one embodiment. *Id.* at 2:60–62, 6:46–48.

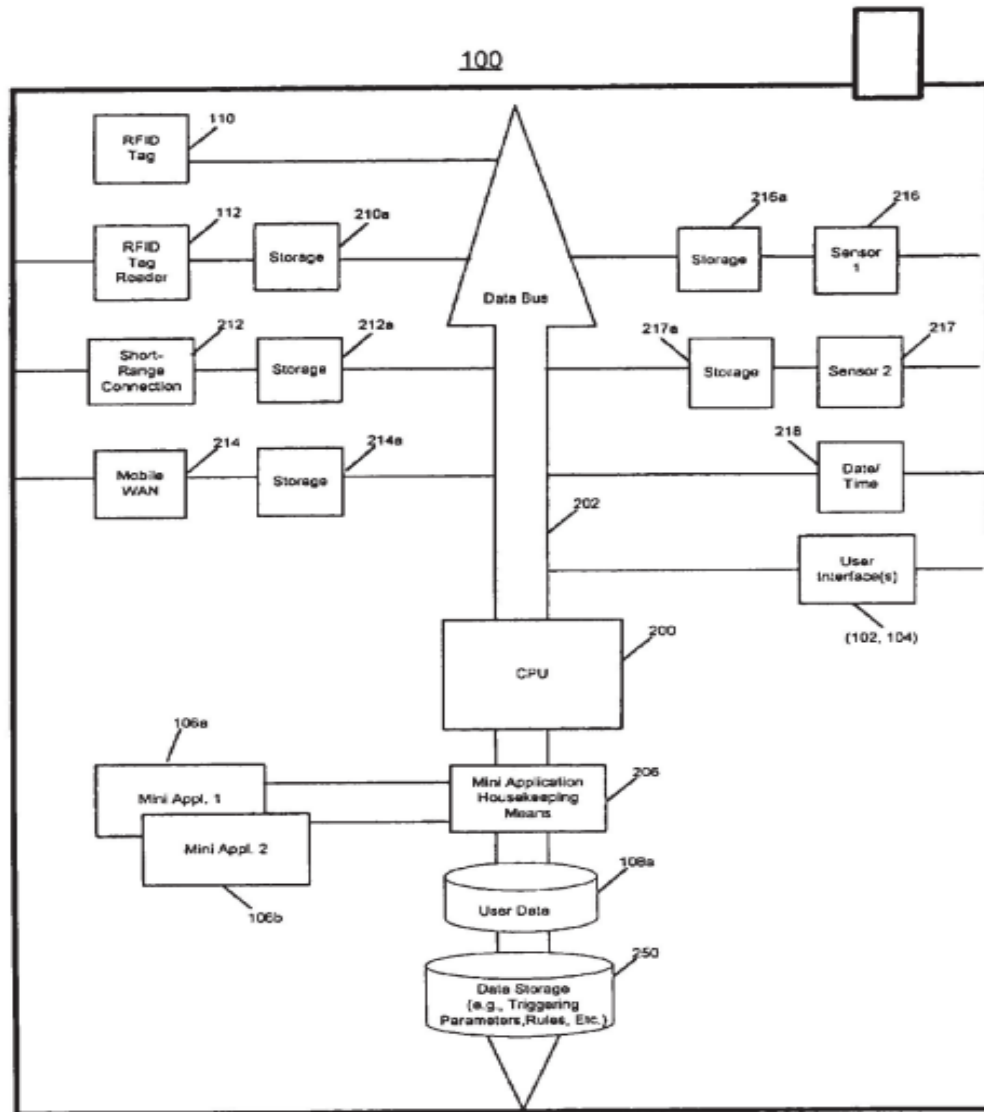


FIG. 2

Figure 2, reproduced above, illustrates mobile terminal 100 that includes, among other things, one or more disposable mini-applications 106a, 106b that have been downloaded from service provider 150 (not illustrated above) using short range wireless connection 212 or wide area network connection

214. *Id.* at 7:4–8. Mobile terminal 100 also includes housekeeping means 206 that “comprise[s] a user interface to assist the user in downloading, activating, deactivating and deleting disposable mini-applications” 106a, 106b. *Id.* at 7:34–38.

Housekeeping means 206 . . . perform[s] various other housekeeping functions, such as interfacing disposable mini-applications with the operating characteristics of mobile terminal 100 and supervising and controlling data transfer and processing between input and output data of disposable mini-application 106a and input and output data of mobile terminal 100.

Id. at 7:39–45.

Although Vänskä describes the activity-specific services offered by the mini-applications 106a, 106b in the context of assisting a user with his/her shopping needs, Vänskä also discloses that its activity-specific services also apply to “attending a sporting event.” Ex. 1005, 7:63–8:1. Vänskä, however, makes clear that “[c]ommon to all . . . situations is that the user of mobile terminal 100 is at a physical location to which a disposable mini-application may relate.” *Id.* at 8:1–4. That is, “[s]ervice provider 150 may send . . . message[s] to mobile terminal 100 based on the user’s context, such as her location, a particular instant in time, her current or intended activity or the like, or even any combination thereof.” *Id.* at 8:44–47. Vänskä also discloses certain triggering conditions such that, “if the disposable mini-application is intended for use in a certain location, then the current location of the user may . . . trigger data that satisfies the location trigger parameter.” *Id.* at 9:33–36.

4. Claim 1

For purposes of consistency and added clarity, we address each limitation of independent claim 1 in turn by relying on the bracketed

annotations provided by FanDuel in the Petition. Pet. iv. The preamble of independent claim 1 recites [1-pre]—“[a] method of implementing a consumer service on a mobile web-connected computing device.” Ex. 1001, 12:19–20. To the extent the preamble should be treated as limiting, FanDuel contends Vänskä describes the features of the preamble because it discloses mobile terminal 100 downloading disposable mini-applications from service provider 150, which, in turn, allow a user to perform one or more functions offered by the service provider. Pet. 14–17 (citing Ex. 1005, 2:61–62, 3:22–35, 3:52–4:9, 5:16–18, 6:5–8, 7:42–47, 7:59–8:4, 11:20–24, Fig. 1.; Ex. 1003 ¶¶ 75–81).

The first method step of independent claim 1 recites limitation [1-a-i]—“loading a set of service related information located on a server related to a geographic location of the mobile web-connected computing device to an activity client.” Ex. 1001, 12:21–23. FanDuel contends Vänskä describes limitation [1-a-i] because it discloses downloading mini-applications 106a, 106b and associated information from service provider 150 to housekeeping means 206 of mobile terminal 100 based on the geographic location of the mobile terminal. Pet. 17–20 (citing Ex. 1005, 1:35–40, 3:32–41, 4:2–4, 8:29–30, 11:52–56, 11:62–12:1, 12:11–16, 12:23–27, 12:66–13:7; Ex. 1003 ¶¶ 83–86), 22–28 (citing Ex. 1005, 3:32–41, 3:52–58, 6:15–20, 7:34–49, 8:1–4, 8:44–47, 8:54–57, 9:33–36, 9:55–59, 11:14–25, 12:42–50, Fig. 2; Ex. 1003 ¶¶ 92–101).

Independent claim 1 then recites limitation [1-a-ii]—“wherein the geographic location of the mobile web-connected computing device determines the set of service related information to be loaded from the server.” Ex. 1001, 12:24–27. FanDuel contends Vänskä describes

limitation [1-a-ii] because it discloses that the disposable mini-applications that service provider 150 presents to mobile terminal 100 for downloading are available based on the geographic location of the mobile terminal. Pet. 28–29 (citing Ex. 1005, 3:35–41, 8:1–4, 8:31–43, 8:44–46, 9:32–36; Ex. 1003 ¶¶ 102, 103).

Independent claim 1 further recites limitation [1-a-iii]—“wherein the set of service related information includes service related information relative to the geographic location of the mobile web-connected computing device.” Ex. 1001, 12:27–30. FanDuel contends Vänskä describes limitation [1-a-iii] because it discloses that the disposable mini-applications provide service related information, such as “purchasing assistance to a user while the user is shopping,” “information, such as keywords, concerning [the] goods/services available” at a particular location, and “general information about [the] area . . . , such as a map of the area.” Pet. 29–30 (emphases omitted) (quoting Ex. 1005, 11:52–56, 12:23–27, 8:20–23) (citing Ex. 1005, 11:62–12:1, 12:66–13:7; Ex. 1003 ¶ 104). FanDuel further contends that service related information is relative to the geographic location of mobile terminal 100 because, when the mobile terminal physically moves around a location such as a shopping mall, housekeeping means 206 continuously uses radio frequency-identification tag comparison to determine the exact location of the mobile terminal relative to a particular store. *Id.* at 30 (citing Ex. 1005, 12:56–63; Ex. 1003 ¶ 1005).

Independent claim 1 next recites limitation [1-a-iv]—“and further wherein as the geographic location of the mobile web-connected computing device changes, different service related information is presented through the activity client based on the geographic location.” Ex. 1001, 12:30–34.

FanDuel contends Vänskä describes limitation [1-a-iv] because it discloses that the availability of the disposable mini-applications downloaded on mobile terminal 100, each of which containing different sets of service related information, change as the location of the mobile terminal changes. Pet. 32 (citing Ex. 1003 ¶ 108). As one example, FanDuel argues that Figure 3 of Vänskä illustrates a layout of a shopping mall or area 300 containing different stores that provides different service related information depending on whether mobile terminal 100 is detected as entering or exiting a service point associated with each store. *Id.* at 32–33 (citing Ex. 1005, 5:46–52, 7:59–63, 8:8–10, 8:60–20, 11:30–35, Fig. 3; Ex. 1003 ¶ 108). Stated differently, FanDuel argues that as mobile terminal 100 moves from store-to-store within area 300, mobile terminal 100 actively loads and deletes the disposable mini-applications associated with each store. *Id.* at 34 (citing Ex. 1005, 2:1–13, 11:46–51; Ex. 1003 ¶ 110).

The second method step of independent claim 1 recites limitation [1-b]—“selecting an option from the activity client from a list of available options.” Ex. 1001, 12:35–36. FanDuel contends Vänskä describes limitation [1-b] because it discloses that housekeeping means 206 permits a user to select one or more disposable mini-applications 106a, 106b from service provider 150, thereby providing a list of available options. Pet. 35–36 (citing Ex. 1005, 7:4–12, 11:43–51; Ex. 1003 ¶¶ 113, 114).

The third method step of independent claim 1 recites limitation [1-c]—“downloading a set of service-specific information related to a selected option from a server to the mobile web-connected computing device.” Ex. 1001, 12:37–39. FanDuel contends Vänskä describes limitation [1-c] because it discloses that, after housekeeping means 206 permits a user to

select one or more disposable mini-applications 106a, 106b from service provider 150, mobile terminal 100 downloads and uses the selected disposable mini-application. Pet. 36–37 (citing Ex. 1005, 3:42–47, 3:59–64, 11:43–46, 11:62–12:4; Ex. 1003 ¶¶ 116, 117).

The last method step of independent claim 1 recites limitation [1-d]—“executing an application related to the selected option within the activity client on the mobile web-connected computing device.” Ex. 1001, 12:40–42. FanDuel contends Vänskä describes limitation [1-d] because it discloses that mobile terminal 100 executes the disposable mini-application 106a or 106b that was selected by housekeeping means 206. Pet. 37 (citing Ex. 1003 ¶ 118). For example, FanDuel argues that, once Vänskä’s housekeeping means 206 activates disposable mini-application 106a, it begins executing on mobile terminal 100. *Id.* (citing Ex. 1005, 6:6–10, 10:8–12, Fig. 4 (step 410); Ex. 1003 ¶ 118). FanDuel also argues that, depending on which disposable mini-application was activated, Vänskä discloses that execution may comprise transferring data to and from mobile terminal 100, displaying data to the user, prompting the user for input, providing access to user data, displaying choices for user selection, executing other applications, etc. *Id.* at 37–38 (citing Ex. 1005, 10:13–26).

In summary, FanDuel has shown a reasonable likelihood that it would prevail on its assertions that the subject matter of independent claim 1 would be anticipated by Vänskä.

5. Claims 9, 15, 16, 23, 27, 31–33, 41, 43, and 49

Because FanDuel has demonstrated a reasonable likelihood of success in demonstrating that at least one claim of the ’543 patent is unpatentable as anticipated by Vänskä, we institute on all challenged claims and all grounds

raised in the Petition. *See* 37 C.F.R. § 42.108(a) (2021). Therefore, at this stage of the proceeding, it is not necessary for us to provide an assessment of claims 9, 15, 16, 23, 27, 31–33, 41, 43, and 49 under this asserted ground based on anticipation.

C. Remaining Obviousness Grounds

FanDuel also contends that (1) claims 1, 2, 9, 15, 16, 23, 24, 26, 27, 31–33, 40, 41, 43, and 49 of the '543 patent are unpatentable under § 103(a) as obvious over the teachings of Vänskä; and (2) claims 14, 20, and 21 of the '543 patent are unpatentable under § 103(a) as obvious over the combined teachings of Vänskä and Barros. Pet. 13–71. Because FanDuel has demonstrated a reasonable likelihood of success in demonstrating that at least one claim of the '543 patent is unpatentable as anticipated by Vänskä, we institute on all challenged claims and all grounds raised in the Petition. *See* 37 C.F.R. § 42.108(a) (2021). Therefore, at this stage of the proceeding, it is not necessary for us to provide an assessment of claims 1, 2, 9, 14–16, 20, 21, 23, 24, 26, 27, 31–33, 40, 41, 43, and 49 under these remaining grounds based on obviousness.

III. CONCLUSION

We conclude that the information presented in the Petition demonstrates that there is a reasonable likelihood that FanDuel would prevail in challenging at least one of claims 1, 2, 9, 14–16, 20, 21, 23, 24, 26, 27, 31–33, 40, 41, 43, and 49 of the '543 patent as unpatentable. Accordingly, we institute an IPR as to all challenged claims and all the grounds raised in the Petition. *See* 37 C.F.R. § 42.108(a). At this stage of

the proceeding, we have not made a final determination with respect to the patentability of the challenged claims or the construction of any claim term.

IV. ORDER

Accordingly, it is

ORDERED that, pursuant to 35 U.S.C. § 314 and 37 C.F.R. § 42.4(a), an IPR is hereby instituted as to all of the challenged claims and all of the grounds raised in the Petition; and

FURTHER ORDERED that pursuant to 35 U.S.C. § 314(c) and 37 C.F.R. § 42.4(b), notice is hereby given of the institution of a trial; the trial will commence on the entry date of this Decision.

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Patent 10,721,543 B2

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