

Case IPR2023-00580
Patent No. 10,669,738

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GLOBAL SHADE CORPORATION,
Petitioner,

v.

WITH-U E-COMMERCE (SHANGHAI) CO., LTD.,
Patent Owner.

Case IPR2023-00580
Patent 10,669,738

**PATENT OWNER'S MOTION TO WITHDRAW CURRENT LEAD
COUNSEL AND SUBSTITUTE NEW LEAD COUNSEL**

Patent Owner's Motion to Withdraw Current Lead Counsel
And Substitute New Lead Counsel

I. RELIEF REQUESTED

Under 37 C.F.R. § 42.10(e), and as authorized by the Board via email dated July 20, 2023, counsel for Patent Owner With-U E-Commerce (Shanghai) Co., Ltd., hereby requests that the Board authorize the withdrawal of current Lead Counsel of record (Anthony Meola - Reg. No. 44,936) and substitute in his place, new Lead Counsel. Backup Counsel of record will remain unchanged. Petitioner does not oppose this motion.

II. STATEMENT OF FACTS SHOWING GOOD CAUSE FOR THE BOARD TO AUTHORIZE THE WITHDRAW OF LEAD COUNSEL

Patent Owner wishes for new Lead Counsel to be recognized in the above-captioned *inter partes* review proceeding. Specifically, Patent Owner intends to appoint:

LEAD COUNSEL
Jeffrey W. Johnson Reg. No. 53,077 SCHMEISER, OLSEN & WATTS LLP 18 E. University Drive, Suite 101 Mesa, Arizona Tel: (480)-655-0073 jjohnson@iplawusa.com

Patent Owner's new Lead Counsel is a registered practitioner and the requirements of 37 C.F.R. § 42.10(c) are met. No extensions of time will be needed upon grant of this Motion, whereby it is further believed that its grant will not hinder the economy, the integrity of the patent system, the efficient administration of the Office, or the ability of the Office to timely complete this proceeding. *See* 35 U.S.C. § 316(b).

As a result, Patent Owner respectfully requests that the Board grant this Motion to withdraw current Lead Counsel of record and substitute in his place new Lead Counsel. An Updated Power of Attorney under 37 C.F.R. § 42.10(b) and Updated Mandatory Notices under 37 C.F.R. § 42.8(b)(3) and (b)(4) will be filed upon grant of the present motion.

Respectfully submitted,

Date: July 26, 2023

/Jason A. Murphy/
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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the Patent Owner's Motion to Withdraw Current Lead Counsel and Substitute New Lead Counsel is being served on July 26, 2023, via email directed to counsel of record for the Petitioner at the following:

BoxGlobalShade@knobbe.com

with copies to:

Marko R. Zoretic, Lead Counsel – 2MRZ@knobbe.com

Nathan D. Reeves, Backup Counsel – 2NDR@knobbe.com

Date: July 26, 2023

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