

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MAPLEBEAR INC. D/B/A INSTACART,
Petitioner,

v.

CONSUMERON, LLC,
Patent Owner.

Case IPR2023-00865
U.S. Patent No. 11,238,465

PATENT OWNER'S UPDATED EXHIBIT LIST

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Exhibit	Description
2001	Screenshots from “Webvan Distribution Center” video obtained at https://www.youtube.com/watch?v=os66TTScS1o
2002	Walmart Online Order, https://www.walmart.com/cp/3893115
2003	Prosecution History of U.S. Patent No. 10,628,835
2004	LII/Legal Information Institute Definition of “Acquire”
2005	Collins English Dictionary Definition of “Transaction”
2006	Cambridge English Dictionary Definition of “Transaction”
2007	Substitution for Store Pickup and Delivery Items – Walmart.com
2008	Declaration of Dr. Michael Mitzenmacher
2009	Richard Metters, et al., “ <i>Strategic supply chain choices for multi-channel Internet retailers</i> ” (2007)
2010	Carlton H. Scott, “ <i>Efficient Allocation of Online Grocery Orders</i> ” Int. J. Productivity and Quality Management, Vol. 1, Nos. 1/2 (2006)
2011	Deposition Transcript of Henry Houh, Ph.D., IPR2023-00865, dated February 13, 2024
2012	Applicant's Remarks/Arguments, Reply to Office Action in Patent Application Serial No. 17/585,779, dated December 14, 2023
2013	Jonathan J. Hull, “ <i>Mobile Image Recognition: Architectures and Tradeoffs</i> ” Ricoh Innovations, Inc.
2014	Hend S. Al-Khalifa, “ <i>An M-Learning System Based on Mobile Phones and Quick Response Codes</i> ”, Journal of Computer Science 7 (3), 427-430 (2011)
2015	Lauren Elizabeth Stewart, B.S. Adv, “ <i>QR Codes: Creative Mobile Media Approaches</i> ” The University of Texas at Austin (May 2010)

Patent Owner's Updated Exhibit List
IPR2023-00865 (U.S. Patent No. 11,238,465)

Exhibit	Description
2016	Hairong Li, <i>QR Code Mobile Promotion: An Initial Inquiry</i> , ResearchGate (April 5, 2021), https://www.researchgate.net/publication/279387105
2017	Deposition Transcript of Henry Houh, Ph.D., IPR2022-01356, -01357, -01358, -01359, dated October 20, 2023
2018	Hannu Yrjola and Kari Tanskanen, <i>Grocery E-Commerce Consumer Behavior and Business Strategies</i> 160-163 (2005)
2019	Patent Owner's Demonstratives

Respectfully submitted,

Dated: August 23, 2024

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(Case No. IPR2023-00865)

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CERTIFICATE OF SERVICE

The undersigned certifies, in accordance with 37 C.F.R. § 42.6(e), that
service was made on Petitioner as detailed below.

<i>Date of service</i>	August 23, 2024
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