

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.

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

PETITIONER'S UPDATED EXHIBIT LIST

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August 23, 2024

Ex.1001	U.S. Patent No. 11,238,465
Ex.1002	Prosecution History of U.S. Patent No. 11,238,465
Ex.1003	Declaration of Dr. Henry Houh under 37 C.F.R. § 1.68
Ex.1004	<i>Curriculum Vitae</i> of Dr. Henry Houh
Ex.1005	U.S. Patent Application Publication No. 2016/0148302 to Carr et al.
Ex.1006	U.S. Patent No. 10,592,962 to Lauka et al.
Ex.1007	U.S. Patent Application Publication No. 2021/0182930 to Yee et al.
Ex.1008	U.S. Patent Application Publication No. 2013/0085807 to Deborah Anne Cincotta
Ex.1009	U.S. Patent Application Publication No. 2014/0149160 to Argue et al.
Ex.1010	U.S. Patent No. 10,510,084 to Dearing et al.
Ex.1011	U.S. Patent Application No. 13/270,848 (as filed)
Ex.1012	Redline Comparison of '133 Application and '848 Application
Ex.1013	Order, 1:21-cv-01147, Dkt. 201 (D.Del) (1.18.2023)
Ex.1014	Memorandum Opinion, 1:21-cv-01147, Dkt. 200
Ex.1015	"Research and Application of the EAN-13 Barcode Recognition on Iphone," Li et al., 2010 International Conference on Future Information Technology and Management Engineering, IEEE 2010
Ex.1016	"Shop Social: The Adventures of a Barcode Scanning Application in the Wild," Engelsma et al., Fourth International Conference on Mobile Computing, Applications and Services, Institute for

	Computer Sciences, Social Informatics and Telecommunications Engineering 2013
Ex.1017	Oxford English Dictionary (excerpts)
Ex.1018	U.S. Patent Application Publication No. 2003/0006974 to Clough et al.
Ex.1019	U.S. Patent Application Publication No. 2002/0027164 to Mault et al.
Ex.1020	U.S. Patent 7,734,729 to Du et al.
Ex.1021	"Spotlight: The Rise of the Smart Phone," Zheng et al., IEEE Distributed Systems Online March 2006, IEEE 2006
Ex.1022	May 24, 2019 Wayback Machine capture of Barcodelookup.com (https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/)
Ex.1023	U.S. Patent 7,156,311 to Attia et al.
Ex.1024	U.S. Patent 7,233,914 to Wijaya et al.
Ex.1025	U.S. Patent 10,628,835 to Barron et al.
Ex.1026	"Review Spotlight: A User Interface for Summarizing User-generated Reviews Using Adjective-Noun Word Pairs," Yatani et al., CHI 2011, May 7–12, 2011, Association of Computer Machinery
Ex.1027	"'Popularity Effect' in User-Generated Content: Evidence from Online Product Reviews," Goes et al., Information Systems Research 25(2):222-238 (2014)
Ex.1028	Microsoft Computer Dictionary (excerpts)
Ex.1029	E-mail from trials@uspto.gov authorizing Preliminary Reply and Sur-Reply
Ex.1030	Prosecution History of U.S. Patent Application No. 17/585,779

IPR2023-00865 (U.S. Patent 11,238,465)
Petitioner's Updated Exhibit List

	(retrieved September 14, 2023 from Patent Center)
Ex.1031	Merriam-Webster Dictionary (excerpts) (“acquire”)
Ex.1032	U.S. Provisional Application No. 61/237,128
Ex.1033	Redline Comparison of U.S. Provisional Application No. 61/237,128 and U.S. Patent Application No. 12/711,867
Ex.1034	Collins English Dictionary (excerpts)
Ex.1035	16 USC § 620
Ex.1036	Merriam-Webster Dictionary (excerpts) (“otherwise”)
Ex.1037	IPR2022-01356, Paper 35 (Final Written Decision)
Ex.1038	Deposition of Dr. Michael Mitzenmacher (Transcript)
Ex.1039	Updated Prosecution History of U.S. Patent Application No. 17/585,779 (retrieved May 22, 2024 from Patent Center)
Ex.1040	Merriam-Webster Dictionary—“purchase”
Ex.1041 (NEW)	Petitioner's Oral Argument Demonstratives

Respectfully submitted,

Dated: August 23, 2024
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CERTIFICATE OF SERVICE

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

Date of service August 23, 2024

Manner of service Electronic Mail to: jhannah@kramerlevin.com
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Documents served **Petitioner's Updated Exhibit List and Exhibit Ex.1041**

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