

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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Duration Media LLC  
Petitioner,

v.

Rich Media Club LLC  
Patent Owner.

US Patent No. 11,443,329

Filing Date: May 11, 2021

Issue Date: September 13, 2022

Title: System And Method For Creation, Distribution And tracking Of Advertising  
Via Electronic Networks

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*Inter Partes* Review No.: IPR2023-00953

**UPDATED LIST OF EXHIBITS**

**I. LIST OF EXHIBITS**

| Ex. No. | Description                                                                             |
|---------|-----------------------------------------------------------------------------------------|
| 1001    | U.S. Patent No. 11,443,329 (“’329 Patent”)                                              |
| 1002    | U.S. Patent No. 10,380,602 to Krassner et al. (“Krassner”)                              |
| 1003    | U.S. Patent No. 7,725,502 (“Badros”)                                                    |
| 1004    | U.S. Patent Application No. 20080221982 (“Harkins”)                                     |
| 1005    | – Intentionally Blank –                                                                 |
| 1006    | File History for ’329 Patent                                                            |
| 1007    | File History of U.S. Patent Application No. 12/384,403 (“’403 App.”)                    |
| 1008    | File History of U.S. Patent Application No. 11/643,245 (“’245 App.”)                    |
| 1009    | Declaration of Trevor Smedley, Ph.D.                                                    |
| 1010    | C.V. of Trevor Smedley, Ph.D.                                                           |
| 1011    | Document compare of specification of the ’090 Patent with the specification of Krassner |
| 1012    | Docket Navigator Judge John J Tuchi Statistics                                          |
| 1013    | Docket Navigator Dist. Arizona Statistics                                               |
| 1014    | Dist. Arizona Stay Grant Rate                                                           |
| 1015    | U.S. Patent No. 11,004,090 (“’090 Patent”)                                              |
| 1016    | Expunged                                                                                |
| 1017    | – Intentionally Blank –                                                                 |
| 1018    | – Intentionally Blank –                                                                 |
| 1019    | Screenshot of publicly available Assassin’s Creed Webpage source code                   |

Respectfully Submitted,

Dated: November 13, 2023

/Kevin Greenleaf/  
Kevin Greenleaf  
Reg. No. 64,062  
Joel Bock  
Reg. No. 36,456

