

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Duration Media LLC
Petitioner,

v.

Rich Media Club LLC
Patent Owner.

Case IPR2023-00953
U.S. Patent 11,443,329

PATENT OWNER'S UPDATED EXHIBIT LIST

Patent Owner files herewith new Exhibits 2062-2069 and the following

Updated List of Exhibits.

Exhibit Number	Document
2001	Amended Declaration in Support of Motion for <i>Pro Hac Vice</i> Admission of Alison A. Richards Pursuant to 37 C.F.R. 42.10(c)
2002	Amended Declaration in Support of Motion for <i>Pro Hac Vice</i> Admission of David P. Berten Pursuant to 37 C.F.R. 42.10(c)
2003	Amended Declaration in Support of Motion for <i>Pro Hac Vice</i> Admission of Hannah Sadler Pursuant to 37 C.F.R. 42.10(c)
2004	U.S. Patent No. 11,195,210 Request for Continued Examination, 9/1/21 and Information Disclosure Statement 9/1/21
2005	U.S. Patent No. 11,195,210 B2 (Batkin)
2006	Not used yet
2007	Smedley Deposition Exhibit - Comparison of Figure 51 '329 and Figure 3 Batkin.
2008	Copyleaks Plagiarism Report and Results for U.S. Patent No. 11,195,210
2009	Duration Media-RealVu License Cooperation Agreement (September 24, 2018)
2010	Smedley Deposition Exhibit – U.S. Application No. 20060224445 (March-Badros)
2011	Not used yet
2012	Smedley Deposition Exhibit – Declaration of Trevor Smedley from IPR2019-01000
2013	RealVu Overlay

Exhibit Number	Document
2014	Duration Media Overlay
2015	Assignment of Application 12/384,403 to Rich Media Club, LLC
2016	Assignment of Application 12/803,779 to Rich Media Club, LLC
2017	Smedley Deposition Exhibit - Media Ratings Council Accreditation Letter (April 13, 2010)
2018	MRC's Viewable Impression Advisory (Nov. 14, 2012)
2019	RealVu-Duration NDA
2020	Not used yet
2021	Smedley Deposition Exhibit - Proposed Claim Amendment 1
2022	Press - Duration Media
2023	Patent Information - Duration Media
2024	David Cohen - Curious Thoughts from Curious Minds: This Could Change Everything - David Cohen - MediaBizBloggers
2025	Declaration of Igor Tchibirev
2026	Declaration of Igor Tchibirev #2 (Under Seal)
2027	Declaration of Alan Edwards
2028	Smedley Deposition Exhibit - IAB Annual Report 2013
2029	Smedley Deposition Exhibit - Measurementnow.net homepage from Internet Archive 7-21-12
2030	Smedley Deposition Exhibit - Measurementnow.net FAQs from Internet Archive 7-22-12
2031	Smedley Deposition Exhibit - Measurementnow.net Who's Involved from Internet Archive 7-22-12

Exhibit Number	Document
2032	Smedley Deposition Exhibit - Measurementnow.net Benefits from Internet Archive 7-22-12
2033	IAB - Our Story
2034	Media Rating Council homepage
2035	Smedley Deposition Exhibit - Volunteer Landing
2036	Smedley Deposition Exhibit - Think with Google – See How Viewability is Measured
2037	Smedley Deposition Exhibit - Google Active View reporting metrics
2038	MRC's Update to Viewable Impression Advisory (June 12, 2013)
2039	MRC Accredited Viewability Verification Disclosure
2040	MRC Viewable Impression Advisory Update, November 2013
2041	MRC Lifts Viewable Impression Advisory for Display Advertising (March 31, 2014)
2042	RealVu Revolutionizes Internet Advertising Measurement With the Viewable Impression
2043	Inventors LinkedIn Profiles
2044	Expert Robert J. Sherwood CV
2045	Expert Declaration of Robert J. Sherwood (Under Seal)
2046	U.S. Patent No. 11,443,329 - RealVu Claim Chart
2047	U.S. Patent No. 11,443,329 - Duration Media VaaS Claim Chart
2048	U.S. Patent No. 11,443,329 - Duration Media HVAX Claim Chart
2049	U.S. Patent No. 11,443,329 - Duration Media Sequency Claim Chart

Exhibit Number	Document
2050	Deposition Transcript of Trevor Smedley 10-25-23
2051	Duration Letter to RealVu re intent to renew 6-11-20
2052	Duration Email to RealVu re termination 9-2-20
2053	IAB 2004 Ad Guidelines
2054	Screenshots - Viewability Panel - IAB Ad Ops Summit
2055	Duration Interrogatory Response 1 (Under Seal)
2056	Duration Interrogatory Response 2
2057	RealVu Granted Continuation of MRC Accreditation and First Time Accreditation for Mobile Display Viewable Impressions
2058	Lume – Display Ad Tech Landscape
2059	DoubleVerify Aims to Police the Online Advertising World
2060	David Evans - The Online Advertising Industry: Economics, Evolution, and Privacy
2061	Harvard Business Review - The Dark Underbelly of Online Advertising
2062	Deposition Transcript of Michele Madansky 4-1-24
2063	File History of U.S. Application No. 18/111,479
2064	Declaration of Igor Tchibirev #3
2065	Static image of code output from “set up” page
2066	Code from set up page
2067	Static image of code output from ’329 correlator code
2068	Code from page with correlator code

Exhibit Number	Document
2069	Declaration Pursuant to 37 C.F.R. § 1.131 from U.S. Application No. 13/781,742

Respectfully submitted,

Dated: April 23, 2024

/Ragnar Olson/

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that on April 23, 2024, a complete and correct copy of the foregoing PATENT OWNER'S UPDATED EXHIBIT LIST was served via electronic mail on the following counsel of record for Petitioner:

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