

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Duration Media LLC
Petitioner,

v.

Rich Media Club LLC
Patent Owner.

US Patent No. 11,443,329

Case IPR2023-00953

Filing Date: May 11, 2021

Issue Date: September 13, 2022

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

Updated List of Exhibits

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	U.S. Patent Application No. 20070265923 (“Krassner I”) (not filed, was discussed in Dr. Smedley’s deposition, Ex-2050, 3:10-12).
1018	Badros WIPO (not filed, was discussed in Dr. Smedley’s deposition, Ex-2050, 3:10-12).
1019	Screenshot of publicly available Assassin’s Creed Webpage source code
1020	Igor Deposition transcript
1021	Alan Edwards Deposition Transcript
1022	Robert Sherwood Deposition Transcript
1023	The Decade of Display That Wasn’t 2007-2017 (https://JonathanMendezblog.com/2017/12/04/the-decade-of-display-that-wasnt)
1024	<i>Nunc pro tunc</i> assignment
1025	US Patent No. 7,567,916 (“Koeppel”) (titled “System and method for performing Web based in-view monitoring,” priority 2000)
1026	Corrected Declaration of Michele Madansky, Ph.D.
1027	Second Declaration of Trevor Smedley, Ph.D.
1028	US Patent No. 6,317,782 (“Himmel”) (titled “Method and apparatus for detecting actual viewing of electronic advertisements,” priority 1998)

1029	US pub. no. 20080222503 (“Sandige”) (titled “Rendering of two-dimensional markup messages,” priority 2007)
1030	US pub. no. 20060155615 (“Loo”) (titled “Object placement within computer generated multidimensional environments,” priority 2005)
1031	DDE-1-11-cv-00235-440 (Sherwood Daubert)
1032	JavaScript - Wikipedia.pdf
1033	Overview of Viewability and Active View - Google Ad Manager Help
1034	US Patent No. 5,778,372 (“Cordell”)
1035	US Patent No. 6,418,470 (“Blumenau”) (titled “Metering of internet content using a control,” priority 1998)
1036	ComScore v. MOAT complaint
1037	US Patent No. 8,135,616 (“Callaghan”) (titled “Browsing and quality of service features”)
1038	Audience 2.0_ Time - Alenty - Web 2.0 Marketing
1039	Alenty analyzes the visibility of advertisements on the Internet
1040	AppNexus Buys Paris-Based Viewability Firm Alenty
1042	Need the list of Auditors for MRC accreditation. adops
1043	Moat Accreditation
1044	DoubleVerify Accreditation
1045	Integral Ad Science Accreditation
1046	Viewability Has Arrived_ What You Need To Know To See Through This Sea Change
1047	C.V. of Dr. Michele Madansky
1048	MRC Announces Changes to Accreditation Statuses of Comscore Digital Measurement Products
1049	Ad Formats: from concept to award winning
1050	DoubleVerify Raises \$10 Million in Series B Funding _ DoubleVerify
1051	IAB_Internet_Advertising_Revenue_Report_Full_Year_2021
1052	Programmatic Ad Revenues Totaled \$10.1 Billion in 2014, According to First-Ever IAB Programmatic Revenue Report
1053	Previous Declaration of Robert Sherwood from CBM2014-00094, Ex-1020
1054	3MS Initiative Releases Five-Part Digital Marketing Measurement Solution
1055	A History Of Programmatic And The Era Of Control _ AdExchanger

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1056	MRC-Viewable-Ad-Impression-Measurement-Guideline
1057	Declaration of Kevin Greenleaf
1058	Email from the Board dated March 18, 2024

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing Exhibit List and related exhibits were served on May 15, 2024, via email on the following correspondence address of record for the Patent Owner.

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Dated: May 15, 2024

By: /Kevin Greenleaf/
Reg. No. 64,062