

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

DECLARATION OF KEVIN GREENLEAF

1. My name is Kevin Greenleaf. I am lead counsel in this IPR. Dr. Michele Madansky and Dr. Trevor Smedley helped me to collect evidence relevant to their rebuttal opinions expressed in their declarations. Below is a list of the subset of that evidence that Patent Owner objected to as lacking authentication.
2. Ex-1023, “Ex-1023 - The Decade of Display That Wasn’t 2007 – 2017,” is a true and correct copy of <https://jonathanmendezblog.com/2017/12/04/the-decade-of-display-that-wasnt/>, which I downloaded on February 2, 2024.
3. Ex-1032, “JavaScript - Wikipedia.pdf,” is a true and correct copy of <https://en.wikipedia.org/wiki/JavaScript>, which I downloaded on March 6, 2024.
4. Ex-1033, “Overview of Viewability and Active View - Google Ad Manager Help,” is a true and correct copy of <https://support.google.com/admanager/answer/4524488?hl=en>, which I downloaded on March 6, 2024.
5. Ex-1038, “Audience 2.0_ Time - Alenty - Web 2.0 Marketing,” is a true and correct copy of <https://web.archive.org/web/20080202144024/http://www.alenty.com/xwiki/bin/view/Blog/Audience20LeTemps>, which I downloaded on January 10, 2024.
6. Ex-1039, “Alenty analyzes the visibility of advertisements on the Internet,” is a copy of <https://www.journaldunet.com/adtech/1008597-alenty-analyse-la-visibilite-des-publicites-sur-internet/>, which I downloaded on January 10, 2024.

7. Ex-1040, “AppNexus Buys Paris-Based Viewability Firm Alenty,” is a true and correct copy of <https://www.adexchanger.com/platforms/appnexus-buys-paris-based-viewability-firm-alenty/>, which I downloaded on January 10, 2024.

8. Ex-1041, “Ad Viewability Debate Disrupts the Marketplace,” is a true and correct copy of <https://www.adweek.com/performance-marketing/publishers-can-t-see-so-good-and-advertisers-don-t-care-150557/>, which I downloaded on March 10, 2024.

9. Ex-1042, “Need the list of Auditors for MRC accreditation. adops,” is a true and correct copy of https://www.reddit.com/r/adops/comments/b06phz/need_the_list_of_auditors_for_mrc_accreditation/, which I downloaded on March 10, 2024.

10. Ex-1043, “Moat Accreditation,” is a true and correct copy of <https://www.prnewswire.com/news-releases/moat-becomes-first-company-accredited-by-the-mrc-for-mobile-viewable-impression-measurement-300169537.html#:~:text=Moat%20was%20also%20the%20first,video%20viewability%20simultaneously%20in%202014>, which I downloaded on March 10, 2024.

11. Ex-1044, “DoubleVerify Accreditation,” is a true and correct copy of <https://doubleverify.com/newsroom/doubleverify-earns-mrc-accreditation-for->

[suite-of-programmatic-targeting-services/](#), which I downloaded on March 11, 2024.

12. Ex-1045, “Integral Ad Science Accreditation,” is a true and correct copy of <https://integralads.com/news/integral-ad-science-becomes-first-mrc-accredited-viewability-measurer-gain-accreditation-sivt-detection-desktop-mobile-web-traffic/>, which I downloaded on March 10, 2024.

13. Ex-1046, “Viewability Has Arrived_ What You Need To Know To See Through This Sea Change,” is a true and correct copy of <https://www.iab.com/news/viewability-has-arrived-what-you-need-to-know-to-see-through-this-sea-change/#:~:text=Measurement-,Viewability%20Has%20Arrived%3A%20What%20You%20Need%20To%20Know,See%20Through%20This%20Sea%20Change&text=After%2018%20months%20of%20intense,a%20minimum%20of%201%20second>, which I downloaded on March 10, 2024.

14. Ex-1048, “MRC Announces Changes to Accreditation Statuses of Comscore Digital Measurement Products,” is a true and correct copy of https://mediaratingcouncil.org/sites/default/files/News/Accreditation-Matters/042622%20MMX%20Hiatus%20Statement_Final.pdf, which I downloaded on March 11, 2024.

15. Ex-1049, “Ad Formats: from concept to award winning,” is a true and correct copy of a presentation available at <https://www.slideshare.net/YahooUK/>

[internet-week-yahoo-academy-ad-format-research](#), which I downloaded on March 11, 2024.

16. Ex-1050, “DoubleVerify Raises \$10 Million in Series B Funding DoubleVerify,” is a true and correct copy of <https://web.archive.org/web/20110514210046/http://www.doubleverify.com/resources/press-releases/doubleverify-raises-10-million-in-series-b-funding/>, which I downloaded on March 11, 2024.

17. Ex-1051, “IAB_Internet_Advertising_Revenue_Report_Full_Year_2021,” is a true and correct copy of https://www.iab.com/wp-content/uploads/2022/04/IAB_Internet_Advertising_Revenue_Report_Full_Year_2021.pdf, which I downloaded on March 11, 2024.

18. Ex-1052, “Programmatic Ad Revenues Totaled \$10.1 Billion in 2014, According to First-Ever IAB Programmatic Revenue Report,” is a true and correct copy of <https://www.iab.com/news/u-s-programmatic-display-ad-revenues-totaled-10-1-billion-in-2014-according-to-first-ever-iab-programmatic-revenue-report/>, which I downloaded on March 11, 2024.

19. Ex-1054, “3MS Initiative Releases Five-Part Digital Marketing Measurement Solution,” is a true and correct copy of <https://www.iab.com/news/3ms-initiative-releases-five-part-digital-marketing-measurement-solution/>, which I downloaded on March 12, 2024.

20. Ex-1055, “A History Of Programmatic And The Era Of Control _ AdExchanger,” is a true and correct copy of <https://www.adexchanger.com/data-driven-thinking/history-programmatic-era-control/>, which I downloaded on March 12, 2024.

21. Ex-1056, “MRC-Viewable-Ad-Impression-Measurement-Guideline,” is a true and correct copy of <https://www.iab.com/wp-content/uploads/2015/06/MRC-Viewable-Ad-Impression-Measurement-Guideline.pdf>, which I downloaded on March 12, 2024.

22. I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

Respectfully submitted,

Dated: April 2, 2024

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