UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

STODGE, INC. D/B/A POSTSCRIPT

Petitioner

v.

ATTENTIVE, INC.

(record) Patent Owner

IPR2024-00129
Patent No. 11,553,074

PETITIONER'S UPDATED EXHIBIT LIST

TABLE OF EXHIBITS

Exhibit No.	Description
1001	U.S. Patent No. 11,553,074 ("**the '074 patent**").
1002	Declaration of Dr. Henry Houh.
1003	C.V. of Dr. Henry Houh.
1004	File History of U.S. App. Ser. No. 17/496590 (issued as the '074 patent).
1005	U.S. Pat. No. 8,015,615 ("**Agrawal**").
1006	U.S. Pat. App. Ser. No. 10/375,900 ("**Anderson**").
1007	U.S. Pat. No. 8,532,283 ("**Haggerty**").
1008	U.S. Pat. App. Ser. No. 13/461,541 ("**the Haggerty '541 application**").
1009	U.S. Pat. App. Pub. 2016/0142858 A1 ("**Molinet**").
1010	U.S. Prov. App. Ser. No. 62/079,512 ("**The Molinet '512 Provisional**").
1011	U.S. Pat. App. Pub. 2015/0178784 A1 ("**Oliver**").
1012	Cristal, G., "Ad Serving Technology, Understand the marketing revelation that commercialized the internet", ISBN: 1484867572 (2014)("**Ad Serving Technology**").
1013	U.S. Pat. App. Pub. 2015/0142568 ("**Hsu**").
1014	Plaintiff's Answering Brief in Opposition to Defendant's Motion to Dismiss Complaint Pursuant to Fed. R. Civ. P. 12(B)(6) in *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case, No. 1-23-cv-00087 (D. Del., Filed March. 15, 2023).
1015	File History of U.S. App. Ser. No. 15/986,569 (abandoned).

1016	Firtman, M., "*Programming the Mobile Web, Second Edition*", O'Reilly (2013).
1017	U.S. Pat. App. Pub. 2009/0247140 ("**Gupta**").
1018	Plaintiff's Preliminary Identification of Terms and Phrases for Construction and Preliminary Proposed Constructions, *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case No. 1-23-cv-00087 (D. Del. Served September 29, 2023).
1019	RFC 5724, "URI Scheme for Global System for Mobile Communications (GSM) Short Message Service (SMS)", January 2010.
1020	WO 2005/062596A1 ("**Helkio**").
1021	Flanagan, D. "*JavaScript: The Definitive Guide, Sixth Edition*", O'Reilly Media, Inc. (2011).
1022	Complaint for Patent Infringement in *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case No. 1-23-cv-00087 (D. Del. Filed Jan. 25, 2023).
1023	Scheiner, M., *Attentive Gets the Message Out*, available at https://crm.org/news/attentive-gets-the-message-out
1024	Levine, B., *Led by TapCommerce founders, startup Attentive launches SMS/MMS marketing platform*, available at https://martech.org/led-tapcommerce-founders-startup-attentive-launches-smsmms-marketing-platform/
1025	Ha, A, *TapCommerce's founders are back with Attentive*, a messaging startup that's raised $13M, available at https://techcrunch.com/2018/02/08/attentive-launch/
1026	United States District Courts — National Judicial Caseload Profile, available at https://www.uscourts.gov/sites/default/files/data_tables/fcms_na_distprofile0630.2023.pdf
1027	Scheduling Order in in *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case No. 1-23-cv-00087 (D. Del. March 8, 2023).

1028	Mobile Marketing Association, "US Consumer Best Practices for Messaging", version 7.0, (2012), available at https://www.mmaglobal.com/documents/us-consumer-best-practices.
1029	317 Labs, Inc. d/b/a Emotive's and Stodge Inc. d/b/a Postscript's Joint Proposed Claim Terms and Constructions, *Attentive Mobile Inc. v. Stodge Inc. d/b/a Postscript*, Case No. 1-23-cv-00087 (D. Del. Served September 29, 2023).
1030	Excerpt from Amazon.com available at https://www.amazon.com/Serving-Technology-Understand-revelation-commercialized/dp/1484867572/
1031	Excerpt from Google Books available at https://www.google.com/books/edition/Ad_Serving_Technology/PHNHnwEACAAJ?hl=en
1032	U.S. Pat. App. Pub. 2014/0379482 ("**Demsey**").
1033	RFC 3986, "Uniform Resource Identifier (URI): Generic Syntax", January 2005.
1034	U.S. Pat. App. Pub. 2013/0111328 A1 ("**Khanna**").
1035	Excerpt from assignment database for Khanna.
1036	Petitioner's *Sotera* Stipulation
1037	Email of March 21, 2024 authorizing filing of *Sotera* stipulation

Date: March 21, 2024	/Matthew A. Smith/ (RN 49,003) Matthew A. Smith SMITH BALUCH LLP 700 Pennsylvania Ave. SE, 2nd Floor Washington, DC 20003 (202) 669-6207 smith@smithbaluch.com *Counsel for Petitioner*

CERTIFICATE OF SERVICE

The undersigned hereby certifies that the foregoing Petitioner's Updated Exhibit List, together with all exhibits filed therewith, was served by electronic mail on March 21, 2024, on the Patent Owner's counsel of record at the United States Patent & Trademark Office having the following addresses:

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Date: March 21, 2024 /Matthew A. Smith/ (RN 49,003)