

***PLR Worldwide Sales Ltd. (Petitioner) v.
Flip Phone Games Inc. (Patent Owner)***

**IPR2024-00209
U.S. Patent No. 9,427,662**

Patent Owner's Demonstratives
Thursday, February 6, 2025

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

The '662 Patent

(12) United States Patent Hartwell		(10) Patent No.: US 9,427,662 B2 (45) Date of Patent: *Aug. 30, 2016	
(54) METHODS AND SYSTEMS FOR PROVIDING IN-GAME HOT SPOTS		(58) Field of Classification Search CPC See application file for complete search history.	
(71) Applicant: GOSUB 60, Inc., Santa Monica, CA (US)		(56) References Cited U.S. PATENT DOCUMENTS 6,219,096 B1 4/2001 Wyshatt et al. 6,445,598 B1 9/2002 Natta et al. 6,628,939 B2 9/2003 Paulson 7,118,798 B2 1/2007 Lee et al. (Continued)	
(72) Inventor: Joshua Hartwell, Santa Monica, CA (US)		FOREIGN PATENT DOCUMENTS EP 1087312 A2 3/2001 OTHER PUBLICATIONS Advisory Action for U.S. Appl. No. 11/768,890, mailed Nov. 22, 2011 (3 pages). (Continued)	
(73) Assignee: GOSUB 60, INC., Santa Monica, CA (US)		Primary Examiner — Onkar Doodhar (74) Attorney, Agent, or Firm — Finnegan, Henderson, Farabow, Garrett & Dunner, LLP	
(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 65 days. This patent is subject to a terminal disclaimer.		(57) ABSTRACT Systems and methods for providing hot spots for mobile video games on mobile communication devices that receive hot spot information for mobile video games that operate on the devices. The hot spots may be hidden aspects of the game and promotional in nature, allowing game companies to generate extra revenue through selling non-permanent advertisement space to third parties. The game may contain instructions that cause the mobile communication device to contact an interface and/or server to receive hot spot information. After the hot spot information is received by the mobile communication device, the content may be displayed to game. In addition, the server may track what hot spot information has already been received by the mobile communication device.	
(21) Appl. No.: 14/180,890		(65) Prior Publication Data US 2014/0162784 A1 Jun. 12, 2014	
(22) Filed: Feb. 14, 2014		(63) Continuation of application No. 11/768,890, filed on Jun. 26, 2007, now Pat. No. 8,688,089.	
(65) Prior Publication Data US 2014/0162784 A1 Jun. 12, 2014		(63) Continuation of application No. 11/768,890, filed on Jun. 26, 2007, now Pat. No. 8,688,089.	
(51) Int. Cl. (2006.01) A63F 13/12 (2006.01) A63F 13/30 (2014.01) H04M 4/02 (2009.01) H04L 29/08 (2006.01) H04L 29/06 (2006.01)		(52) U.S. Cl. (2013.01): H04L 67/04 (2013.01); H04L 67/14 (2013.01); H04L 67/20 (2013.01); H04L 67/28 (2013.01); H04L 67/29 (2013.01)	
(20) Claims, 7 Drawing Sheets		Playrix Ex. 1001, page 1	

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1001, at 1.

Providing In-Game “Hot Spots”


 US09427662B2

(12) **United States Patent**
Hartwell

(10) **Patent No.:** **US 9,427,662 B2**
 (45) **Date of Patent:** ***Aug. 30, 2016**

(54) **METHODS AND SYSTEMS FOR PROVIDING IN-GAME HOT SPOTS**

(71) **Applicant:** **GOSUB 60, Inc.**, Santa Monica, CA (US)
 (72) **Inventor:** **Joshua Hartwell**, Santa Monica, CA (US)
 (73) **Assignee:** **GOSUB 60, INC.**, Santa Monica, CA (US)

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 65 days.
 This patent is subject to a terminal disclaimer.

(21) **Appl. No.:** **14/388,890**
 (22) **Filed:** **Feb. 14, 2014**
 (65) **Prior Publication Data**
 US 2014/0152784 A1 Jun. 12, 2014

Related U.S. Application Data
 (63) Continuation of application No. 11/768,890, filed on Jun. 26, 2007, now Pat. No. 8,688,089.

Int. Cl.
 A63F 13/12 (2006.01)
 A63F 13/30 (2014.01)
 H04M 4/02 (2009.01)
 H04L 29/08 (2006.01)
 H04L 29/06 (2006.01)

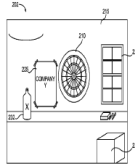
U.S. Cl.
 CPC: A63F 13/12 (2013.01); H04L 6/704 (2013.01); H04L 6/712 (2013.01); H04L 6/720 (2013.01); H04L 6/730 (2013.01); H04L 6/740 (2013.01)

Field of Classification Search
 CPC: A63F 13/12
 See application file for complete search history.

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 U.S. PATENT DOCUMENTS
 6,219,096 B1 4/2001 Wyllatt et al.
 6,445,598 B1 9/2002 Staba et al.
 6,628,039 B2 9/2003 Paulson
 7,118,798 B2 1/2007 Lee et al.
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 EP 1087312 A2 3/2001
 OTHER PUBLICATIONS
 Advisory Action for U.S. Appl. No. 11/768,890, mailed Nov. 22, 2011 (3 pages).
 (Continued)

ABSTRACT
 Systems and methods for providing hot spots for mobile video games on mobile communication devices that receive hot spot information for mobile video games that operate on the devices. The hot spots may be hidden aspects of the game and promotional in nature, allowing game companies to generate extra revenue through selling non-permanent advertisement space to third parties. The game may contain instructions that cause the mobile communication device to contact an interface and/or server to receive hot spot information. After the hot spot information is received by the mobile communication device, the content may be displayed to game. In addition, the server may track what hot spot information has already been received by the mobile communication device.

20 Claims, 7 Drawing Sheets



Playrix Ex. 1001, page 1

DESCRIPTION OF THE INVENTION

1. Field of the Invention

The invention relates generally to systems and methods for providing in-game hot spots to a mobile communication device.

It is accordingly an object of the invention to provide systems and methods for providing hot spots of triggered content within the gaming environment of a mobile video game on a mobile communication device. A hot spot can be thought of as a location or item, sometimes hidden within the game, that triggers additional specialized content when activated by a user or some other in-game element. Some embodiments may prolong user interest in a game for a mobile communication device, and make promotional opportunities more predictable and/or desirable, as follows.

Response, at 5-7.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE Ex. 1001, at 1:10-13, 1:64-2:6.

Problems With Existing Video Games on Mobile Devices

US009427662B2

(12) **United States Patent**
Hartwell

(10) **Patent No.:** US 9,427,662 B2
(45) **Date of Patent:** *Aug. 30, 2016

(54) **METHODS AND SYSTEMS FOR PROVIDING IN-GAME HOT SPOTS**

(71) **Applicant:** GOSUB 60, Inc., Santa Monica, CA (US)

(72) **Inventor:** Joshua Hartwell, Santa Monica, CA (US)

(73) **Assignee:** GOSUB 60, INC., Santa Monica, CA (US)

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(21) **Appl. No.:** 14/388,890

(22) **Filed:** Feb. 14, 2014

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Related U.S. Application Data

(63) **Continuation of application No. 11/768,890, filed on Jun. 26, 2007, now Pat. No. 8,688,089.**

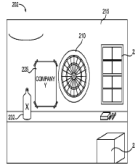
(51) **Int. Cl.**
A63F 13/12 (2006.01)
A63F 13/50 (2014.01)
H04M 4/02 (2009.01)
H04L 29/08 (2006.01)
H04L 29/06 (2006.01)

(52) **U.S. Cl.**
CPC: A63F 13/12 (2013.01); H04L 6/704 (2013.01); H04L 6/712 (2013.01); H04L 6/720 (2013.01); H04L 6/730 (2013.01); H04L 6/740 (2013.01); H04L 6/750 (2013.01)

(56) **References Cited**
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7,118,598 B2 1/2007 Lee et al.
(Continued)
FOREIGN PATENT DOCUMENTS
EP 1087312 A2 3/2001
OTHER PUBLICATIONS
Advisory Action for U.S. Appl. No. 11/768,890, mailed Nov. 22, 2011 (3 pages).
(Continued)
Primary Examiner: Onkar Doodhar
(74) **Attorney, Agent, or Firm:** Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

(57) **ABSTRACT**
Systems and methods for providing hot spots for mobile video games on mobile communication devices that receive hot spot information for mobile video games that operate on the devices. The hot spots may be hidden aspects of the game and promotional in nature, allowing game companies to generate extra revenue through selling non-permanent advertisement space to third parties. The game may contain instructions that cause the mobile communication device to contact an interface and/or server to receive hot spot information. After the hot spot information is received by the mobile communication device, the content may be displayed to game. In addition, the server may track what hot spot information has already been received by the mobile communication device.

20 Claims, 7 Drawing Sheets



Playrix Ex. 1001, page 1

However, all video games tend to have a popularity life span. As game elements become increasingly familiar to players, the game may hold less surprises and/or no longer present a challenge to the user, at which point the user may stop playing that particular game in favor of others. Because mobile communication devices are generally less powerful than personal computers and stand-alone video game consoles, some games for mobile communication devices may be relatively simple or repetitive by comparison. Typically, games that hold user interest for longer periods of time are more valuable than games that users leave behind quickly. As a result, game creators are always looking for ways to make games that hold the user's interest for a longer period of time.

Response, at 5-7.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1001, at 1:31-44.

Updating “Hot Spots” Provides Solution and Key Benefits

US009427663B2

(12) **United States Patent**
Hartwell

(10) **Patent No.:** US 9,427,662 B2
(45) **Date of Patent:** *Aug. 30, 2016

(54) **METHODS AND SYSTEMS FOR PROVIDING
IN-GAME HOT SPOTS**

(71) Applicant: **GOSUB 90, Inc.**, Santa Monica, CA
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(72) Inventor: **Joshua Hartwell**, Santa Monica, CA
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(73) Assignee: **GOSUB 60, INC.**, Santa Monica, CA
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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 65 days.

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(22) Filed: **Feb. 14, 2014**

(65) **Prior Publication Data**
US 2014.0162784 A1 Jun. 12, 2014

Related U.S. Application Data

(63) Continuation of application No. 11/768,800, filed on Jun. 26, 2007, now Pat. No. 8,688,080.

(51) **Int. Cl.**
A6F 18/12 (2006.01)
A6F 18/10 (2014.01)
H04W 4/02 (2009.01)
H04L 28/08 (2006.01)
H04L 28/06 (2006.01)
(52) **U.S. CL.**
CPC **A6F 12/12** (2013.01); **H04L 6/70** (2013.01); **H04L 6/718** (2013.01); **H04L 6/720** (2013.01); **H04L 6/758** (2013.01); **H04L 4/02** (2013.01)

(56) **Field of Classification Search**
CPC **A6F 12/12**
See application file for complete search history.

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(Continued)

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Advisory Action to U.S. Appl. No. 11/76,800, mailed Nov. 22, 2011 (2 pages).

(Continued)

Primary Examiner—Oakley Doehler

(74) **Attorney, Agent, or Firm**—Fineman, Henderson, Farlow, Garrett & Dunner, LLP

(57) **ABSTRACT**

Systems and methods for providing hot spots for mobile video games on mobile communication devices that receive hot spot information for mobile video games that operate on the devices. The hot spots may be hidden aspects of the game and prepositioned in nature, allowing game companies to generate extra revenue through selling non-permanent advertisement space to third parties. The game may contain instructions that cause the mobile communication device to contact an interface and/or server to receive hot spot information. After the hot spot information is received by the mobile communication device, the content may be displayed in-game. In addition, the server may track what hot spot information has already been received by the mobile communication device.

20 Claims, 7 Drawing Sheets

Playright Ex. 1001, page 1

An embodiment of the invention described below allows a game company and/or provider to provide hot spots via hot spot information to a mobile communication device for use in a mobile video game that operates on the mobile communication device. The ability to provide hot spots and update in-game hot spot information may allow game companies to keep game elements fresh and prolong user enjoyment of the game. For example, new interactive items and/or hidden features may be placed within a particular scene in the game so that the user has something new to look at or trigger (sometimes unexpectedly). In addition, the game company may charge third-party advertisers a fee per downloaded and/or activated hot spot in one aspect. Consequently, the game may sustain its popularity and be more profitable for the game creator than existing mobile communication device games.

Updating “Hot Spots” Provides Solution and Key Benefits

US009427662B2

(12) **United States Patent**
Hartwell

(10) **Patent No.:** **US 9,427,662 B2**
(45) **Date of Patent:** ***Aug. 30, 2016**

(54) **METHODS AND SYSTEMS FOR PROVIDING IN-GAME HOT SPOTS**

(71) Applicant: **GOSUB 60, Inc.**, Santa Monica, CA (US)

(72) Inventor: **Joshua Hartwell**, Santa Monica, CA (US)

(73) Assignee: **GOSUB 60, INC.**, Santa Monica, CA (US)

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Related U.S. Application Data
(63) Continuation of application No. 11/768,890, filed on Jun. 26, 2007, now Pat. No. 8,688,089.

(51) **Int. Cl.**
A63F 13/12 (2006.01)
A63F 13/30 (2014.01)
H04M 4/02 (2009.01)
H04L 29/08 (2006.01)
H04L 29/06 (2006.01)

(52) **U.S. Cl.**
CPC: **A63F 13/12** (2013.01); **H04L 67/04** (2013.01); **H04L 67/12** (2013.01); **H04L 67/20** (2013.01); **H04L 67/28** (2013.01); **H04L 67/30** (2013.01)

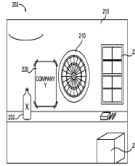
(58) **Field of Classification Search**
CPC: **A63F 13/12**
See application file for complete search history.

(56) **References Cited**
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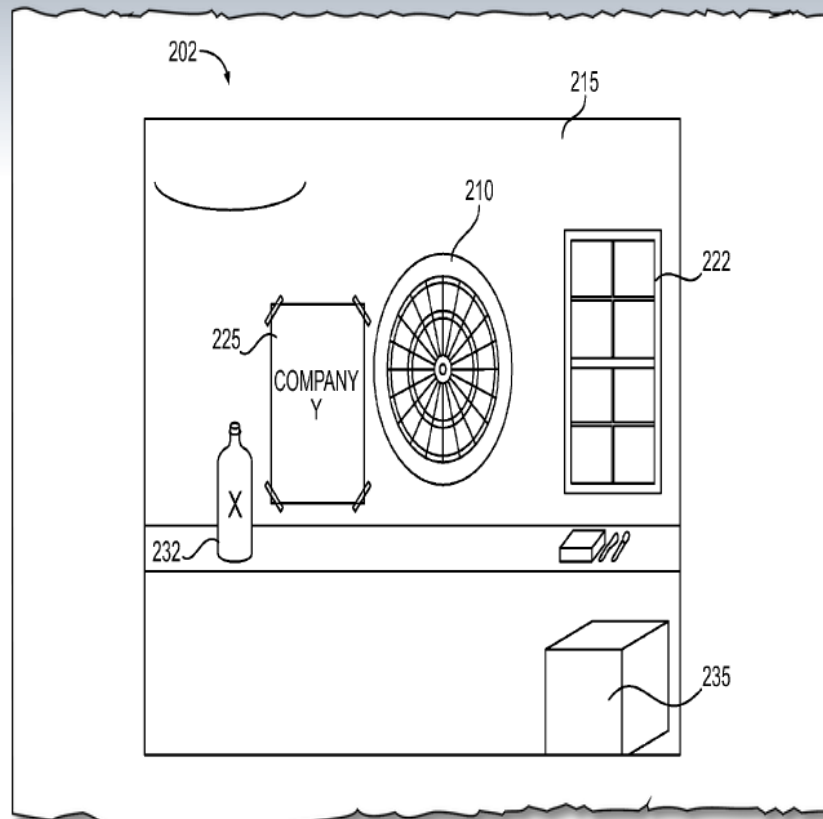
Primary Examiner — Onkar Doodhar
(74) **Attorney, Agent, or Firm** — Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

(57) **ABSTRACT**
Systems and methods for providing hot spots for mobile video games on mobile communication devices that receive hot spot information for mobile video games that operate on the devices. The hot spots may be hidden aspects of the game and promotional in nature, allowing game companies to generate extra revenue through selling non-permanent advertisement space to third parties. The game may contain instructions that cause the mobile communication device to contact an interface and/or server to receive hot spot information. After the hot spot information is received by the mobile communication device, the content may be displayed to game. In addition, the server may track what hot spot information has already been received by the mobile communication device.

20 Claims, 7 Drawing Sheets



Playrix Ex. 1001, page 1

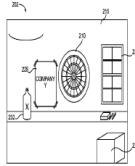


Response, at 5-7.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1001, at Fig. 2B.

Updating "Hot Spots" Provides Solution and Key Benefits

 US09427662B2	
(12) United States Patent Hartwell	(10) Patent No.: US 9,427,662 B2 (45) Date of Patent: *Aug. 30, 2016
(54) METHODS AND SYSTEMS FOR PROVIDING IN-GAME HOT SPOTS	
(71) Applicant: GOSUB 60, Inc. , Santa Monica, CA (US) (72) Inventor: Joshua Hartwell , Santa Monica, CA (US) (73) Assignee: GOSUB 60, INC. , Santa Monica, CA (US)	
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(21) Appl. No.: 14/388,890 (22) Filed: Feb. 14, 2014 (65) Prior Publication Data US 2014/0152784 A1 Jun. 12, 2014	
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Int. Cl. A63F 13/12 (2006.01) A63F 13/38 (2014.01) H04M 4/02 (2009.01) H04L 29/08 (2006.01) H04L 29/06 (2006.01)	
U.S. Cl. CPC: A63F 13/12 (2013.01); H04L 6/704 (2013.01); H04L 6/712 (2013.01); H04L 6/728 (2013.01); H04L 6/738 (2013.01); H04L 6/82 (2013.01)	
Field of Classification Search CPC: A63F 13/12 See application file for complete search history.	
References Cited U.S. PATENT DOCUMENTS 6,219,096 B1 4/2001 Wyllatt et al. 6,445,598 B1 9/2002 Stebbins et al. 6,628,039 B2 9/2003 Paulson 7,118,598 B2 1/2007 Lee et al. (Continued) FOREIGN PATENT DOCUMENTS EP 1087312 A2 3/2001 OTHER PUBLICATIONS Advisory Action for U.S. Appl. No. 11/768,890, mailed Nov. 22, 2011 (3 pages). (Continued) Primary Examiner — Onkar Doodhar (74) Attorney, Agent, or Firm — Finnegan, Henderson, Farabow, Garrett & Dunner, LLP	
ABSTRACT Systems and methods for providing hot spots for mobile video games on mobile communication devices that receive hot spot information for mobile video games that operate on the devices. The hot spots may be hidden aspects of the game and promotional in nature, allowing game companies to generate extra revenue through selling non-permanent advertisement space to third parties. The game may contain instructions that cause the mobile communication device to contact an interface and/or server to receive hot spot information. After the hot spot information is received by the mobile communication device, the content may be displayed to game. In addition, the server may track what hot spot information has already been received by the mobile communication device.	
20 Claims, 7 Drawing Sheets	
	
Playrix Ex. 1001, page 1	

At step 440, the server may attempt to determine what hot spot information should be sent to the mobile communication device. For example, the determination may be based on the model type of the mobile communication device, the service plan to which the mobile device belongs, the base location of the mobile device, the current location of the mobile device, which updates the mobile device has already received, user information, preset location, and/or other criteria.

Other user information may also be utilized, such as the sex, age, or interests of the user. This may help in selecting more appropriate hot spot content for the user. Other checks are also possible, such as the geographic location of the user. In one embodiment, the user may be queried for this information. In another embodiment, the mobile communications device automatically transmits the information to the remote system and/or the remote system stores the information for later use.

Response, at 5-7.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1001, at 6:4-7, 13:37-46.

Exemplary Independent Claim 13 of the '662 Patent

13. A method for retrieving and displaying a hot spot associated with a video game operable on a mobile communication device, comprising:

- a) contacting a server for hot spot information to download, comprising providing the server with user-identification information;
- b) downloading hot spot information from the server to the mobile communication device, the hot spot information comprising:
 - 1) hidden promotional content for presenting to the user when the hot spot is activated; and
 - 2) coordinate information;
- c) designating a non-promotional location in-game associated with activating the hot spot based on the coordinate information;
- d) displaying an object at the designated non-promotional location; and
- e) displaying the hidden promotional content when the user activates the hot spot.

Grounds 1 & 3: Ho

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ho Grounds

Ground	35 U.S.C.	Challenged Claims	References
1	103	1-11, 13-19	Ho and Aoki
3	103	1-11, 13-19	Ho and Kim

Ho's "Interactive Information Elements"

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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International Bureau

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(10) International Publication Number
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AGIF 1312 (2006.01) G06F 1700 (2006.01)

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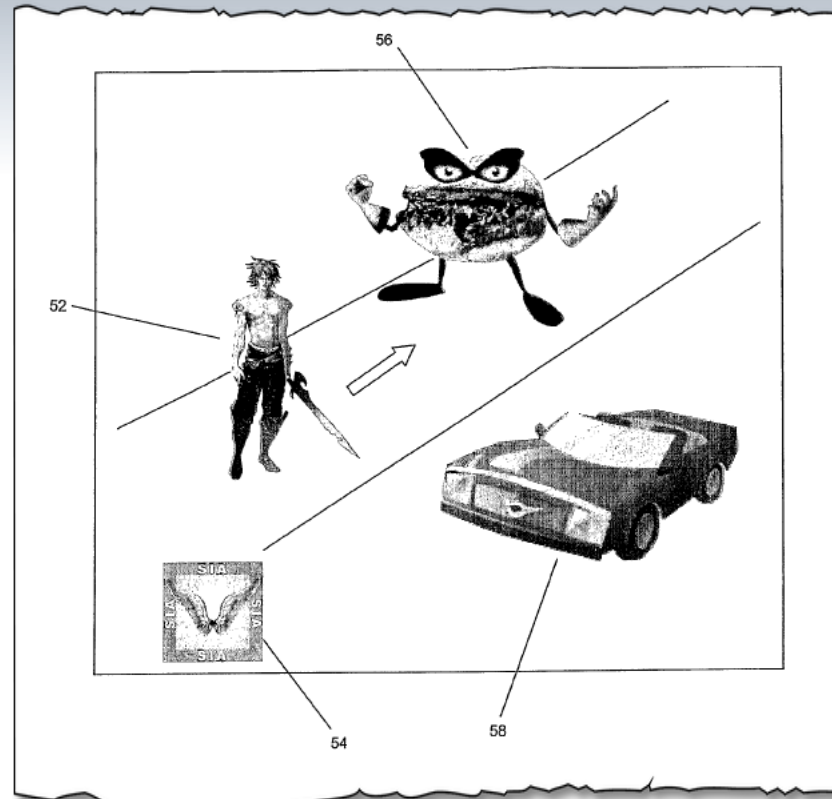
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(SG)

(54) Title: AN INCENTIVE-BASED VIDEO GAMING SYSTEM

(57) Abstract: There is provided a method of playing a video game with at least one interactive information element incorporated within the game. The method includes: a player manipulating a control unit to play the game in a preferred mode; and the player having an option to engage the at least one interactive information element when playing the game in the preferred mode. It is advantageous that gameplay is not disrupted when the at least one interactive information element is engaged. Preferably, engagement of the at least one interactive information element is not mandatory for continuation of gameplay. Preferably, the information element may be either advertisements or public announcement services. In another aspect of the present invention, there is provided a video game including at least one interactive information element, where gameplay is preferably not disrupted when the at least one interactive information element is engaged. Finally, there is also provided a method of incorporating at least one interactive information element into a video game, including: adding an engageable module into the video game; updating the engageable module with the at least one interactive information element; and locating the at least one interactive information element at a junction in the video game. It is preferable that gameplay is not disrupted when the at least one interactive information element is engaged. Preferably, the engageable module may be updated either locally or from a remote source via a network. The junction in the video game may be either a specific event in the course of the game or a specific location in the game.

Playrix Ex. 1004, Page 1 of 27



PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

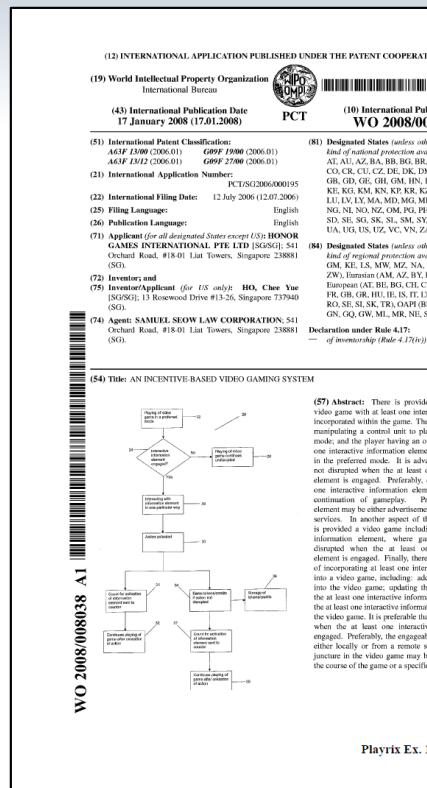
Ex. 1004, at Fig. 3.

Independent Claim 13 of the '662 Patent

13. A method for retrieving and displaying a hot spot associated with a video game operable on a mobile communication device, comprising:

- a) contacting a server for hot spot information to download, comprising providing the server with user-identification information;
- b) downloading hot spot information from the server to the mobile communication device, the hot spot information comprising:
 - 1) hidden promotional content for presenting to the user when the hot spot is activated; and
 - 2) coordinate information;
- c) designating a non-promotional location in-game associated with activating the hot spot based on the coordinate information;
- d) displaying an object at the designated non-promotional location; and
- e) displaying the hidden promotional content when the user activates the hot spot.

Ho Does Not Teach "Providing ... User-Identification Information"



In another aspect of the present invention, there is also provided a method of incorporating at least one interactive information element into a video game. Referring to Figure 4, there may be a video game that has been published or in the midst of development (80). A module may be added to the video game that may either be published or in the midst of development (82). The module may enable the at least one interactive information element to be added such that the at least one interactive information element appears in the video game and is engageable. The module may allow the at least one interactive information element to be updated by automatically downloading and replacing relevant sub-modules of the interactive information elements in the video game whenever the player goes online. The module may

interactive information element(s) may be illegally modified. If the interactive information element(s) is found to be not legitimate, the interactive information element(s) is then removed from the client end device (104). If the interactive information element(s) is found to be legitimate, the server check information on the client end device relating to the interactive information element(s) (106) and may include the downloading of the incidence of interactive information element(s) activation for processing as described in an earlier portion of the description. Subsequently, the server then determines whether the interactive information element(s) needs to be changed/renewed (108). If the interactive information element(s) needs to be changed/renewed, then new interactive information element(s) are sent to the client end device (112). If change/renewal of the interactive information element(s) is not

Petition, at 24, 36.

Sur-Reply, at 10.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1004, at 9:25-10:25.

The Proposed “Combined Ho-Aoki System” (Ground 1)

UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

PLR WORLDWIDE SALES LIMITED,
Petitioner

v.

FLIP PHONE GAMES INC.,
Patent Owner

U.S. Patent No. 9,427,662
Inter Partes Review No. 2024-00209

DECLARATION OF JOSÉ ZAGAL, PH.D.

Playrix Ex. 1003, page 1

117. To the extent Ho does not disclose or render obvious this limitation, the combined teachings of Ho and Aoki render the limitation obvious in my opinion. For instance, Aoki discloses that a game terminal (e.g., a “telephone”) that is operable to run a video game provides an advertisement management server “the ID of the player who uses the game terminal” and a “game ID identifying a game” in order to obtain advertisements. Ex. 1005, [0077]. Thus, in my opinion, in the combined Ho-Aoki system the client end device would continue to download from the server interactive information elements and hidden content, and would do so after providing the server the ID of the player (“user-identification information”) and a game ID (“a game for which hot spot information is desired”). A POSITA would

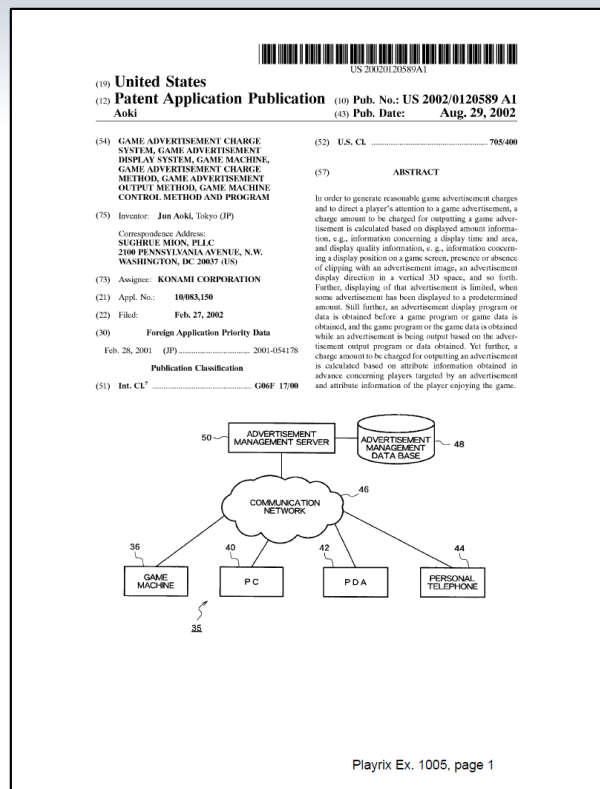
See Petition, at 24.

PATENT OWNER’S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1003, at ¶117.

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Aoki's Post-Game "Advertisement Charge Process"



[0088] FIG. 12 is a flowchart explaining an advertisement charge process in the advertisement management server 50. As shown, in the advertisement charge process, the advertisement management server 50 receives from a game terminal an advertisement ID, an advertisement point, and user information (S501), all of these being uploaded to the advertisement management server 50 from a game terminal at the time of ending the game. User information is information describing the attributes of the user who is enjoying a game at the game terminal, including age, sex, profession, and so forth.

[0089] Next, the advertisement management server 50 calculates a charge point based on the information received (S502). Specifically, the advertisement management server 50 first reads a record for each of the received advertisement ID's, from the advertisement management database 48 to obtain "advertisement target data", "advertisement placement location rank", and "accumulated charge point". The advertisement management server 50 then determines whether or not the received user information falls in the user range specified by the "advertisement target data". When it

Response, at 21-25, 27.

Sur-Reply, at 10-14, 15.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1005, at [0088]-[0089].

Petitioner's New Reliance on Sturman, Chu, and/or Ellis is Improper

Intel argues the Board legally erred by refusing to consider [U.S. Patent No. 6,704,877 \(Cline\)](#) as background knowledge a skilled artisan would have in evaluating Nicol and Bhatia's teachings. Appellant's Br. 30–37. We do not agree. In determining claim 8 would not have been obvious, the Board found “no teaching or suggestion in either Nicol or Bhatia of determining the power reserve of a battery, let alone reducing clock frequencies in response to a determination that the power reserve is below a predetermined threshold.” J.A. 52. The Board found Intel relied on Cline to supply a missing claim limitation—reducing clock frequency in response to “detection of a low battery condition”—not taught by either Nicol or Bhatia, rather than, as Intel argued, to describe the state of the art. J.A. 53–54. Thus, Intel needed to include Cline in the asserted grounds of unpatentability set forth in its petition and persuasively show a skilled artisan would have been motivated to combine Cline with Nicol and Bhatia. J.A. 53. Because Intel failed to do so, the Board refused to consider Cline.

*2 Intel frames this as legal error, but the “level of skill in the art and the scope and content of the prior art are fact questions we review for substantial evidence.” *Neptune Generics, LLC v. Eli Lilly & Co.*, 921 F.3d 1372, 1377 (Fed. Cir. 2019); see also *Pers. Web Techs., LLC v. Apple, Inc.*, 848 F.3d 987, 992 (Fed. Cir. 2017) (listing “[skilled] artisans’ background knowledge” as a fact finding). We see no error in the Board's treatment of Cline. Substantial evidence supports the Board's finding that neither Bhatia nor Nicol discloses the claim limitation. J.A. 52, 54–55; Oral Arg. at 4:40–54, 6:32–46, https://oralarguments.cafc.uscourts.gov/default.aspx?fl=23-1537_12032024.mp3. Under substantial evidence review, we cannot overturn the Board's finding that Cline is used to supply a missing claim limitation, and not as evidence of a skilled artisan's background knowledge. *Falko-Gunter Falkner v. Inglis*, 448 F.3d 1357, 1364 (Fed. Cir. 2006) (“An agency decision can be supported by substantial evidence, even where the record will support several reasonable but contradictory conclusions.”).

Intel Corp. v. PACT XPP Schweiz AG,
No. 2023-1537, 2024 WL 5068112, at *1-2 (Fed. Cir. Dec. 11, 2024)

Dependent Claims 14-20 of the '662 Patent

14. The method of claim 13, wherein the hidden content is promotional.

15. The method of claim 13, wherein the coordinate information comprises time information for placing the hot spot in-game.

16. The method of claim 13, wherein the hot spot information further comprises an object to be displayed in-game at the non-promotional location.

17. The method of claim 13, wherein the hot spot information specifies a type of manipulation required to activate the hot spot.

18. The method of claim 13, wherein the hidden content comprises one or more objects selected from the group consisting of messages, graphics, animations, and sounds.

19. The method of claim 13, wherein the hidden content is displayed in a pop-up window.

20. The method of claim 13, wherein the hidden content comprises a second hot spot.

Response, at 27-28.

Sur-Reply, at 15.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1001, at 16:14-31.

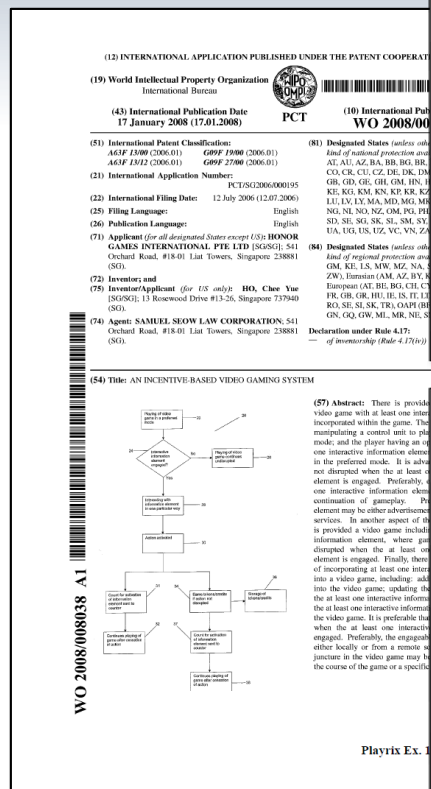
17

Independent Claim 1 of the '662 Patent

1. A method for retrieving and displaying a hot spot associated with a video game operable on a mobile communication device, comprising:

- a) contacting a server for hot spot information to download, comprising providing the server with at least one of: a game for which hot spot information is desired, a scene for which hot spot information is desired, an element for which hot spot information is desired, the model type of the mobile communication device, the service plan to which the mobile device belongs, the service provider for the mobile communications device, the base location of the mobile communication device, the current location of the mobile communication device, a version identifier for hot spot information currently on the mobile communication device, user-identification information, preset location, amount of game-play time, game score, and level of play;

Ho Does Not Teach Providing Ho's Server With Specific Information



In another aspect of the present invention, there is also provided a method of incorporating at least one interactive information element into a video game. Referring to Figure 4, there may be a video game that has been published or in the midst of development (80). A module may be added to the video game that may either be published or in the midst of development (82). The module may enable the at least one interactive information element to be added such that the at least one interactive information element appears in the video game and is engageable. The module may allow the at least one interactive information element to be updated by automatically downloading and replacing relevant sub-modules of the interactive information elements in the video game whenever the player goes online. The module may

interactive information element(s) may be illegally modified. If the interactive information element(s) is found to be not legitimate, the interactive information element(s) is then removed from the client end device (104). If the interactive information element(s) is found to be legitimate, the server check information on the client end device relating to the interactive information element(s) (106) and may include the downloading of the incidence of interactive information element(s) activation for processing as described in an earlier portion of the description. Subsequently, the server then determines whether the interactive information element(s) needs to be changed/renewed (108). If the interactive information element(s) needs to be changed/renewed, then new interactive information element(s) are sent to the client end device (112). If change/renewal of the interactive information element(s) is not

Response, at 12-21.

Sur-Reply, at 1-10.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1004, at 9:25-10:25.

Petitioner Resorts to Hindsight Speculation by Dr. Zagal

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DECLARATION OF JOSÉ ZAGAL, PH.D.

115. In another example, a POSITA would have understood Ho to disclose or render obvious providing the server with “the model type of the mobile communication device” in my opinion. For instance, Ho teaches that its game may run on a “mobile telephone” (Ex. 1004, 2:20-22): in my opinion, a POSITA would have understood that mobile phones had different capabilities (e.g., different screen sizes, resolutions, and operating systems). Thus, a POSITA would have understood or found it obvious to provide the server with the model type of the mobile phone so that the server may return hot spot information that is compatible or optimized for the capabilities of the mobile phone.

Playrix Ex. 1003, page 1

Response, at 11-15.

Sur-Reply, at 2-3.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1003, at ¶115.

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Petitioner Resorts to Hindsight Speculation by Dr. Zagal

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114. As another example, Ho discloses that engaging a hot spot may reveal hidden content received from the server, such as an advertisement for a “chain of fast food restaurants” that is to be displayed when “character 52 slay[s] the hamburger monster 56.” Ex. 1004, Abstract, 2:6-9, 5:35-39, 8:19-21. In my opinion, a POSITA would understand this disclosure to teach that the client device provides to the server the “scene” or “element” (*i.e.*, the hamburger monster) for which hot spot information is desired so that the server may return the appropriate hot spot information and associated advertisement. In my opinion, a POSITA would also understand this disclosure to teach that the client device provides the server with the “current location of the mobile communication device” so that the advertised fast food chain is one that is within the geographic location of the client device.

Playrix Ex. 1003, page 1

Response, at 17-18.

Sur-Reply, at 3-5.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1003, at ¶114.

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Dependent Claims 2-12 of the '662 Patent

2. The method of claim 1, wherein the hidden content is promotional.

3. The method of claim 1, wherein the coordinate information comprises time information for placing the hot spot in-game.

4. The method of claim 1, wherein the coordinate information comprises one or more predefined in-game locations.

5. The method of claim 1, wherein the hot spot information further comprises an object to be displayed in-game at the non-promotional location.

6. The method of claim 1, wherein the hot spot information specifies a type of manipulation required to activate the hot spot.

7. The method of claim 1, further comprising saving on the mobile communication device a version identifier for the downloaded hot spot information.

8. The method of claim 1, wherein the hidden content comprises one or more objects selected from the group consisting of messages, graphics, animations, and sounds.

9. The method of claim 8, wherein the hidden content is promotional.

10. The method of claim 1, wherein the hidden content is displayed in a pop-up window.

11. The method of claim 1, wherein the hidden content is displayed on the mobile communication device in a website separate from the video game.

12. The method of claim 1, wherein the hidden content comprises a second hot spot.

Ho Does Not Teach Any "Version Identifier"

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(84) Designated States (unless otherwise indicated, all designated States):
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Declaration under Rule 4.17:
— of inventorship (Rule 4.17(a))

(54) Title: AN INCENTIVE-BASED VIDEO GAMING SYSTEM

(57) Abstract: There is provided a video game with at least one interactive information element incorporated within the game. The manipulating a control unit to play mode, and the player having an opportunity to engage with the interactive information element in the preferred mode. It is also not disrupted when the at least one interactive information element is engaged. Preferably, the interactive information element is a continuation of gameplay. The element may be either advertisement services. In another aspect of the invention, there is provided a video game including information element, where game disrupted when the at least one interactive information element is engaged. Finally, there is provided a method of incorporating at least one interactive information element into a video game, including: adding the interactive information element into the video game; updating the interactive information element when the at least one interactive information element is engaged. It is preferable that the interactive information element is either locally or from a remote source in the video game may be the course of the game or a specific

Playrix Ex. 1

In another aspect of the present invention, there is also provided a method of incorporating at least one interactive information element into a video game. Referring to Figure 4, there may be a video game that has been published or in the midst of development (80). A module may be added to the video game that may either be published or in the midst of development (82). The module may enable the at least one interactive information element to be added such that the at least one interactive information element appears in the video game and is engageable. The module may allow the at least one interactive information element to be updated by automatically downloading and replacing relevant sub-modules of the interactive information elements in the video game whenever the player goes online. The module may

interactive information element(s) may be illegally modified. If the interactive information element(s) is found to be not legitimate, the interactive information element(s) is then removed from the client end device (104). If the interactive information element(s) is found to be legitimate, the server check information on the client end device relating to the interactive information element(s) (106) and may include the downloading of the incidence of interactive information element(s) activation for processing as described in an earlier portion of the description. Subsequently, the server then determines whether the interactive information element(s) needs to be changed/renewed (108). If the interactive information element(s) needs to be changed/renewed, then new interactive information element(s) are sent to the client end device (112). If change/renewal of the interactive information element(s) is not

Response, at 19-21.

Sur-Reply, at 7-10.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1004, at 9:25-10:25.

Petitioner Again Resorts to Hindsight Speculation by Dr. Zagal

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DECLARATION OF JOSÉ ZAGAL, PH.D.

116. Ho also discloses that when contacted by the client device, the server must “determine[] whether the interactive information element(s) needs to be changed/renewed (108).” Ex. 1004, 10:14-19. “If change/renewal of the interactive information element(s) is not required, then the interactive information element(s) remains the same in the client end device (110).” *Id.* In my opinion, a POSITA would have understood this disclosure to teach and render obvious providing the server with “a version identifier” for the interactive information element currently on the mobile communication device so that the server can determine whether or not it needs to be replaced. Absent such an identifier, the server may send a client device an interactive information element that the mobile device already possesses, which would result in wasted bandwidth and system resources communicating the

Playrix Ex. 1003, page 1

Response, at 19-21.

Sur-Reply, at 7-10.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1003, at ¶116.

24

Petitioner's New Reliance on Hannay is Improper

Intel argues the Board legally erred by refusing to consider [U.S. Patent No. 6,704,877 \(Cline\)](#) as background knowledge a skilled artisan would have in evaluating Nicol and Bhatia's teachings. Appellant's Br. 30–37. We do not agree. In determining claim 8 would not have been obvious, the Board found “no teaching or suggestion in either Nicol or Bhatia of determining the power reserve of a battery, let alone reducing clock frequencies in response to a determination that the power reserve is below a predetermined threshold.” J.A. 52. The Board found Intel relied on Cline to supply a missing claim limitation—reducing clock frequency in response to “detection of a low battery condition”—not taught by either Nicol or Bhatia, rather than, as Intel argued, to describe the state of the art. J.A. 53–54. Thus, Intel needed to include Cline in the asserted grounds of unpatentability set forth in its petition and persuasively show a skilled artisan would have been motivated to combine Cline with Nicol and Bhatia. J.A. 53. Because Intel failed to do so, the Board refused to consider Cline.

*2 Intel frames this as legal error, but the “level of skill in the art and the scope and content of the prior art are fact questions we review for substantial evidence.” *Neptune Generics, LLC v. Eli Lilly & Co.*, 921 F.3d 1372, 1377 (Fed. Cir. 2019); see also *Pers. Web Techs., LLC v. Apple, Inc.*, 848 F.3d 987, 992 (Fed. Cir. 2017) (listing “[skilled] artisans’ background knowledge” as a fact finding). We see no error in the Board's treatment of Cline. Substantial evidence supports the Board's finding that neither Bhatia nor Nicol discloses the claim limitation. J.A. 52, 54–55; Oral Arg. at 4:40–54, 6:32–46, https://oralarguments.cafc.uscourts.gov/default.aspx?fl=23-1537_12032024.mp3. Under substantial evidence review, we cannot overturn the Board's finding that Cline is used to supply a missing claim limitation, and not as evidence of a skilled artisan's background knowledge. *Falko-Gunter Falkner v. Inglis*, 448 F.3d 1357, 1364 (Fed. Cir. 2006) (“An agency decision can be supported by substantial evidence, even where the record will support several reasonable but contradictory conclusions.”).

Intel Corp. v. PACT XPP Schweiz AG,
No. 2023-1537, 2024 WL 5068112, at *1-2 (Fed. Cir. Dec. 11, 2024)

Grounds 2 & 4: Jiau

Jiau Grounds

Ground	35 U.S.C.	Challenged Claims	References
2	103	1-12, 13-20	Jiau and Aoki
4	103	1-12, 13-20	Jiau and Kim

Jiau's Virtual "Lots" and "Objects" Therein

PCT
WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

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(71) Applicant: GRAPHIC GEMS (USUS) , Suite 600, 1850 Gateway Drive, San Mateo, CA 94404 (US).		
(72) Inventors: JIAU, Wuilfied , 2520 Buena Vista Avenue, Belmont, CA 94002 (US); TOLAR, Robert , 57 Bradford Street, San Francisco, CA 94110 (US).		
(74) Agents: MAIERUS, Laura A. , et al.; Fenwick & West LLP, Two Palo Alto Square, Palo Alto, CA 94306 (US).		

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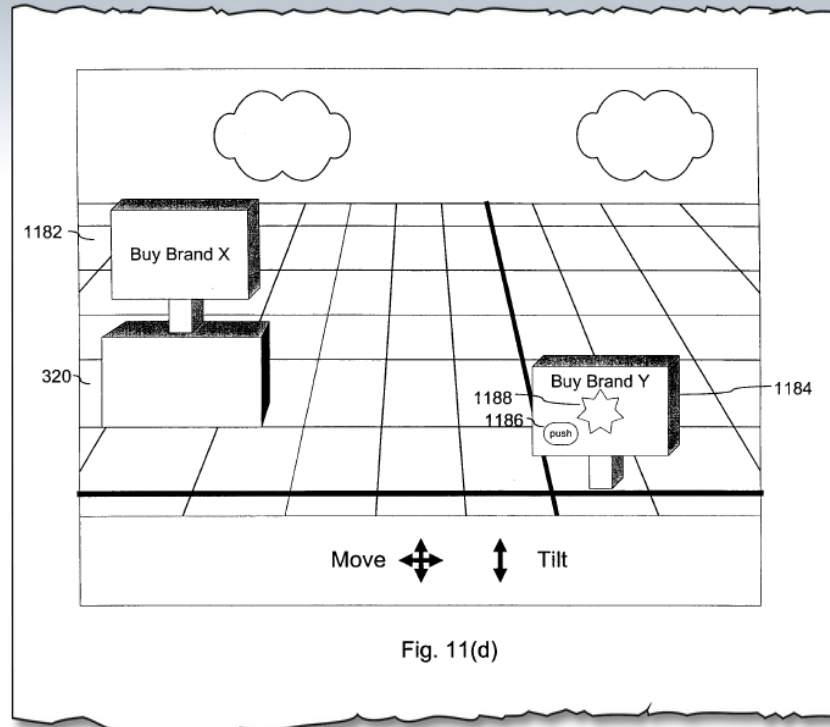
(54) Title: **METHOD AND APPARATUS FOR PROVIDING HOTSPOTS IN A SHARED VIRTUAL WORLD**

(57) Abstract

A method and apparatus for providing hotspots and hotspots in a shared three-dimensional virtual world. When the user in the virtual world activates a hotspot or a hotspot, an action occurs. Hot spots are areas of an object (or a whole object) that have an associated link. Hot spots are two- or three-dimensional areas or the virtual world (which may or may not have an object located therein) that have an associated link. For example, a link may cause a web page to be fetched and displayed. Activation of a hotspot or a hotspot link can also cause an action, such as display of an advertisement or an animation. Some of the types of links that can be associated with objects include: an absolute link to a file, an absolute link to an object, a link that points to the interior or exterior of an object, a relative link specifying a direction and a number of units from the current location, a link with an associated action or animation, a link with a URL.

The diagram illustrates a system for providing hotspots in a shared virtual world. It shows multiple users (User 1, User 2, User 3) interacting with a virtual world. Each user has a 'User's hotspots' box and a 'User's hotspots' box. The system includes a 'Virtual World' box, a 'Hotspots' box, and a 'Server' box. The server is connected to the virtual world and the hotspots. The hotspots are connected to the users. The server is also connected to a 'Network' box. The network is connected to the server and the hotspots. The hotspots are also connected to the network. The server is connected to a 'Database' box. The database is connected to the server and the hotspots. The hotspots are also connected to the database. The server is connected to a 'Web Page' box. The web page is connected to the server and the hotspots. The hotspots are also connected to the web page. The server is connected to a 'Web Page' box. The web page is connected to the server and the hotspots. The hotspots are also connected to the web page. The server is connected to a 'Web Page' box. The web page is connected to the server and the hotspots. The hotspots are also connected to the web page.

Playrix Ex. 1006, Page 1



PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

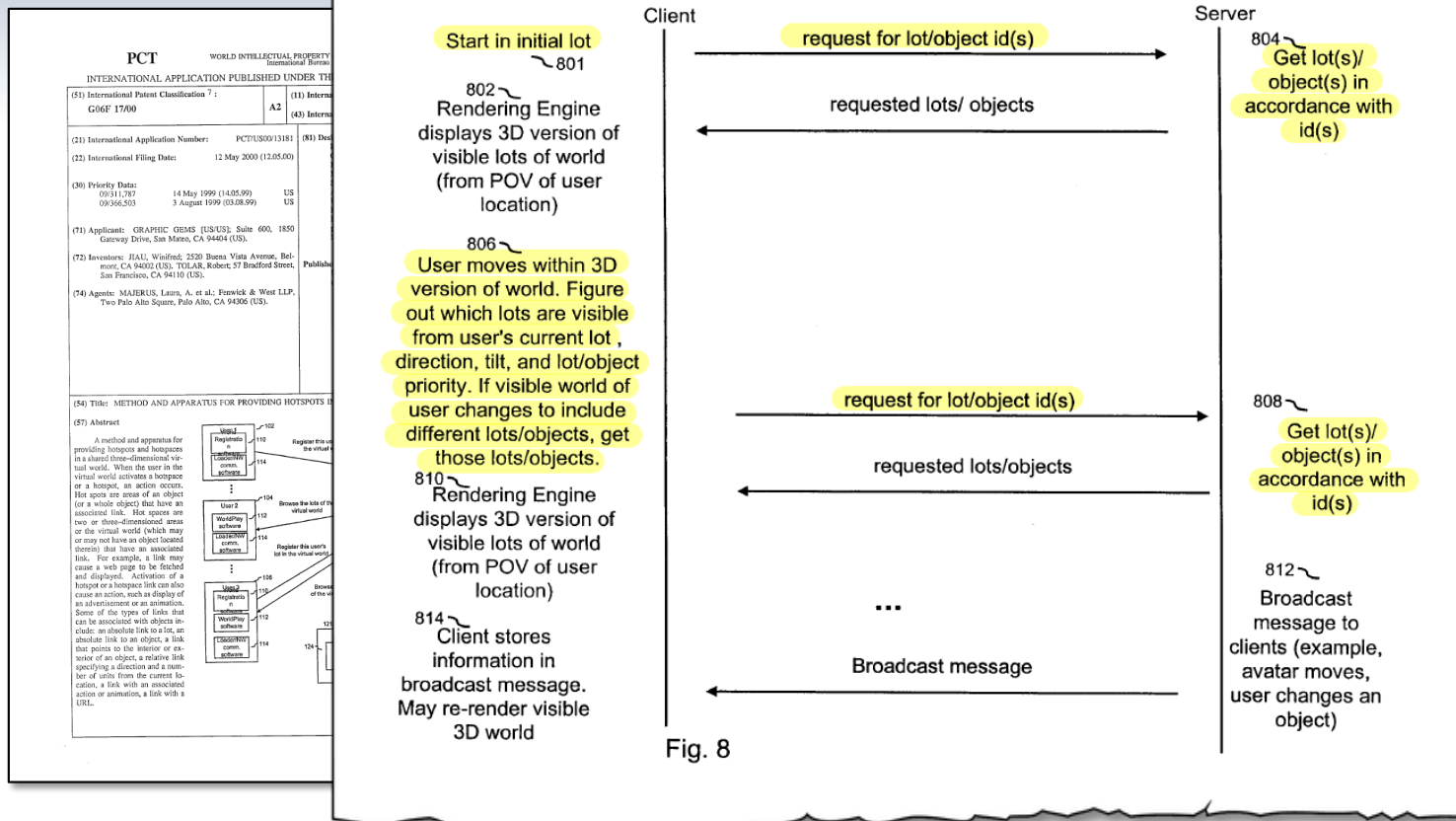
Ex. 1006, at Fig. 11(d).

Independent Claim 13 of the '662 Patent

13. A method for retrieving and displaying a hot spot associated with a video game operable on a mobile communication device, comprising:

- a) contacting a server for hot spot information to download, comprising providing the server with user-identification information;
- b) downloading hot spot information from the server to the mobile communication device, the hot spot information comprising:
 - 1) hidden promotional content for presenting to the user when the hot spot is activated; and
 - 2) coordinate information;
- c) designating a non-promotional location in-game associated with activating the hot spot based on the coordinate information;
- d) displaying an object at the designated non-promotional location; and
- e) displaying the hidden promotional content when the user activates the hot spot.

Jiau Does Not Teach “Providing ... User-Identification Information”



Response, at 46-49.

Sur-Reply, at 20-22.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1006, at Fig. 8.

The Proposed “Combined Jiau-Aoki System” (Ground 2)

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DECLARATION OF JOSÉ ZAGAL, PH.D.

171. Furthermore, to the extent Jiau does not disclose or render obvious this limitation, in my opinion, the combined teachings of Jiau and Aoki render the limitation obvious. For example, Aoki discloses that a game terminal (e.g., a “telephone”) that is operable to run a video game provides an advertisement management server “the ID of the player who uses the game terminal” and a “game ID identifying a game” in order to obtain advertisements. Ex. 1005, [0077]. Thus, in my opinion, in the Jiau-Aoki combination, the client end device would continue to download hotspot and hotspot information, and would do so after providing the server the ID of the player (“user-identification information”) and a game ID (“a game for which hot spot information is desired”). A POSITA would be motivated

Playrix Ex. 1003, page 1

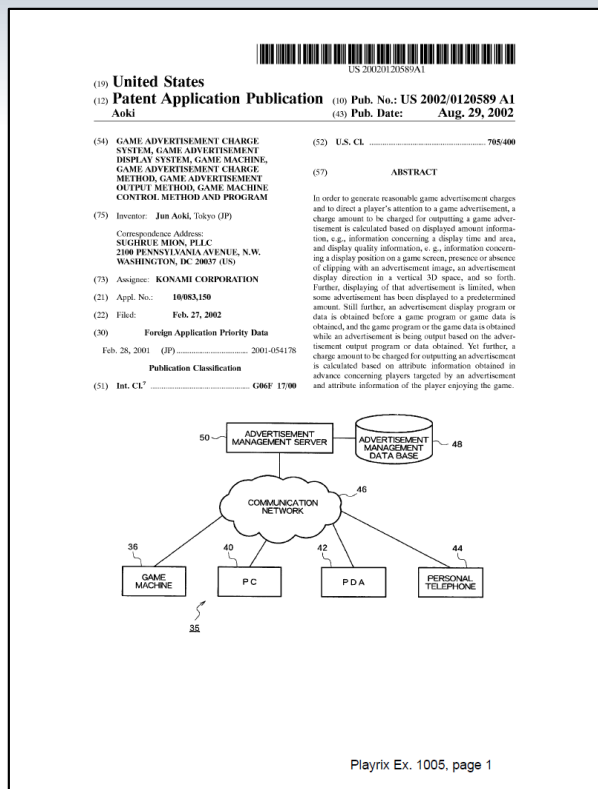
See Petition, at 43-44.

PATENT OWNER’S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1003, at ¶171.

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Aoki's Post-Game "Advertisement Charge Process"



[0088] FIG. 12 is a flowchart explaining an advertisement charge process in the advertisement management server 50. As shown, in the advertisement charge process, the advertisement management server 50 receives from a game terminal an advertisement ID, an advertisement point, and user information (S501), all of these being uploaded to the advertisement management server 50 from a game terminal at the time of ending the game. User information is information describing the attributes of the user who is enjoying a game at the game terminal, including age, sex, profession, and so forth.

[0089] Next, the advertisement management server 50 calculates a charge point based on the information received (S502). Specifically, the advertisement management server 50 first reads a record for each of the received advertisement ID's, from the advertisement management database 48 to obtain "advertisement target data", "advertisement placement location rank", and "accumulated charge point". The advertisement management server 50 then determines whether or not the received user information falls in the user range specified by the "advertisement target data". When it

Response, at 21-25, 49-52.

Sur-Reply, at 10-14, 22-23.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1005, at [0088]-[0089].

Petitioner's New Reliance on Sturman is Improper

Intel argues the Board legally erred by refusing to consider [U.S. Patent No. 6,704,877 \(Cline\)](#) as background knowledge a skilled artisan would have in evaluating Nicol and Bhatia's teachings. Appellant's Br. 30–37. We do not agree. In determining claim 8 would not have been obvious, the Board found “no teaching or suggestion in either Nicol or Bhatia of determining the power reserve of a battery, let alone reducing clock frequencies in response to a determination that the power reserve is below a predetermined threshold.” J.A. 52. The Board found Intel relied on Cline to supply a missing claim limitation—reducing clock frequency in response to “detection of a low battery condition”—not taught by either Nicol or Bhatia, rather than, as Intel argued, to describe the state of the art. J.A. 53–54. Thus, Intel needed to include Cline in the asserted grounds of unpatentability set forth in its petition and persuasively show a skilled artisan would have been motivated to combine Cline with Nicol and Bhatia. J.A. 53. Because Intel failed to do so, the Board refused to consider Cline.

*2 Intel frames this as legal error, but the “level of skill in the art and the scope and content of the prior art are fact questions we review for substantial evidence.” *Neptune Generics, LLC v. Eli Lilly & Co.*, 921 F.3d 1372, 1377 (Fed. Cir. 2019); see also *Pers. Web Techs., LLC v. Apple, Inc.*, 848 F.3d 987, 992 (Fed. Cir. 2017) (listing “[skilled] artisans’ background knowledge” as a fact finding). We see no error in the Board's treatment of Cline. Substantial evidence supports the Board's finding that neither Bhatia nor Nicol discloses the claim limitation. J.A. 52, 54–55; Oral Arg. at 4:40–54, 6:32–46, https://oralarguments.cafc.uscourts.gov/default.aspx?fl=23-1537_12032024.mp3. Under substantial evidence review, we cannot overturn the Board's finding that Cline is used to supply a missing claim limitation, and not as evidence of a skilled artisan's background knowledge. *Falko-Gunter Falkner v. Inglis*, 448 F.3d 1357, 1364 (Fed. Cir. 2006) (“An agency decision can be supported by substantial evidence, even where the record will support several reasonable but contradictory conclusions.”).

Intel Corp. v. PACT XPP Schweiz AG,
No. 2023-1537, 2024 WL 5068112, at *1-2 (Fed. Cir. Dec. 11, 2024)

Independent Claim 13 of the '662 Patent

13. A method for retrieving and displaying a hot spot associated with a video game operable on a mobile communication device, comprising:

- a) contacting a server for hot spot information to download, comprising providing the server with user-iden-
- b) downloading hot spot information from the server to the mobile communication device, the hot spot information comprising:
 - 1) hidden promotional content for presenting to the user when the hot spot is activated; and
 - 2) coordinate information;
- c) designating a non-promotional location in-game associated with activating the hot spot based on the coordinate information;
- d) displaying an object at the designated non-promotional location; and
- e) displaying the hidden promotional content when the user activates the hot spot.

Jiau Does Not Teach “Downloading” Hotspots

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ORGANIZATION
INTERNATIONAL APPLICATION PUBLISHED UNDER THE
TREATY ESTABLISHED BY THE
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(74) Agent: MAIERUS, Larr, A. et al.; Fenwick & West LLP, Two Palo Alto Square, Palo Alto, CA 94306 (US)

(54) Title: METHOD AND APPARATUS FOR PROVIDING HOTSPOTS IN A VIRTUAL WORLD

(57) Abstract
A method and apparatus for providing hotspots and hotspots in a shared three-dimensional virtual world. When the user in the virtual world activates a hotspot or a hotspot, an action occurs. Hotspots are areas of an object (or a whole object) that have an associated link. Hotspots are two- or three-dimensional areas or the virtual world (which may or may not have an object located therein) that have an associated link. For example, a link may cause a web page to be fetched and displayed. Activation of a hotspot or a hotspot link can also cause an action, such as display of an advertisement or an animation. Some of the types of links that can be associated with objects include: an absolute link to a file, an absolute link to an object, a link that points to the interior or exterior of an object, a relative link specifying a direction and a number of units from the current location, a link with an associated action or animation, a link with a URL.

Playrix Ex. 1006, Page 1

In a described embodiment of the invention, users access the virtual world via client data processing systems using a networking model such as the World Wide Web, and a network such as the internet or an intranet. When a user initially designs his lot on his client

the user feels as if he is moving through an endless landscape. The client data processing system fetches and discards lots (including objects in the lots) and fetches objects within lots depending, in part, on the motions of the user as the user “moves” through the virtual three-dimensional world.

of these lots are visible to the user and some are not. In the described embodiment, as lots are loaded into the client system, they are cached by the client system to avoid having to reload from the server. Thus, whenever a lot (or object) is needed, it is loaded from the server if it has not previously been cached (step 204). Visible lots (i.e., those lots that can be “seen” in

Response, at 33-37, 53.

Sur-Reply, at 16-18, 23.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1006, at 2:4-6.

Ex. 1006, at 3:8-21.

Ex. 1006, at 10:3-5.

Dependent Claims 14-20 of the '662 Patent

14. The method of claim 13, wherein the hidden content is promotional.

15. The method of claim 13, wherein the coordinate information comprises time information for placing the hot spot in-game.

16. The method of claim 13, wherein the hot spot information further comprises an object to be displayed in-game at the non-promotional location.

17. The method of claim 13, wherein the hot spot information specifies a type of manipulation required to activate the hot spot.

18. The method of claim 13, wherein the hidden content comprises one or more objects selected from the group consisting of messages, graphics, animations, and sounds.

19. The method of claim 13, wherein the hidden content is displayed in a pop-up window.

20. The method of claim 13, wherein the hidden content comprises a second hot spot.

Response, at 27-28.

Sur-Reply, at 15.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1001, at 16:14-31.

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Petitioner Resorts to Hindsight Speculation by Dr. Zagal

UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

PLR WORLDWIDE SALES LIMITED,
Petitioner

v.

FLIP PHONE GAMES INC.,
Patent Owner

U.S. Patent No. 9,427,662
Inter Partes Review No. 2024-00209

DECLARATION OF JOSÉ ZAGAL, PH.D.

206. For example, Jiau teaches that an object may be associated with “a plurality of hot spots” (Ex. 1006, Claim 8) and that each hot spot may be “activated separately” with “different hotspot activities associated therewith” (*id.*, Claims 9-10). For instance, Jiau discloses that “Fig. 11(e) shows an example of an object 1192 have a hotspot link 1194 (e.g., a door-shape).” Ex. 1006, 15:17-31. When a user activates the hotspot, for instance “when he collides with or passes sufficiently close to the hotspot,” hidden content may be displayed, such as the “interior of object 1192” that is shown in Figure 11(f). *Id.* The hidden content, for instance, the furniture in the building interior (yellow) may comprise additional hot spots which are similarly activated when a user “collides with or passes sufficiently close” to them:

Playrix Ex. 1003, page 1

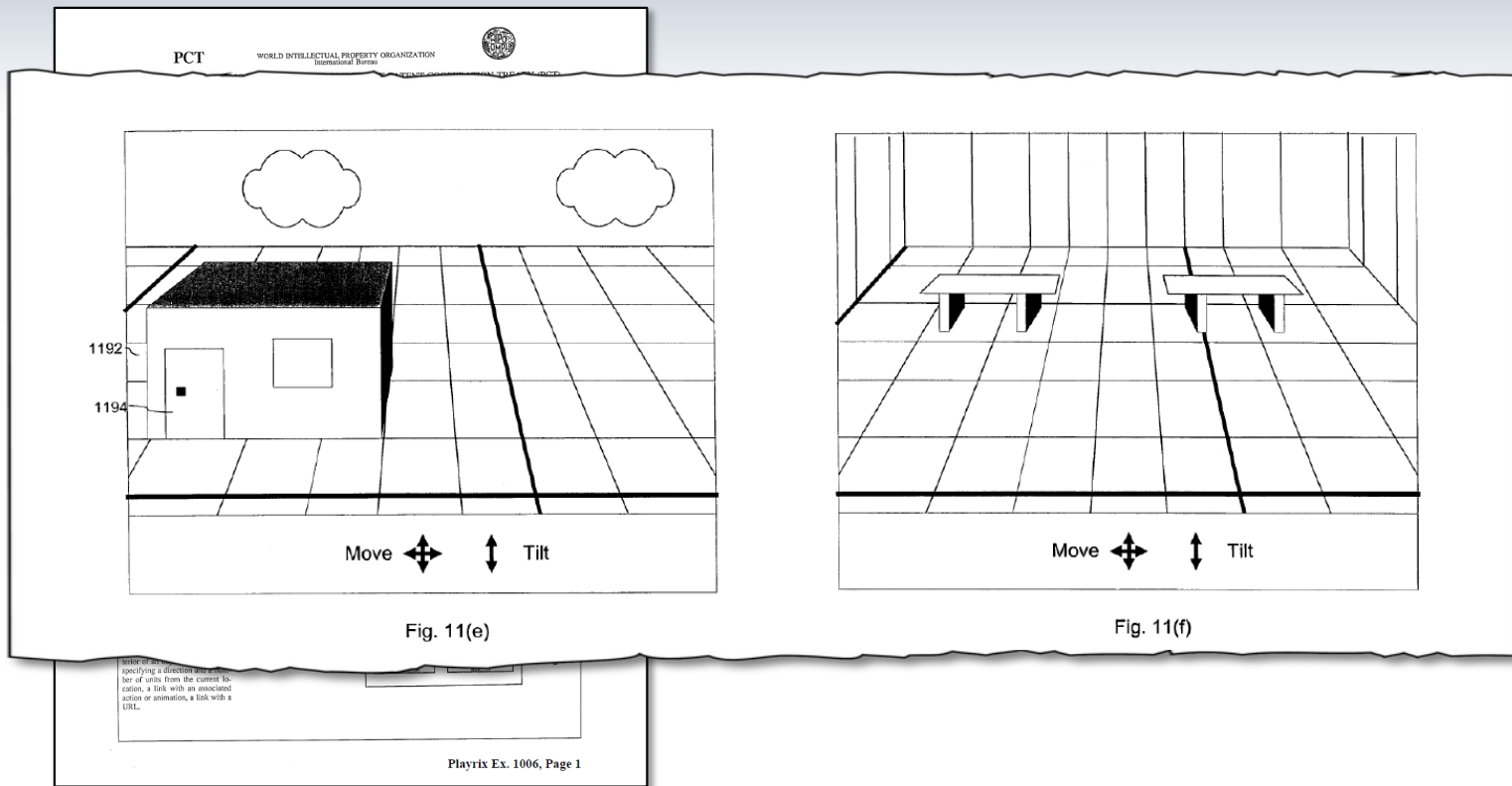
Response, at 42-46, 53.

Sur-Reply, at 18-20, 23.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1003, at ¶206.

Jiau Does Not Teach a “Second Hot Spot” Within a First Hot Spot



Response, at 42-46, 53.

Sur-Reply, at 18-20, 23.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1006, at Figs. 11(e)-(f).

Independent Claim 1 of the '662 Patent

1. A method for retrieving and displaying a hot spot associated with a video game operable on a mobile communication device, comprising:

- b) downloading hot spot information from the server to the mobile communication device, the hot spot information comprising:
 - 1) hidden content for presenting to the user when the hot spot is activated; and
 - 2) coordinate information;
- c) designating a non-promotional location in-game associated with activating the hot spot based on the coordinate information;
- d) displaying an object at the designated non-promotional location; and
- e) displaying the hidden content when the user activates the hot spot.

Dependent Claims 2-12 of the '662 Patent

2. The method of claim 1, wherein the hidden content is promotional.

3. The method of claim 1, wherein the coordinate information comprises time information for placing the hot spot in-game.

4. The method of claim 1, wherein the coordinate information comprises one or more predefined in-game locations.

5. The method of claim 1, wherein the hot spot information further comprises an object to be displayed in-game at the non-promotional location.

6. The method of claim 1, wherein the hot spot information specifies a type of manipulation required to activate the hot spot.

7. The method of claim 1, further comprising saving on the mobile communication device a version identifier for the downloaded hot spot information.

8. The method of claim 1, wherein the hidden content comprises one or more objects selected from the group consisting of messages, graphics, animations, and sounds.

9. The method of claim 8, wherein the hidden content is promotional.

10. The method of claim 1, wherein the hidden content is displayed in a pop-up window.

11. The method of claim 1, wherein the hidden content is displayed on the mobile communication device in a website separate from the video game.

12. The method of claim 1, wherein the hidden content comprises a second hot spot.

Jiau Does Not Teach Any “Version Identifier” for Downloaded Hotspot

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International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY

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(2) International Application Number: PCT/US00/3181 (2) International Filing Date: 12 May 2000 (12.05.00)	(3) International Publication Date: [] Designated States: AB, AL, AM, AT, AU, BA, BE, BG, BR, CA, CH, CN, CU, DE, DK, EE, ES, FI, FR, GB, GR, HU, IL, JP, KR, KZ, LC, LK, LR, LU, LV, MA, MD, MG, MN, MW, MX, NO, NZ, OM, PE, PG, PH, PL, PT, RU, SC, SD, SG, SK, TH, TM, TR, TT, UA, UG, US, VU, WO, ZW, ZM, ZA. ARIPO patent (GR, GM, GN, GU, HT, IL, IS, KE, KP, KR, KY, LG, LI, LU, LY, MA, MC, ME, MG, MK, MN, MU, MV, MW, MY, MZ, NA, NG, NI, NO, NU, NZ, PA, PG, PH, PK, PL, PT, RW, SC, SD, SG, SK, SL, SN, ST, SV, SZ, TD, TG, TN, TZ, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW). European patent (AT, BE, BG, BR, CH, CY, CZ, DE, DK, DR, ES, FI, FR, GB, GR, HU, IE, IT, JP, KR, LK, LT, LU, LV, MA, MD, ME, MG, MK, MN, MU, MV, MW, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RU, SC, SD, SG, SK, SL, SN, ST, SV, SZ, TD, TG, TN, TZ, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW).

(3) Priority Data:
 09/311,787 14 May 1999 (14.05.99) US
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(54) Title: METHOD AND APPARATUS FOR PROVIDING HOTSPOTS IN A SHARED VIRTUAL WORLD

(57) Abstract

A method and apparatus for providing hotspots and hotpages in a shared three-dimensional virtual world. When the user in the virtual world activates a hotspot or a hotpage, an action occurs. Hot spots are areas of an object (or a whole object) that has one or more three-dimensional axes associated link. Hot objects may or may not have an object located therein that have an associated link. For example, a link may cause a web page to be fetched and displayed. Activation of a hotspot or a hotspot link can also cause an action, such as display of an advertisement or an animation. Some of the types of links that can be associated with objects include: an absolute link to a site, an absolute link to an object, an absolute link to an object, a relative link specifying a direction and a number of units from a current location of the user from a current location, a link with an associated color or animation, a link with a URL.

```

graph TD
    subgraph "World WebPage"
        WWP[World WebPage] --> HS[Hotspot]
        WWP --> L[Link]
    end
    subgraph "Virtual World"
        VW[Virtual World]
    end
    subgraph "User 1 Interface"
        UI1[User 1]
    end
    subgraph "User 2 Interface"
        UI2[User 2]
    end

    UI1 -- "Registers his/her ID" --> HS
    HS -- "Event" --> VW
    UI2 -- "Hits the hotspot" --> VW
    VW -- "Registers his user's ID in the virtual world" --> UI2
    UI1 -- "Hits the link" --> L
    L -- "Event" --> UI1
    UI1 -- "Registers his user's ID in the virtual world" --> UI1
    UI1 -- "Displays the User 1's ID to the User 2" --> UI2
  
```

Each file for a lot includes a header and a linked list of objects.

{Beginning of File}

File Header...(of type FOREVER21HEAD)

Object1...-> (of type FOREVER21OBJ)

Object2...->

....
ObjectN

{End of File}

Here are the data types for the file:

typedef struct

```
char szID[2];
short nVersion;
long lNumOfObj;
long lObjOffset;
float fminx, fminy, fminz; // land size
float fmaxx, fmaxy, fmaxz;
) FOREVER21HEAD:
```

Response, at 37-42.

Sur-Reply, at 18.

PATENT OWNER'S DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Ex. 1006, at Fig. 17.

End