

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

LG ELECTRONICS, INC. and LG ELECTRONICS U.S.A., INC.,
Petitioner

v.

MULTIMEDIA TECHNOLOGIES PTE. LTD.,
Patent Owner

IPR2024-00352¹
U.S. Patent No. 9,247,174

**PETITIONER'S REPLY
TO PATENT OWNER'S RESPONSE**

¹ VIZIO, Inc. filed a petition in IPR2024-00696 and was joined as Petitioner in this proceeding.

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PETITIONER'S EXHIBIT LIST

Ex.1001	U.S. Patent No. 9,247,174 to Sirpal et al.
Ex.1002	Prosecution History of U.S. 9,247,174
Ex.1003	Declaration of Dr. Andrew Lippman under 37 C.F.R. § 1.68
Ex.1004	<i>Curriculum Vitae</i> of Dr. Lippman
Ex.1005	U.S. Patent Publication No. 2010/0262938 to Woods et al. ("Woods")
Ex.1006	U.S. Patent Publication No. 2002/0060750 to Istvan et al. ("Istvan")
Ex.1007	" <i>CurioView: TV Recommendations Related to Content Being Viewed</i> ," Hideki Sumiyoshi, IEEE International Symposium on Broadband Multimedia System and Broadcasting 2010 ("CurioView")
Ex.1008	U.S. Patent Publication No. 2007/0047920 to Machida et al. ("Machida")
Ex.1009	U.S. Patent Publication No. 2011/0219395 to Moshiri et al. ("Moshiri")
Ex.1010	WO2013133915 to Cherry et al. ("Cherry")
Ex.1011	U.S. Patent Publication No. 2012/0054794 to Kim et al. ("Kim")
Ex.1012	Notice of Sotera Stipulation of Defendants LG Electronics Inc. and LG Electronics USA, Inc.; <i>Multimedia Technologies PTE. LTD. v. LG Electronics Inc. and LG Electronics USA, Inc.</i> ; 2:22-CV-00494; U.S. District Court for the Eastern District of Texas Marshall Division
Ex.1013 (new)	Transcript of the Deposition of Dr. Rajeev Surati

I. Introduction

Multimedia's Patent Owner Response ("Resp." Paper 19) arguments should be rejected because they (1) rely on non-existent claim limitations, and (2) do not address the actual positions presented in the Petition ("Pet." Paper 1).² For reasons discussed in the Petition, the Board should find all challenged claims unpatentable.

II. Claim construction

Both Petitioner and Multimedia agree that the claims should be given their plain and ordinary meaning. *See* Pet., 10-11; Resp., 10-11.

III. Ground 1: The Prior Art Renders Obvious Independent Claims 1 and 10³

A. Limitation [1.2] "*displaying ... an application panel interface*" is obvious.

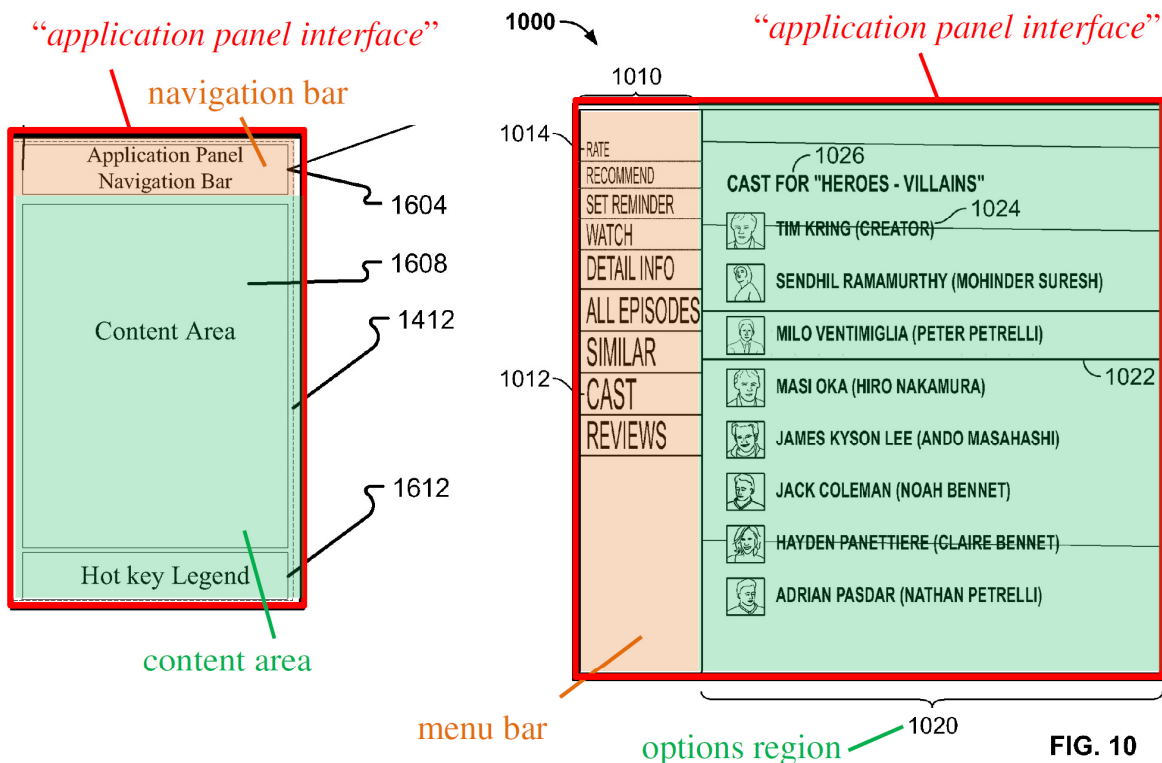
Multimedia's arguments fail because they rely on non-existent limitations. The Petition explained how Woods' "functions menu bar 1010 and function options region 1020 ... together teach an '*application panel interface*.'" Pet., 23.

² Multimedia's assertion regarding wordcount lacks any evidence. Resp., 1.

Petitioner's Certificate of Word Count relies on Microsoft Word and properly complies with 37 C.F.R. § 42.24(d).

³ Arguments made in this Reply with respect to claim 1 apply to the corresponding limitations of claim 10 as well.

Regions 1010 and 1020 are a “panel” as defined within the ’174 patent. *See* Pet., 24-25; Ex.1001, 7:36-37 (the term “panel” includes “a user interface displayed in at least a portion of the display”). “Regions 1010 and 1020 are a user ‘interface’ because they provide the user with the ability to interact with the media guidance application.” Pet., 25. The Petition also explained that these regions “are analogous to the description of the ‘*application panel interface*’ in the ’174 patent.” Pet., 25.



Ex.1001, Fig. 16A
(partial, annotated); Ex.1003, ¶72.

Ex.1005, Fig. 10
(partial, annotated); Ex.1003, ¶72.

Woods thus teaches an “*application panel interface*” under the plain and ordinary meaning and as described in the ’174 patent.

Multimedia, purporting to apply the ordinary and customary meaning,

asserts that the “‘*application panel interface*’ [] refer[s] to a panel interface providing information **that is determined based on currently-displayed program content.**” Resp., 31-32. In so doing, Multimedia commits “one of the cardinal sins of patent law—reading a limitation from the written description into the claims.” *SciMed Life Sys., Inc. v. Advanced Cardiovascular Sys., Inc.*, 242 F.3d 1337, 1340 (Fed. Cir. 2001). The Board should decline Multimedia’s invitation to redraft claims. *Rembrandt Data Techs., LP v. AOL, LLC*, 641 F.3d 1331, 1339 (Fed. Cir. 2011).

Multimedia’s argument should also be rejected because it adds requirements that are unsupported. While the specification provides explicit definitions for terms in approximately eight columns of text, there is no definition of the term “‘*application panel interface*.” See Ex.1001, 4:60-11:35. And none of Multimedia’s cited passages describe an application panel interface “that is **determined based on** currently-displayed program content.” Resp., 32-33. Rather, the quoted portions describe the application panel interface displaying information “corresponding to,” related to,” or “pertaining to” content. Resp., 32-33 (*citing* Ex.1001, 33:61-63; 37:31-32, 38:5-16).

Multimedia further argues, based on its improperly added limitations that Woods is insufficient because region 1010 and region 1020 “the alleged ‘*application panel interface*’ is not based on currently displayed content in media

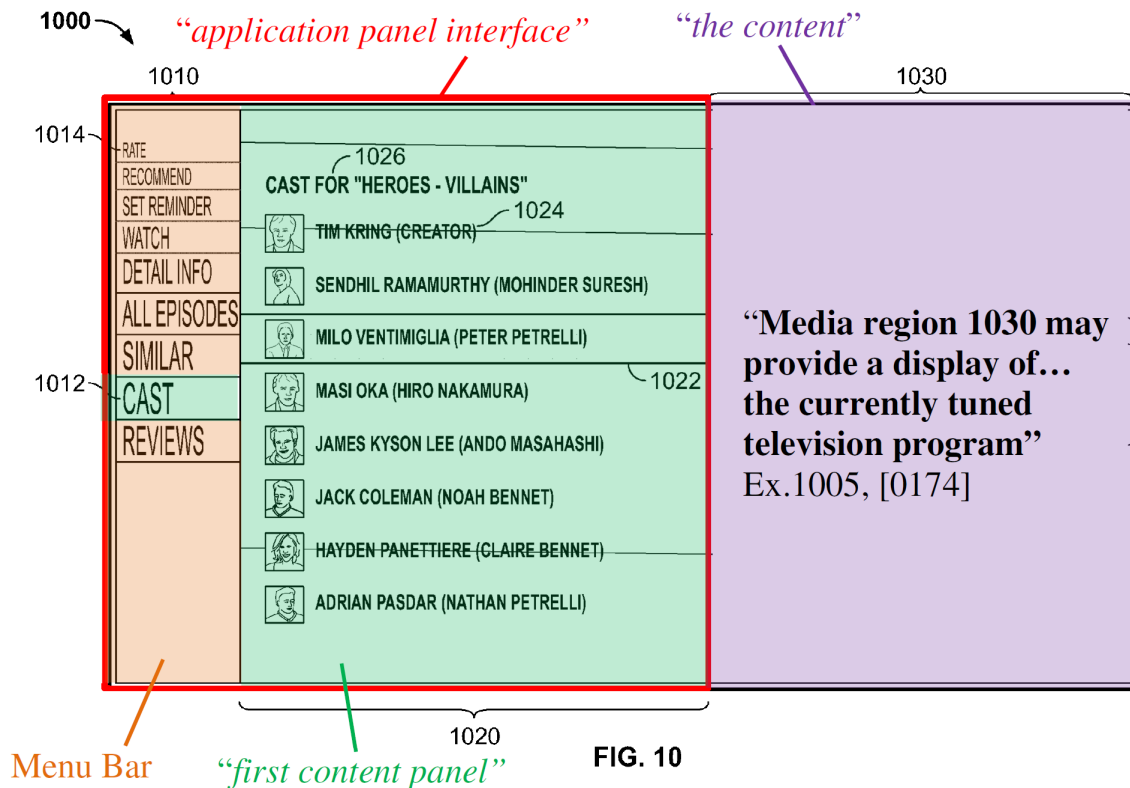
region 1030.” Resp., 36-37. This argument ignores Woods’ disclosure. Woods describes that when the user enters the program guide at Figure 9, the processing circuitry “highlight[s] or bring[s] into focus the program listings corresponding to the currently tuned program or program being currently accessed.” Ex.1005, [0155]. Woods further explains that Figure 10’s menu bar 1010 and options region 1020 correspond to the “**program listing**” selected from Figure 9 and also that Figure 10’s “[m]edia region 1030 [displays]...the currently tuned television program” of Figure 9. [0171]-[0175].

Therefore, even if an “‘*application panel interface*’ [] refer[s] to a panel interface providing information that is determined based on currently-displayed program content” as Multimedia asserts (it does not), Woods renders such obvious because the contents of menu bar 1010, options region 1020 are based on the currently tuned television program that would also be displayed in media region 1030.

B. Limitation [1.5.1] “*providing a first content panel*” that is “*based on the content and the at least one of the content source and the content information*” is obvious.

The Petition explained why Woods provides a content panel that is “*based on the content and ... the content information*” as claimed. When a user opens up the program guide, they are directed to the currently-tuned program through highlighting. See Pet., 27; Ex.1005, [0155] (“When the user first enters screen 900,

processing circuitry 306 may highlight or bring into focus ... the currently tuned program or program being currently accessed.”). Then, upon selecting the highlighted currently tuned program (e.g., Heroes), the user is provided with display screen 1000. Pet., 36; Ex.1005, [0171]. Region 1020 of display screen 1000 displays options and items such as cast information (“*content information*”) about the selected, currently tuned Heroes program. Pet., 42-44. Accordingly, because region 1020 display options and items “based on the currently displayed program (e.g., Heroes) that the ‘processing circuitry 306 [] highlight[ed] or br[ought] into focus” when the user first entered screen 900 (of Figure 9),” the options and items are “*based on the content and ...the content information*” as claimed. Pet., 44. Woods’ options and items (“*first content panel*”) for cast information (“*content information*”) about the currently tuned Heroes program is shown below.



Ex.1005, Fig. 10 (modified/annotated); Ex.1003, ¶111.

In response, Multimedia spends five pages describing an embodiment of the '174 patent specification. Resp., 18-22. But purported distinctions between the specification and the prior art are not relevant to the Petition's analysis of the claim language. *See Phillips v. AWH Corp.*, 415 F.3d 1303, 1323 (Fed. Cir. 2005) ("[A]lthough the specification often describes very specific embodiments of the invention, we have repeatedly warned against confining the claims to those embodiments.") (citing, e.g., *Nazomi Communications, Inc. v. ARM Holdings, PLC*, 403 F.3d 1364, 1369 (Fed. Cir. 2005) (claims may embrace "different subject matter than is illustrated in the specific embodiments in the specification").

Multimedia's attempts to distinguish Woods fail because (1) they do not address the Petition's actual analysis, and (2) they rely on non-existent claim limitations.

1. The Petition relied on an example where Heroes is the currently tuned program—not the Mercedes ad.

Rather than address the Petition's example, Multimedia attacks the case where the user is watching a Mercedes ad and selects Heroes from the guide. Multimedia contends that "Woods clearly discloses that region 1020 of Figure 10 presents information based on the selected program listing for Heroes from the program guide of Figure 9, **not the Mercedes advertisement displayed in media region 1030 of Figure 10.**" Resp., 23 (Emphasis added). Multimedia's expert's opinion is based on the Mercedes example as well:

20	A. Yeah, well, I think what I mean is that it's
21	not based on the content that's being displayed. It's
22	based on the content that was selected. And so the
23	content that's selected isn't what's being displayed
24	because what's being displayed is a Mercedes
25	advertisement.

Ex.1013, 70.

But the Petition did not rely on the case where the user is watching a Mercedes advertisement. Instead, the Petition analyzed the example where the user is watching Heroes, and then selects Heroes from the guide to obtain additional information about Heroes—the currently-tuned program. Pet., 29-31, 42-44.

Moreover, Multimedia does not explain why the displayed Mercedes ad cannot simply be a commercial during the Heroes broadcast. In any event, the illustration of a Mercedes ad in Fig. 10 of Woods is not pertinent to the Petition's analysis. What is pertinent, is that Woods' media region 1030 can display the currently tuned program. *See* Ex.1005, [0174]; Pet., 42-44.

Multimedia acknowledges that "Media region 1030 could display content related to the selected program listing (e.g., a video clip from Heroes)." Resp., 26. But Multimedia then argues that "the content presented in region 1020 is still based on the selected program listing 912 for Heroes from Fig. 9, not the video clip." Resp., 26-27. But regardless of whether the user selected the show Heroes, Woods' options and items in region 1020 still display information about the currently tuned program and thus the first content panel is provided "*based on*" that content.

2. Multimedia improperly relies on non-existent claim limitations.

Multimedia incorrectly contends that "limitation 1.5.1 provides that the first content panel is **determined** based on the content source and/or the content information that is identified for the currently-displayed content in limitation 1.4." Resp., 17-18 (Emphasis added). While the claim previously recites "*determining content currently being shown on the television*" at [1.3], the "*providing*" step in [1.5.1] simply recites providing a first content panel "*based on the content and ...*

the content information.” And as shown in the Petition, Woods’ region 1020 provides information about the currently-tuned content and is thus “*based on*” that content. Pet., 44. The Board should again decline Multimedia’s invitation to redraft claims. *Rembrandt Data Techs., LP v. AOL, LLC*, 641 F.3d 1331, 1339 (Fed. Cir. 2011).

Multimedia further relies on non-existent claim limitations by arguing that “Woods teaches that the information displayed in options region 1020 is **determined independently** of the currently-viewed content in media region 1030.” Resp., 2. But the claims also do not recite any type of “dependence” as Multimedia suggests. The claims also do not recite that the “*first content panel*” is “determined” (dependently or otherwise) based on the content currently being displayed as Multimedia suggests.

Accordingly, the distinction Multimedia seeks to make is unsupported by the claims. The claims do not recite providing a content panel based on “determining the content.” Nor do the claims exclude the case where the user selects the currently-tuned program from a guide screen. Rather, the claims simply recite providing a “*first content panel*” that is “*based on the content*” and “... *the content information.*” In Woods, when a user selects the currently-tuned program as directed to through highlighting, the options regions displays options and items related to the cast (“*first content panel*”) for that currently-tuned program (“*based*

on the content").

Even if Multimedia's claim additions were adopted (which would be improper), Woods options and items in region 1020 are still "**determined** based on the content source and/or the content information that is identified for the currently-displayed content in limitation 1.4." Woods' system "determined" the currently displayed program by highlighting or focusing on that program in the program guide. Pet., 27-32, 42. Then, the options and items in region 1020 are provided based on the user's selection of the determined, highlighted program. Woods thus renders obvious claim [1.5.1] even under Multimedia's improper claim additions.

3. Providing information about the content currently being displayed was well-known.

The example described in the Petition, in which the user is provided information about Heroes is not merely a contrived modification of Woods as Multimedia suggests. Resp., 27-30. Rather, it is an example that is contemplated by Woods. Ex.1005, [0155], [0174], Pet., 42-44. Indeed, it was common and logical for a user to receive information about the show they are currently watching. Pet., 45. The Petition explained that "displaying information about the content currently being viewed by the user was a well-known feature of media guidance systems." Pet., 45 (citing Ex.1006, [0040], Ex.1007, 2, Ex.1003, ¶114. The Petition does not

propose modifying Woods as the Response suggests. *See* Resp., 29-31. Rather, the fact that it was well-known for a user to receive information about the currently tuned program shows that the scenario presented in the Petition is likely.

Multimedia's expert testimony supports this concept:

11	Q. So let's say the user is watching Heroes.
12	Wouldn't it seem natural the user would want to learn
13	information about the show they're watching, Heroes?
14	A. That seems reasonable.

Ex.1013, 65:11-14; *see also* Ex.1013, 22:3-16.

Woods' system is specifically designed to direct the user to the currently tuned program. *See* Ex.1005, [0155]. The options and items in region 1020 are “based on the currently displayed program (e.g., Heroes) that the ‘processing circuitry 306 [] highlight[ed] or br[ought] into focus’ when the user first entered screen 900 (of Figure 9).” Pet., 44. Accordingly, Woods system, in at least the example presented by Petitioner, renders obvious what is actually recited within the claims—“*providing a first content panel*” that is “*based on the content*” and “*the content information.*”

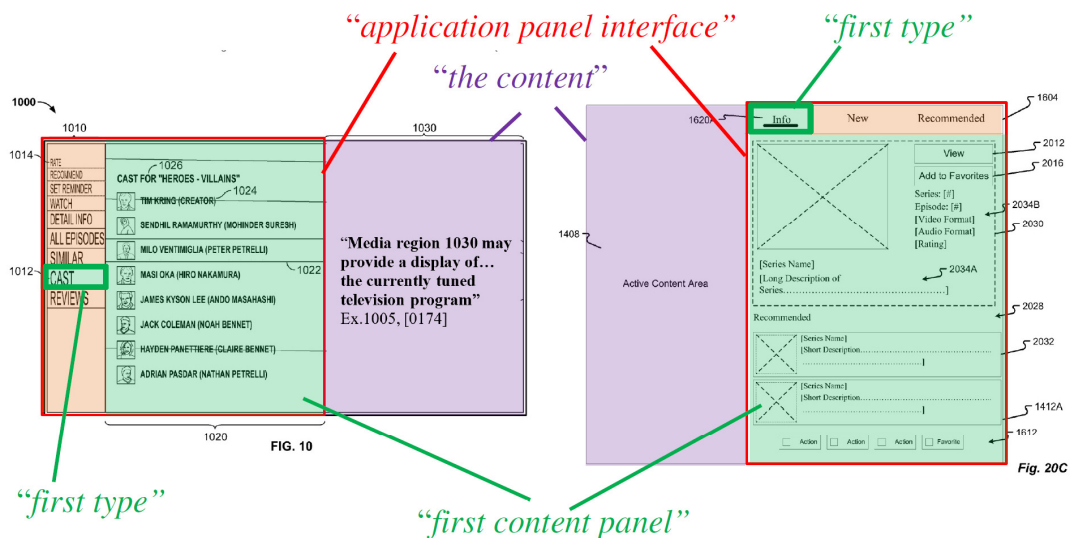
C. Limitations [1.5.2], [1.7.2] “*wherein the first content panel is a first type of application panel*” and “*wherein the second content panel is a second type of application panel*” are obvious.

Woods describes the same panel changing technique described and claimed in the '174 patent. Pet., 47, 54. Multimedia nevertheless argues that “Woods is

merely inserting two different sets of information into a single content panel type—options region panel 1020—not using two different types of content panels as claimed.” Resp., 43. But there is nothing recited in the claim—or even described in the specification of the '174 patent—that distinguishes Woods' panel changing technique from what is claimed.

1. The various options and items in Woods' options region 1020 teach “a first type of application panel” and a “second type of application panel” as claimed.

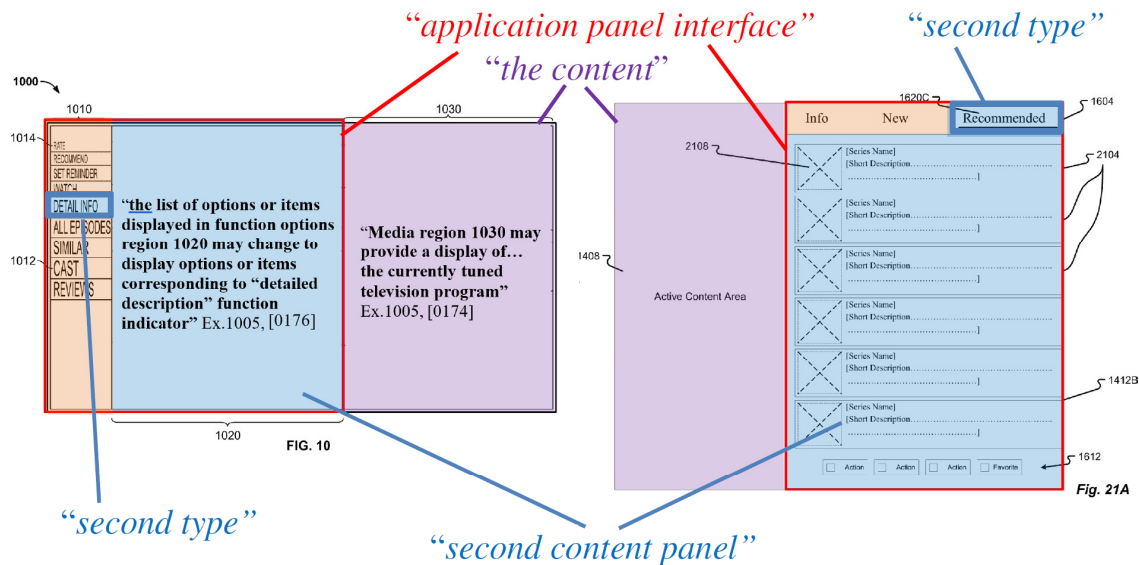
As explained in the Petition, “Woods discloses that the first list of options or items displayed within option region 1020 is a “cast” type of application panel.” Pet., 47. This is similar to what is described in the '174 patent, as shown in the comparison below:



**Ex.1005, Fig. 10 (modified/annotated);
Ex.1003, ¶119.**

**Ex.1001, Fig. 20C (annotated);
Ex.1003, ¶119.**

As also described in the Petition, “Woods discloses that the function options region 1020 with second list of options or items is a “detailed description” type of application panel.” Pet., 54. This is similar to what is described in the '174 patent, as shown in the comparison below:



Ex.1005, Fig. 10 (modified/annotated); Ex.1003, ¶142.

Ex.1001, Fig. 21A (annotated); Ex.1003, ¶142.

Multimedia does not address the Petition’s position that the “options and items” presented within options region 1020 teach the claimed “content panel[s]”. Rather, Multimedia addresses the non-existent position that the options region 1020 alone is the content panels. Resp., 42.

2. Multimedia’s position has no basis in the claim language

The claim language does not distinguish Multimedia’s characterization of Woods in which “Woods is merely inserting two different sets of information into a single content panel type—options region panel 1020.” Resp., 43. The Petition

does not identify Woods' options region 1020 alone as the first or second content panel. Rather, it is the different options and items within this region 1020 that teach the claimed "*first*" and "*second*" "type of application panel." Pet., 47, 54.

As the Board recognized, the options and items within Woods' options region 1020 are within the broad definition of "*panel*" provided in the specification. DI, 33. The '174 patent provides the following definition of a panel: "The term "panel," as used herein, can mean a user interface displayed in at least a portion of the display." Ex.1001, 7:36-38. Multimedia's own expert agrees with this definition:

20	Q. You agree with that definition of a panel?
21	A. Well, it's the one I need to use because it's
22	defined in the -- in the patent.

Ex.1013, 17:20-22.

With this definition, "Woods' function option region 1020 that displays 'detailed description' content information teaches or suggests limitation [1.7.2] 'wherein the second content panel is a second type of application panel.'" DI, 33.

Multimedia argues that "[t]he Decision on Institution (DI) did not reach the issue regarding Woods' use of a single content panel type (options region panel 1020) presenting different sets of information, not using two different types of content panels." Resp., 44. Multimedia reasons that "[t]he DI focused on the

argument that the term “panel” is broadly described in the ’174 Patent.” Resp., 44. But this ignores that the breadth of the term panel is *why* the different options and items within options region 1020 teach different panels as claimed. Because the ’174 patent defines a panel as “a portion of the display,” at least the portions of the display used by the options and items within region 1020 teach the different types of application panels as claimed.

3. Multimedia’s position has no basis in the specification.

Woods’ interface is analogous to the example interface described in the ’174 patent. Pet., 47, 54. Like Woods’ options region 1020, the ’174 patent describes an active content area 1408 that displays different types of information based on the menu tab that is selected. Ex.1001, Fig, 16A. As Multimedia acknowledges, “[t]he ’174 Patent describes that a user may select one of the panel view tabs 1620A-F to have a specific panel displayed in the application panel area 1608.” Resp., 6.

The Petition similarly explained that the ’174 patent “includes a navigation bar 1604 and content area 1608, which is analogous to Woods menu bar 1010 and options region 1020 as shown below.” Pet., 25.

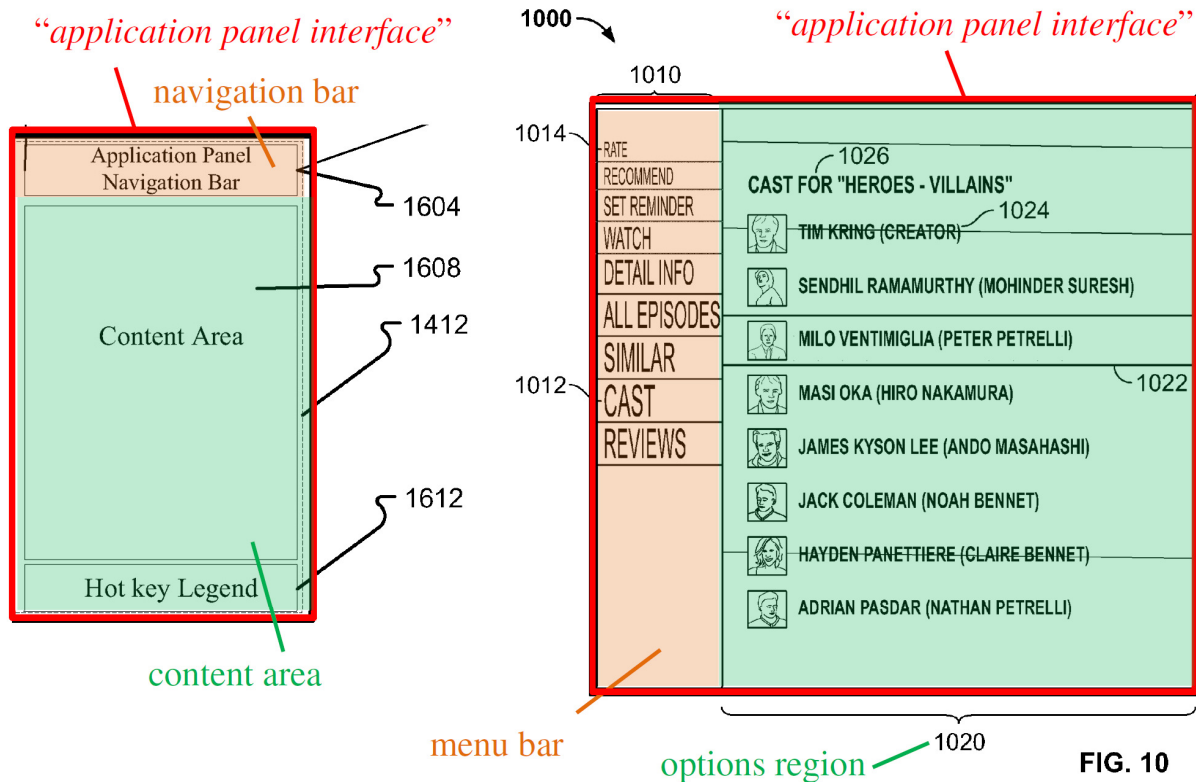


FIG. 10

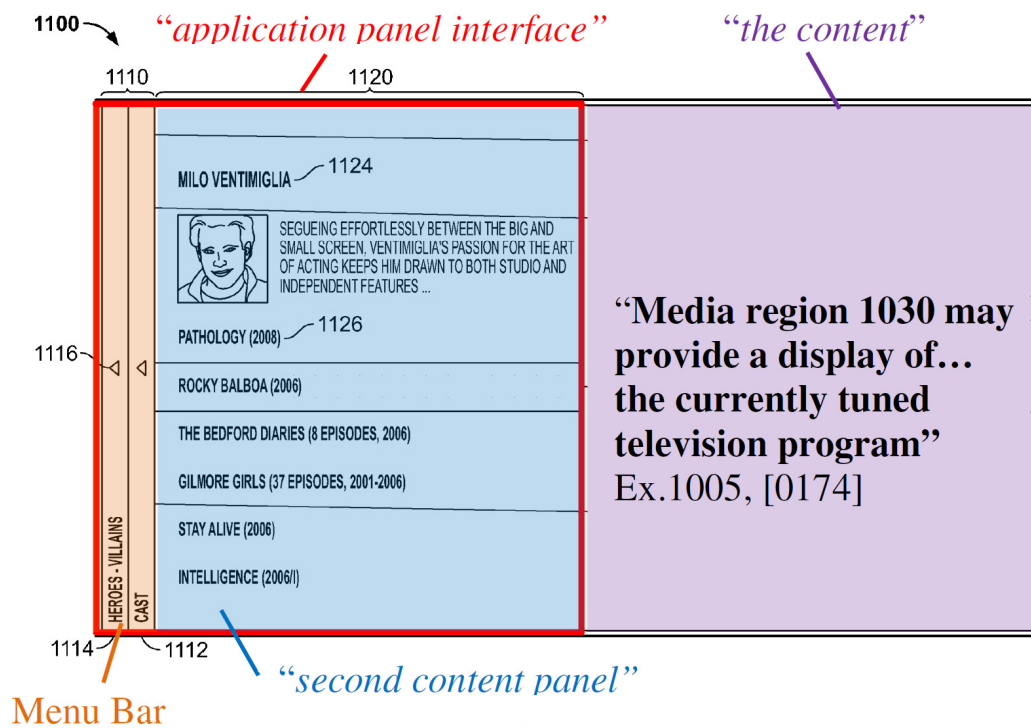
Ex.1001, Fig. 16A
(partial, annotated); Ex.1003, ¶72.

Ex.1005, Fig. 10
(partial, annotated); Ex.1003, ¶72.

Accordingly, like content area 1608 in which “a specific panel [is] displayed” as acknowledged by Multimedia, Woods discloses an option region 1020 in which different options and items (a “first and “second” “type of application panel”) are displayed. Because Woods describes the same example that is provided in the ’174 patent, even an improper incorporation of the specification embodiments would not distinguish Woods.

4. Woods teaches the “first” and “second” types of application panel under Petitioner’s alternative position.

The Petition presented an alternative position in which “Woods describes a ‘second content panel’ in the form of information region 1120 shown in Figure 11, the information region 1120 is a ‘second type of application panel’ as claimed.” Pet., 54.



Ex.1005, Fig. 11 (modified/annotated); Ex.1003, ¶133.

Multimedia argues that “the claim requires that the first content panel of a first type and the second content panel of a second type are each presented in the same application panel interface.” Resp., 46. Multimedia faults the Petition because “the alleged ‘application panel interface’ in Petitioner’s annotated Figure

11 (regions 1110 and 1120) for the '*second content panel*' in limitation 1.7 is different from the alleged "*application panel interface*" in Petitioner's annotated Figure 10 (regions 1010 and 1020) for the "first content panel" of limitation 1.5." Resp., 47. This argument misses the point since an alternate, by definition, is different. In Petitioner's alternative position, the portion of the display that extends to include region 1120 teaches the "*application panel interface*" as claimed. Multimedia presents no arguments on the merits to refute Petitioner's alternative mapping of Woods to the "*second content panel*."

5. Woods teaches determining a "*second content panel*" to display "*based on a first direction associated with the first directional input*" as claimed.

Woods describes using arrow keys to select a different set of options and items for display within options region 1020: "[W]hen the user presses the up-arrow key three times to move the cursor in an upward direction, function options region 1020 changes three times (per key press) so that "detailed description function" list of options or items is displayed in function options region 1020. Ex.1005, [0176]." Pet., 50.

Again, the Petition identified the "*second list of options and items*" in options region 1020 as the claimed "*second content panel*." Pet., 54. Multimedia nevertheless argues that "[w]hen the user makes the input for (2), the options region panel 1020 (alleged "*second content panel [that] is a second type of*

application panel”) is not determined in response to the user’s input because the options region panel 1020 is already present and on display from (1).” Resp., 49. Accordingly by characterizing the options region 1020—rather than the options and items within that region—as the claimed “second content panel,” Multimedia attacks a strawman. Accordingly, Multimedia fails to refute the obviousness analysis of this limitation.

IV. Ground 1: The Prior Art Renders Obvious Claim 4.

The Petition addressed the obviousness of “*determining ... a third content panel to display*,” as recited in claim 4. Pet., 64-67. The Petition explained that Woods teaches a “third list of options or items [that] corresponds to the claimed ‘*third content panel*.’” Pet., 65. Woods further describes that “when the user navigates downward to the ‘reviews’ function in the menu bar 1010, the content in function options region 1020 changes to a third list of options or items that corresponds to the ‘reviews’ type.” Pet., 65 (*citing* Ex.1005, [0171]).

Multimedia incorrectly argues that the claimed “*determining ... a third content panel*” in response to a user input” is not taught because Woods “us[es] the same content panel (options region 1020) with different information (reviews information).” Resp., 52. This argument ignores that Petitioner identified the “different information” within Woods’ options region 1020 as the “*third content panel*,” which undisputedly changes in response to user input. To the extent

Multimedia seeks to improperly add limitations to the claim (e.g., that the third content panel is a different region), such is contrary to the '174 patent's disclosure and is error.

Because Multimedia does not dispute Petitioner's actual position in which the list of options and items within the options region 1020 changes in response to user input, Multimedia fails to refute the obviousness analysis of this limitation.

V. Ground 1: The Prior Art Renders Obvious Claims 6 and 14.

Claims 6 and 14 recite that the second content panel “*comprises information associated with content information marked as favorite.*” The Petition addresses the claimed “*associated with*” limitation: “Given that the user has the ability to identify programs and channels as favorites, it would have been obvious that there will be times when the currently tuned program (e.g., “Heroes”) is one that the user has marked as favorite.” Pet., 69-70.

Multimedia contends that “Woods does not remotely teach or suggest that the “detailed information” (alleged “*second content information*”) for the Detail Info option for Heroes in Figure 10 **includes information indicating** favorite channels or programs.” Resp., 54. But the claims do not recite that the second content panel **include** “information indicating favorite channels or programs.” Rather, the claim recites that the information within the panel be “*associated with*” content marked as favorite. Because Multimedia does not dispute that there would

have been scenarios where the detailed information in the options region 1020 provides information “*associated with*” a program the user has marked as favorite, Woods renders obvious what is actually claimed. Pet., 69-70.

The Petition additionally explained that it would have been obvious for Woods' menu bar 1010 to include a “favorites” tab. Pet., 70-72. “Woods describes an options region 126” which “may concern features related to ... setting program and/or channel as a **favorite**.” Pet., 70 (citing Ex.1005, [0043]). Multimedia argues that “bar 1010 provides **program-specific** functions like Rate, Cast, Detail Info, and so forth, for the selected program listing” and contends that a “POSITA would not modify functions bar 1010 to add a favorites function that is a **system-level** function for all channels/programs.” Resp., 54. This is wrong. Multimedia ignores that Woods teaches that options region 126 may be part of “other display screens of the present invention.” Ex.1005, [0043]; Pet., 70. A reference may be relied upon for all that it would have reasonably suggested to one having ordinary skill in the art. *Merck & Co v. Biocraft Labs.*, 874 F.2d 804, 807 (Fed. Cir. 1989).

VI. Ground 1: The Prior Art Renders Obvious Claim 7.

A. Limitation [7.1] “*second content information comprises information associated with TV series episode content information*” is obvious.

The Petition explained how that “[g]iven that the currently tuned program on the television may be one of several episodes in a series, it would have been

obvious that there will be times when the currently tuned program is a television series (e.g., 'Heroes,' 'Curb Your Enthusiasm,' and 'Sopranos' (Ex.1005, [0178],[0038]))" and that "the second content information corresponding to the 'detailed description' is "*associated with TV series episode content information.*" Pet., 72.

Multimedia argues that what is currently tuned does not indicate what is displayed in options region 1020: "[T]he alleged '*second content information*' is provided in options region 1020 for limitations 1.7-1.8 ... and thus any content in media region 1030 is not relevant." Resp., 56. But the Petition makes the connection that options region 1020 displays information about the currently tuned program: "[A]s discussed at elements [1.8]-[1.9], Woods[] discloses displaying via the television second content information corresponding to the 'detailed description' type, **which includes specific information about the currently tuned program.**" Pet., 72. Accordingly, because the currently tuned program may be an episodic series, the options and items in region 1020 may be "*information associated with TV series episode content information*" as claimed.

Multimedia also fails to refute the Petition's alternative position in which the "all episodes" items—rather than the "detailed information" items—teaches the claimed "*second content panel.*" Pet., 73-74. Multimedia argues that "Petitioner's theory for Claim 7 based on selecting All Episodes in functions bar 1010 as the

“*second content information*” contradicts its theory for Claim 1, which is that the “*second content information*” is based on selecting Detail Info in functions bar 1010.” Resp., 56-57.

But while the analysis for claim 1 does cite to the “detailed information” items for the claimed “*second content panel*,” nothing in the claim language requires that the “*second content panel*” correspond to Woods’ “detailed information” items. Thus, the options and items associated with any of the other menu 1010 tabs (either shown or included by obviousness) can teach the claimed “*second content panel*.” In other words, the term “*second content panel*” is broad enough to include options and items related to the “all episodes” tab. Multimedia thus fails to refute the analysis of claim 7.

VII. Ground 1: The Prior Art Renders Obvious Claim 8.

A. Woods teaches “*the second type of content panel is a search panel*” as recited in claim 8.

Multimedia again asserts a contradiction where there is none. The Petition explained that it would have been obvious for the Woods’ menu bar 1010 to include a search function. Pet., 75-76. Multimedia again ignores the point that the modified “search” options and items rather than the “detailed information” options and items teach the claimed “*the second type of content panel is a search panel*.” See *infra* IX. The claim language does not require that the “detailed information”

options and items teach the claimed “*second content panel*.”

Multimedia also argues that “a POSITA would not modify the program-specific options region 1020 of Figure 10 to include system settings from Figure 8.” Resp., 57-58. Multimedia further states that “Petitioner and its expert do not establish that a POSITA would have a reason to modify Figure 10 of Woods to include the system-level functions search menu from Figure 8 or that there would be a reasonable expectation of success.” Resp., 58.

But Multimedia ignores Dr. Lippman's explanation as to why a POSITA would have found it obvious for the menu bar 1010 to include a search tab. After identifying Woods' search tab from menu bar 820, Dr. Lippman explained that “Woods describes an options region 126 which may be part of other display screens of the present invention (e.g., display screen 1000)” and that “Options region 126 may include search options.” Ex.1003, 214. Dr. Lippman then highlights portions of Woods' disclosure that state “[t]he selectable options within options region 126 may concern features related to ... searching for other air times or ways of receiving a program.” Ex.1003, 214 (citing Ex.1005, [0043]).

Accordingly, because Woods describes that options bar 126 includes a search feature, and may be part of other display screens of the invention (e.g., display screen 1000), a POSITA would have found it obvious for Woods' menu bar 1010 in display screen 1000 to include a search tab. As such, “[w]hen the

“search” option from menu 1010 is in focus, it would have been obvious for the second list of options or items (“second content panel”) in function options region 1020 to correspond to a “search” type.” Pet., 76; Ex.1003, 212-17.

VIII. Ground 2: The Prior Art Renders Obvious Claims 6, 8, and 14.

The Petition explained that a “POSITA would have found it obvious for Woods’ menu bar 1010 to include additional selections such as ‘*favorite*’ or ‘*search*’ as indicated by Woods itself and explicitly taught by Istvan.” Pet., 81.

A. The Petition provided reasons to combine Woods and Istvan, which Multimedia ignores.

Multimedia wrongly treats the proposed combination as a bodily incorporation of Istvan’s menu options into Woods’ menu bar. Resp., 58-64. The Petition explained why it would have been obvious for Woods’ menu bar 1010 to include a “favorites” option: “Woods indicates several times that a user may mark a channel or program as favorite.” See Ex.1005, [0043], [0044], [0060], [0078], [0245]. Pet., 84. “A POSITA would have found it beneficial to have quick access to the user’s list of favorite shows or channels. Providing the “favorites” option in various menu bars, such as menu bar 1010 provides that quick access.” Pet., 84; Ex.1003, ¶250. The Petition provided similar reasons for why it would have been obvious for Woods’ menu bar 1010 to include a “search” option. See Pet., 84; Ex.1003, ¶251.

Multimedia identifies purported problems with bodily incorporating Istvan's menu options with Woods' menu bar: "Istvan discloses a **system-level** program guide providing information for all channels and programs" and "Woods, on the other hand, is a user interface providing a **program-specific** options region 1020." Resp., 61-62. But Multimedia does not explain—or provide any evidence—as to why this is an impediment to the proposed combination. Regardless, the Petition did not rely on bodily incorporation (Pet., 12) and instead proposed a modification of Woods based on Istvan's general teachings. And as the Petition explained, Woods explicitly suggests the combination by noting that the options bar 126 (which includes search and favorites features) can be included in any display screen. Ex.1005, [0043].

Multimedia also ignores the Petition's explanation as to why the proposed modification of the menu bar affects region 1020. Multimedia states that "[t]he Petitioner and its expert never address whether a POSITA would have an apparent reason to combine the specific option region 1020 display they rely on for limitation 1.7 ("*second content panel*" with "*second content information*") with Istvan." Resp., 63. But the Petition explained that when menu 1010 tabs are selected, the "options and items" within region 1020 switch to "search" or "favorites" items. *See* Pet., 85-89. Because selection of the menu bar determines what is displayed in options region 1020, the Petition's proposed benefits of

modifying the menu bar 1010 similarly apply to the corresponding “options and items” within options region 1020.

B. The proposed combination teaches the claim limitations.

Multimedia argues that “[e]ven if the proposed combination was made, it would not meet the limitations of Claims 6, 8, and 14, because the result would be a functions menu 1010 including a favorites function and a search function.” Resp., 61. Multimedia contends that “[t]his would produce an options region 1020 with different information (different ‘second content panel’ with different ‘*second content information*’) from the options region 1020 with ‘detailed information’ (original ‘*second content panel*’) that the Petitioner relies upon for limitations 1.7-1.8.” Resp., 61.

But for the reasons explained above at IX, Multimedia ignores that in the context of claims 6, 8, and 14, the options and items in region 1020 corresponding to the “search” or “favorites” tab—rather than the “detailed information” tab—teach the claimed “*second content panel*.” Again, nothing in the claim language requires the “*second content panel*” to correspond to the options and items related to the “detailed information” tab. That is just the example described with respect to claim 1. For claims 6, 8, and 14, where the claims do require certain types of information be displayed within the second content panel, the Petition relies on either the “search” or the “favorites” tab from Woods’ modified menu bar. Pet.,

80-89.

IX. Ground 3: The Prior Art Renders Obvious Claims 1-14.

A. A POSITA would have found it obvious for the “options and items” in Woods’ region 1020 to be predetermined panels as evidenced by Machida.

Machida provides additional evidence that it was known to swap panels within a predesignated area based on a change in context. Pet., 90-98. “A POSITA would have found it obvious to implement Woods such that in one context (menu bar indicates “cast”) the user interface displays options and items related to the cast in the form of a first predetermined panel within options region 1020.” Pet., 93-94. “In a different context (menu bar indicates “detailed description”) the user interface displays options and items related to “detailed description” in the form of a second predetermined panel within the same options region 1020.” Pet., 94.

Multimedia responds to this Ground by wrongly treating the proposed combination as a bodily incorporation of Machida’s panels into Woods’ option region 1020. For example, Multimedia argues that “[t]he linear content operation panel and the interactive content operation panel are mutually exclusive” and that Machida’s panels “are very distinct from the function options menu 1020 of Woods’ Figure 10.” Resp., 67. Multimedia also argues that “Options region 1020 does not provide for the playback or navigation of displayed content in media region 1030.” Resp., 68.

But Multimedia misses the point that Machida is relied on for its general teaching of swapping predetermined panels within a predetermined area. Pet., 92. Machida is not relied on for the content or functionality of its panels. Because Multimedia does not refute the Petition's actual positions, they do not refute the obviousness analysis presented in Ground 3.

X. Remaining Claims.

Patent Owner does not specifically address claims 2-3, 5, 9, and 11-13. Rep. 51, 58. These claims are rendered obvious for the reasons outlined in the Petition.

XI. Conclusion

For the foregoing reasons, Multimedia's arguments in its Response should be rejected, and the Challenged Claims should be found unpatentable.

Respectfully submitted,

Dated: December 3, 2024
HAYNES AND BOONE, LLP
2801 N. Harwood St., Suite 2300
Dallas, Texas 75201
Customer No. 27683

/ David L. McCombs /
David L. McCombs
Registration No. 32,271
Lead Counsel for Petitioner

CERTIFICATE OF WORD COUNT

Pursuant to 37 C.F.R. § 42.24(d), Petitioner hereby certifies, in accordance with and reliance on the word count provided by the word-processing system used to prepare this Reply, that the number of words in this paper is 5,457.

/David L. McCombs/

David L. McCombs

Registration No. 32,271

Lead Counsel for Petitioner

CERTIFICATE OF SERVICE

The undersigned certifies that, in accordance with 37 C.F.R. § 42.6(e),
service was made on Multimedia as detailed below.

Date of service December 3, 2024

Manner of service Electronic Mail to: jim@carmichaelip.com,
schreiner@carmichaelip.com,
stevenmcbride@carmichaelip.com,
mitch@carmichaelip.com, chris.gerson@srz.com,
patent@srz.com and
MultiMediaTechnologiesIPRs@carmichaelip.com

Documents served **PETITIONER'S REPLY TO PATENT OWNER'S
RESPONSE; Ex.1013**

Persons served James T. Carmichael
Stephen Schreiner
Stephen McBride
Minghui Yang
CARMICHAEL IP, PLLC
8607 Westwood Center Drive, Suite 270
Tysons, VA 22182

Christopher M. Gerson (*pro hac vice to be filed*)
SCHULTE ROTH & ZABEL LLP
919 Third Avenue
New York, New York 10022

/David L. McCombs/
David L. McCombs
Registration No. 32,271
Lead Counsel for Petitioner