

LG Electronics, Inc.
v.
Multimedia Technologies Pte. Ltd.

Patent Owner Demonstratives
IPR 2024-00352
U.S. Patent No. 9,247,174
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James Carmichael
Steve Schreiner
Mitch Yang
Steve McBride
Carmichael IP, PLLC

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DEMONSTRATIVE EXHIBIT – NOT EVIDENCE

Background of '174 Patent

US09247174B2

(12) **United States Patent**
Sirpal et al.

(10) **Patent No.:** **US 9,247,174 B2**
(45) **Date of Patent:** **Jan. 26, 2016**

(54) **PANEL USER INTERFACE FOR AN INTELLIGENT TELEVISION**

(71) Applicant: **Electronics AB, LLC**, San Jose (CA)

(72) Inventors: **Sanjiv Sirpal**, Oakville (CA);
Mohammed Selim, Oakville (CA);
Saula Corveia Dourado, Oakville (CA);
Alexander de Paz, Burlington (CA)

(73) Assignee: **Electronics AB, LLC**, San Jose, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **13/968,665**

(22) Filed: **Aug. 16, 2013**

(65) **Prior Publication Data**
US 2014/0059605 A1 Feb. 27, 2014

Related U.S. Application Data

(60) Provisional application No. 61/684,672, filed on Aug. 17, 2012, provisional application No. 61/702,650, filed on Sep. 18, 2012, provisional application No. 61/697,710, filed on Sep. 6, 2012, provisional (Continued)

(51) **Int. Cl.**
H04N 5/44 (2011.01)
H04N 21/422 (2011.01)
(Continued)

(52) **U.S. Cl.**
CPC **H04N 5/4401** (2013.01); **G06F 3/047** (2013.01); **G06F 3/0481** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC H04N 1/00408; H04N 1/00419; H04N 1/00429; H04N 21/472; H04N 21/482; H04N 21/4825; G06F 3/048; G06F 17/30873
See application file for complete search history.

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ABSTRACT
An intelligent television and methods for displaying content are disclosed. Specifically, a user may cause an application panel to be displayed, which displays content based on the panel tab selected by the user and the content being actively displayed on the intelligent television; that is, the layout, information, and content of the application panel depends on the content being displayed by the intelligent television. For example, upon receiving a selection from the user, the intelligent television may display one or more items of information that are associated with the content currently being displayed in an active content window. Additionally, the user may select a tab corresponding to specific information about the active content window. As the application panel is used to navigate through various screens in the intelligent television, the application panel itself does not obstruct the user from viewing content displayed on the screen of the intelligent television.

14 Claims, 40 Drawing Sheets

Grounds

Independent claims: Claims 1, 10

- **Ground 1 (§103): Claims 1-14 re Woods**
- **Ground 2 (§103): Claims 6, 8, 14 re Woods and Istvan.**
- **Ground 3 (§103): Claims 1-14 re Woods and Machida**
- **Ground 4 (§103): Claims 6, 8, 14 re Woods, Machida, and Istvan.** Pet., 12.

Grounds	Claims	Basis
#1	1-14	35 U.S.C. § 103 over Woods
#2	6, 8, and 14	35 U.S.C. § 103 over Woods and Istvan
#3	1-14	35 U.S.C. § 103 over Woods and Machida
#4	6, 8, and 14	35 U.S.C. § 103 over Woods, Machida, and Istvan

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

'174 Patent: Claim 1

[1.0] A method for displaying content on a television, comprising:

[1.1] receiving a first input via an input device associated with the television;

[1.2] in response to the first input, displaying, via the television, an application panel interface;

[1.3] determining content currently being shown on the television;

[1.4.1] identifying at least one of a content source and content information **[1.4.2]** associated with the content currently being displayed via the television;

[1.5.1] based on the content and the at least one of the content source and the content information, providing a first content panel in the application panel interface,

[1.5.2] wherein the first content panel is a first type of application panel;

[1.6] receiving a first directional input via the input device associated with the television;

[1.7.1] determining, based on a first direction associated with the first directional input, a second content panel to display via the television in the application panel interface,

[1.7.2] wherein the second content panel is a second type of application panel;

[1.8] retrieving, from memory, a second content information based on the second type of content panel; and

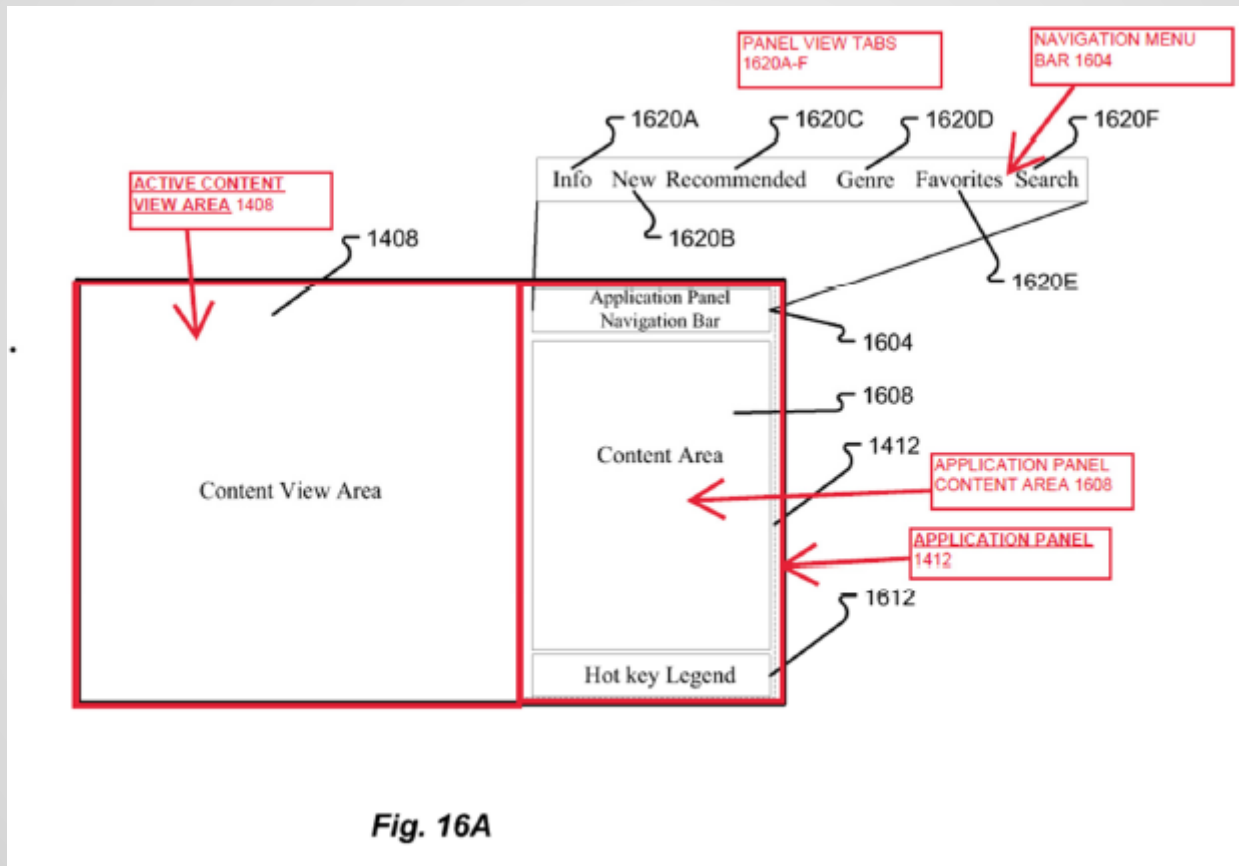
[1.9] displaying, via the television, the second content information in the second content panel.

Ex. 1001 ('174 Patent), Claim 1.

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'174 Patent Invention

Application panel interface 1412 that displays information dependent on content currently displayed in active content area 1408



POR, 4, '174 Patent, Fig. 16A.

'174 Patent Invention

Application panel interface 1412 displays information dependent on content currently-displayed in active content area 1408:

The '174 Patent repeatedly and consistently describes the application panel interface 1412 as **providing content and functionality** that is based on or dependent on the currently-viewed program in the active content area 1408 (all emph. added):

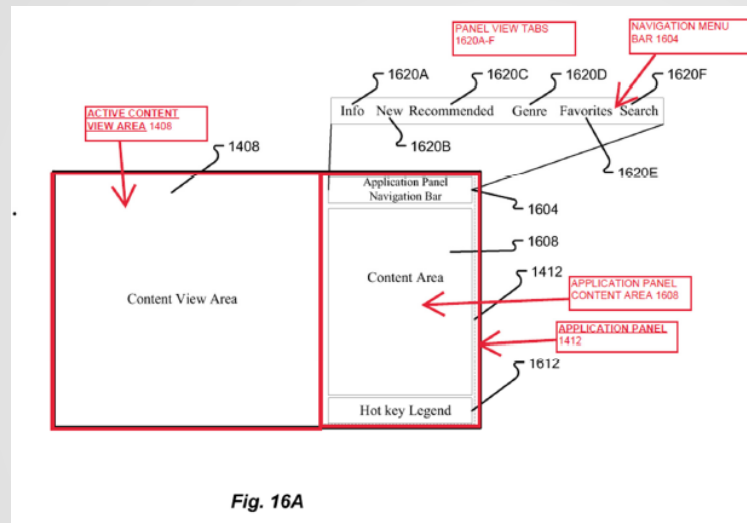
The content displayed in the application panel 1412 depends on the content displayed in content view area 1408. Stated another way, **application panel 1412 is contextually dependent upon the source of content and the content itself** in content view area 1408.

'174 Patent, 32:16-20 (emph. added), 33:1-3, 33:61-63, 37:31-32, 37:50-54, 37:59-61, 38:5-1. Surati Decl., ¶ 52. For example, the application panel interface 1412 may

POR, 3-4.

'174 Patent Invention

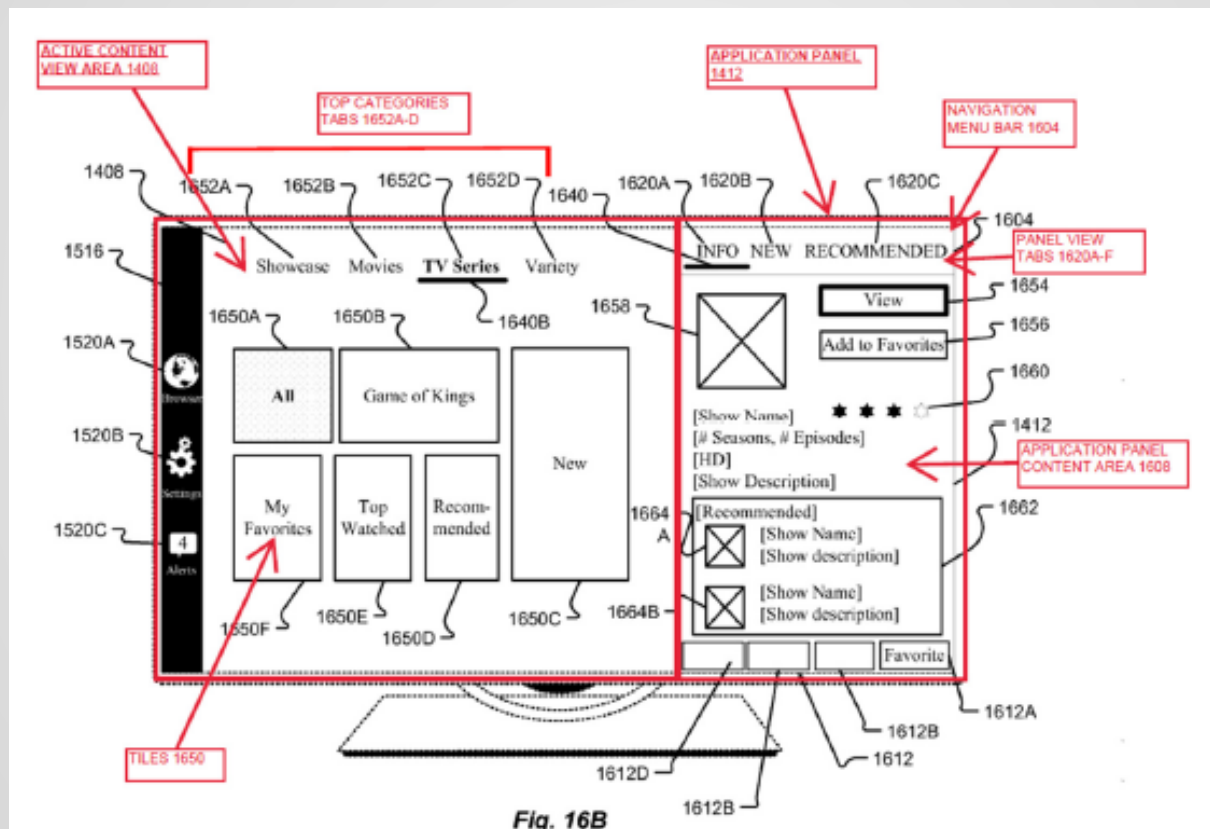
Application panel interface 1412 that displays information dependent on content currently-displayed in active content area 1408



- Navigation bar 1604 with panel view options 1620A-F
- Displays application panel 1412 in multiple panel views: (1) Information panel 1412A, (2) New 1620B, (3) Recommended 1620C, (4) Genre 1620D, (5) Favorites 1620E, and (6) Search 1620F.

'174 Patent Invention

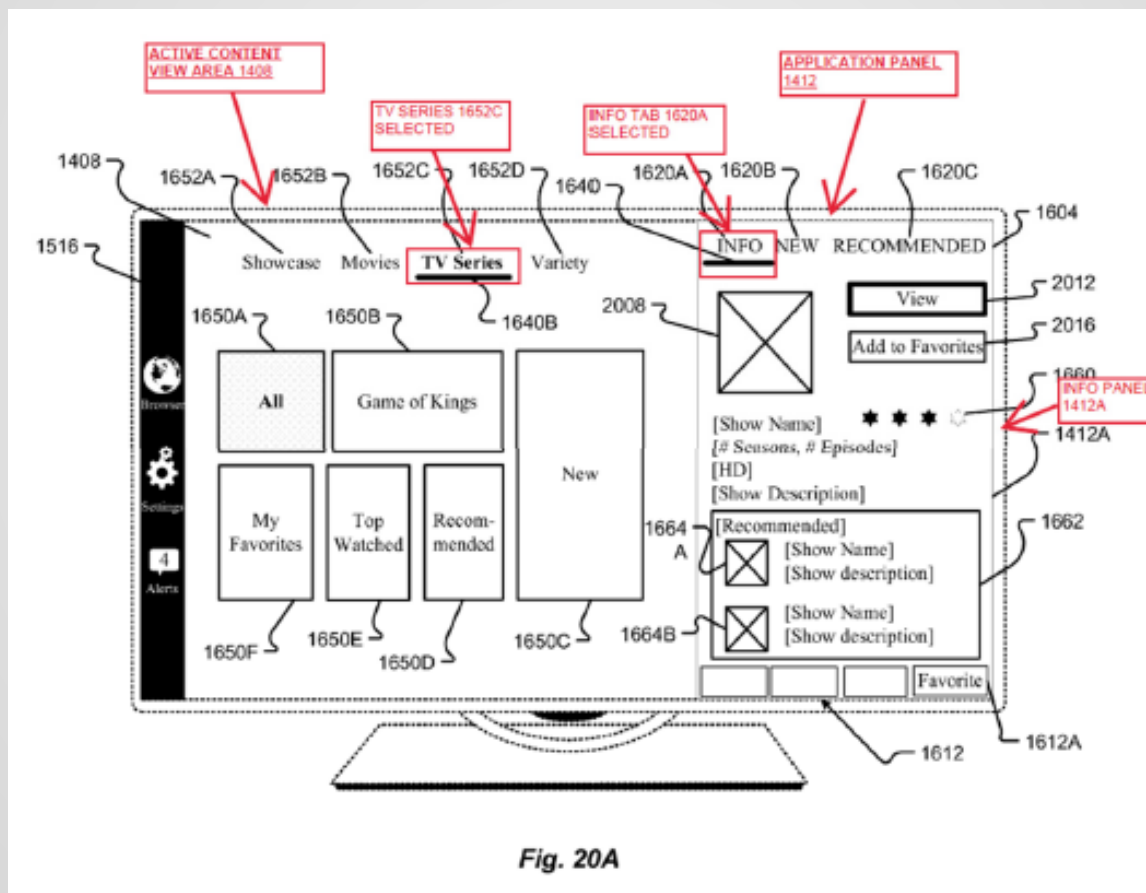
Application panel interface 1412 with detailed active content area 1408



POR, 5-6, '174 Patent, Fig. 16B.

'174 Patent Invention

Application panel interface 1412 with Information panel 1412A when Info 1620A tab is selected

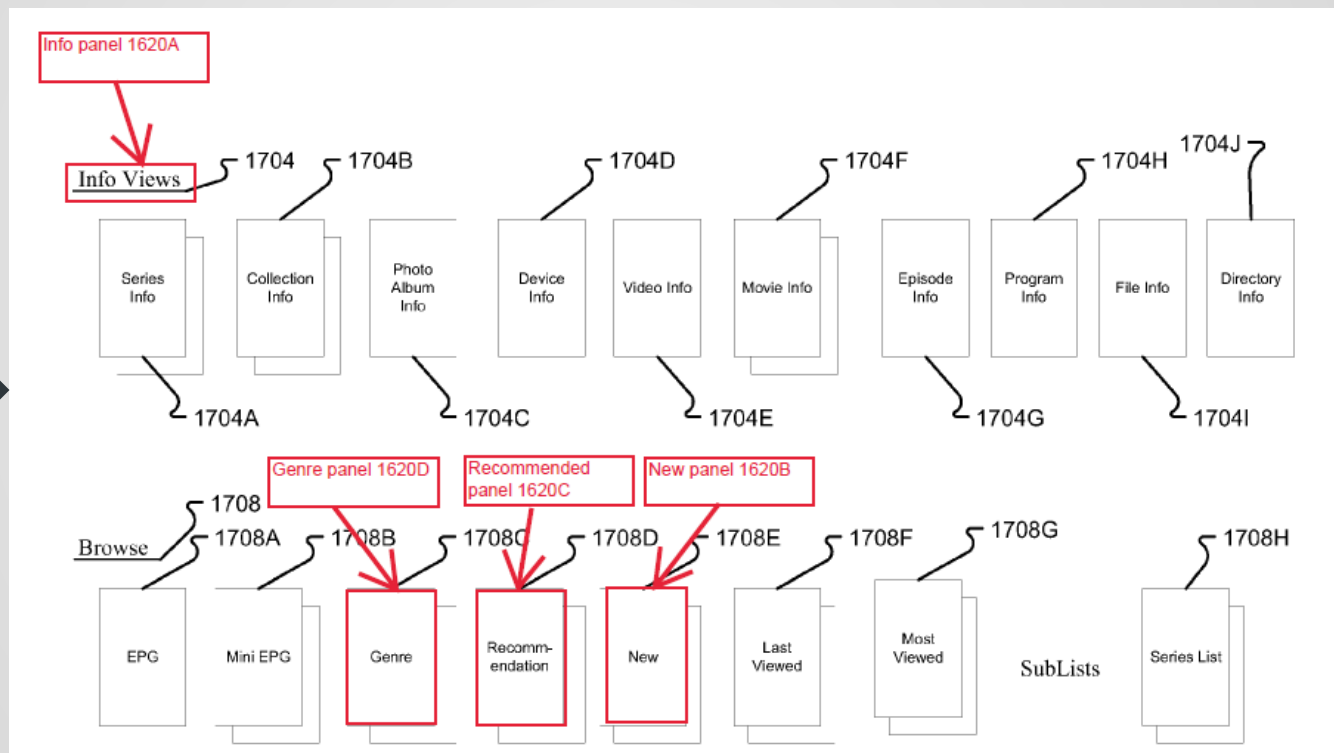


POR, 6-7, '174 Patent, Fig. 20A.

'174 Patent Invention

Information panel 1412A may be presented using different *types* of content panels per Figures 17A-17B

PANEL TYPES



POR, 7-8, '174 Patent, Fig. 17A.

Definition of POSITA

Parties agree on the Definition of the POSITA as of August 2012:

For purposes of this response, the Patent Owner accepts the Petitioner's definition of the POSITA as one who "would have had a bachelor's degree in Electrical Engineering, Software Engineering, or Computer Engineering, or equivalent training, and approximately two years of experience working in the field of television systems and networking, human-computer interaction, or related technologies." Pet, 10; Ex. 1003 [Lippman Decl.], ¶ 19. The Patent Owner and its expert Dr. Surati find that definition to be reasonable. Ex. 2011 [Surati Decl.], ¶¶ 43-

POR, 9-10.

Claim Construction

The Parties agree that no formal claim construction is required:

Patent Owner:

“Patent Owner and its expert, Dr. Rajeev Surati, have applied the ordinary and customary meaning of the claim terms as understood in the context of the ’174 Patent . . . includ[ing] the meaning of ‘application panel interface’ in limitation 1.2.”

POR, 11.

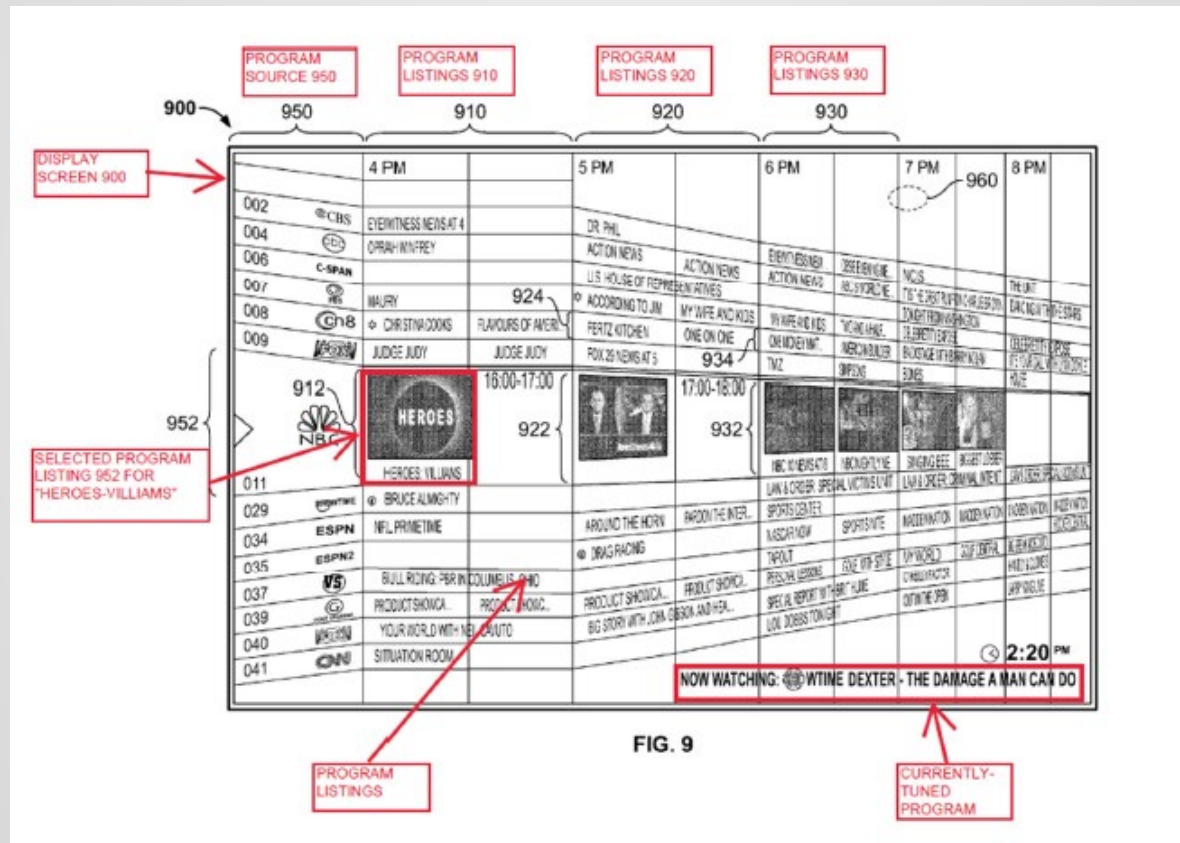
Petitioner:

Applies ordinary and customary meaning. Express constructions provided for “panel” and “at least one” are not material.

Pet, 11.

Woods

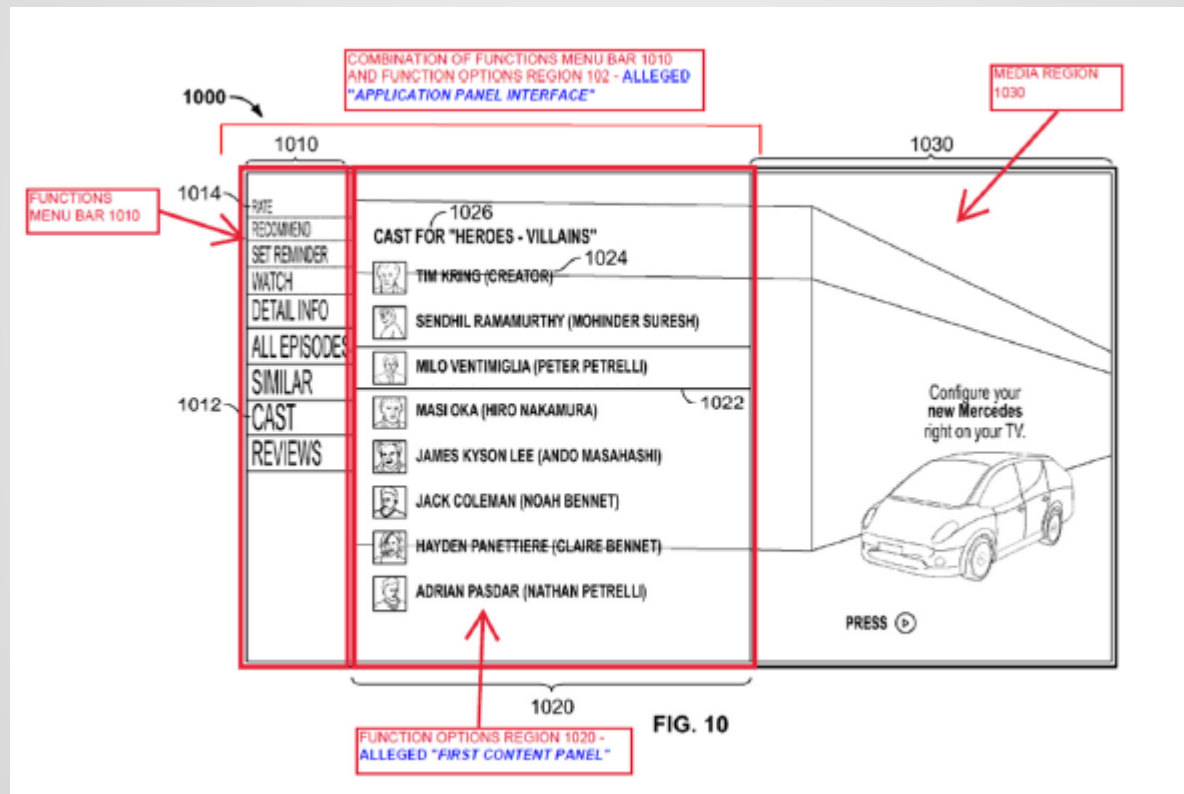
- Media Guidance Application = Interactive Program Guide (IPG)
- Currently-tuned program = Dexter on Showtime
- Selected program listing = Heroes 912



POR, 11-12; Woods, Fig. 9.

Woods

- Select program listing on Fig. 9 → Program-Specific Display of Fig. 10
- Functions menu 1010, Functions option region 1020, Media region 1030



POR 12-13; Woods, Fig. 10.

Woods

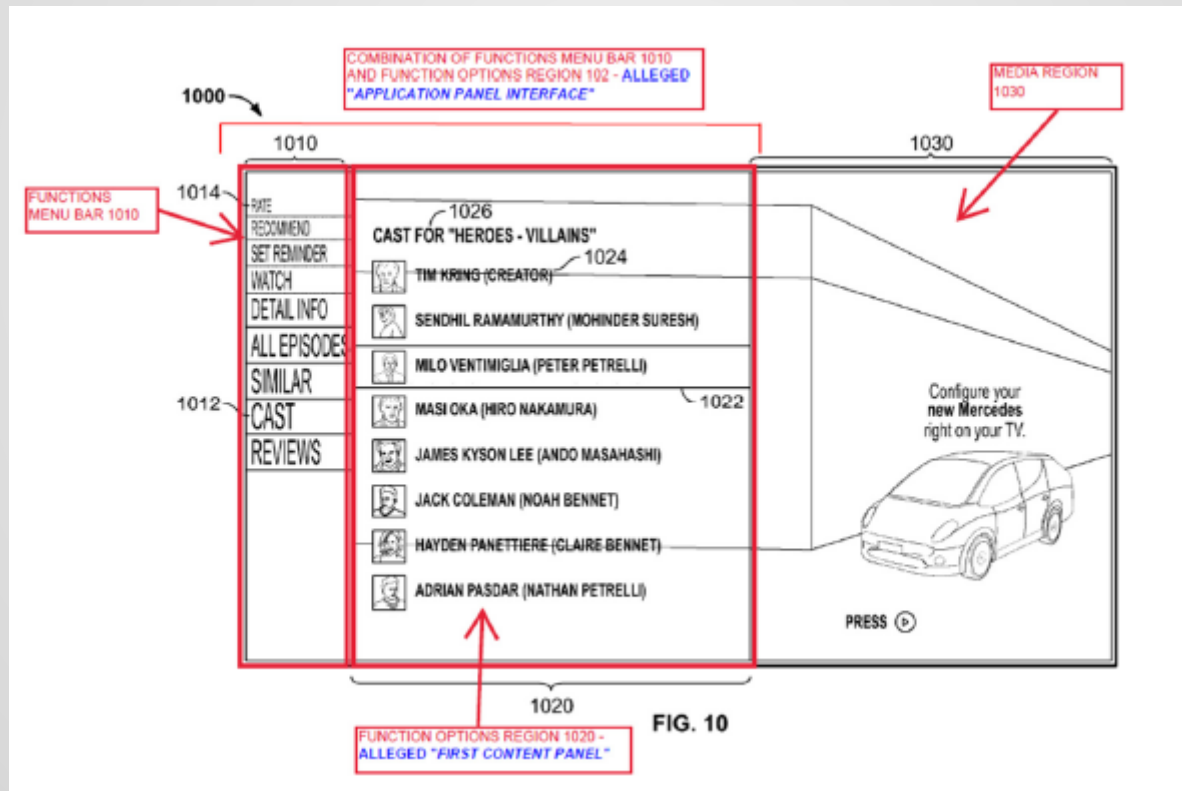
- **Fig. 10: Program-specific display based on selection in Fig. 9.**
- **Functions menu 1010, Functions option region 1020, Media region 1030**

Woods describes the program-specific display of Figure 10 as having “a functions menu bar 1010, function options region 1020 and a media region 1030.” Woods, [0170]. The functions menu bar 1010 displays a “list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9).” Woods, [0171] (emph. added). Woods discloses that the function options region 1020 may display a list of “options or items” based on the selected function (e.g., Cast) in the functions menu bar 1010. [0175]-[0178], [0180]. The media region 1030 may display an advertisement, a video, or a clip or description of the currently-selected program listing. Woods, [0174]. Surati Decl.,

POR, 14.

Woods

- Content in functions option region 1020 is based on selected program listing from Fig. 9 (Heroes 912).
- Not based on content displayed in Media region 1030 (e.g., Mercedes ad).



POR, 14; Woods, Fig. 10.

Ground 1: Woods– Limitation 1.5.1

Woods fails to teach Limitation 1.5.1:

“Based on the [determined] content [1.3] and the [identified] at least one of the content source and the content information [1.4], providing a first content panel in the application panel interface”

POR, 18.

Ground 1: Woods– Limitation 1.5.1

“Application panel interface” displays content that is determined based on currently-displayed program content.

As previously discussed, the Intelligent TV 100 may further include an application panel 1412 as shown in FIG. 16A. The content displayed in the application panel 1412 depends on the content displayed in content view area 1408. Stated another way, application panel 1412 is contextually dependent upon the source of content and the content itself in content view area 1408. This is significantly different from global panel 1404, in which the content displayed in global panel 1404 contains functionality that exists at a system level

POR, 19-20; '174 Patent, 32:16-20.

Ground 1: Woods– Limitation 1.5.1

“Application panel interface” displays content that is determined based on currently-displayed program content.

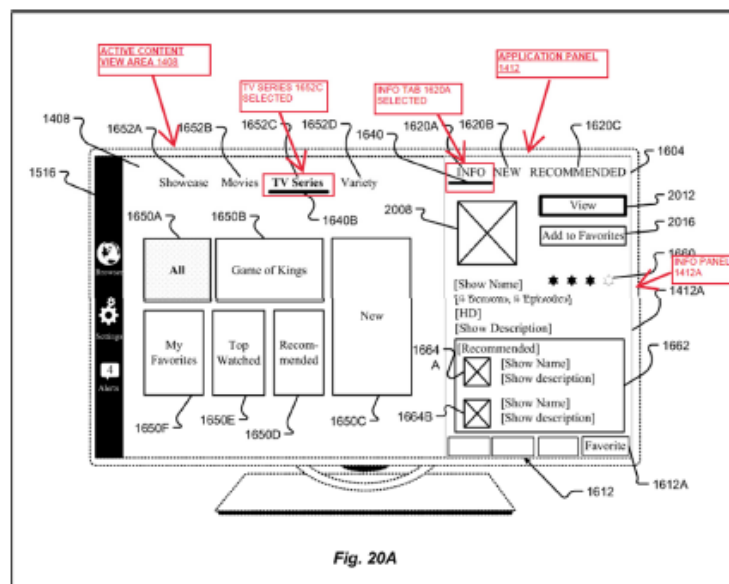
- **Pet’s attempt to rewrite (1) “*providing a first content panel*” that is “based on” the currently-displayed content to (2) providing a first content panel that is “about” the currently-displayed content, is improper.** Reply, 12-13.
- **Pet’s attempted rewrite is contrary to claim language, specification, and unrebutted evidence from PO’s Dr. Surati.**
- **Pet does not cite its expert Dr. Lippman for new “about” construction.**

Sur-reply, 10-11..

Ground 1: Woods– Limitation 1.5.1

Example in '174 Patent: Content in Info panel 1412A (RHS) based on currently-displayed content in area 1408 (LHS):

Figure 20A illustrates the application panel 1412 presented as an Info panel 1412A based on Info panel view 1620A being selected and TV Series 1652C selected in the active content area 1408:



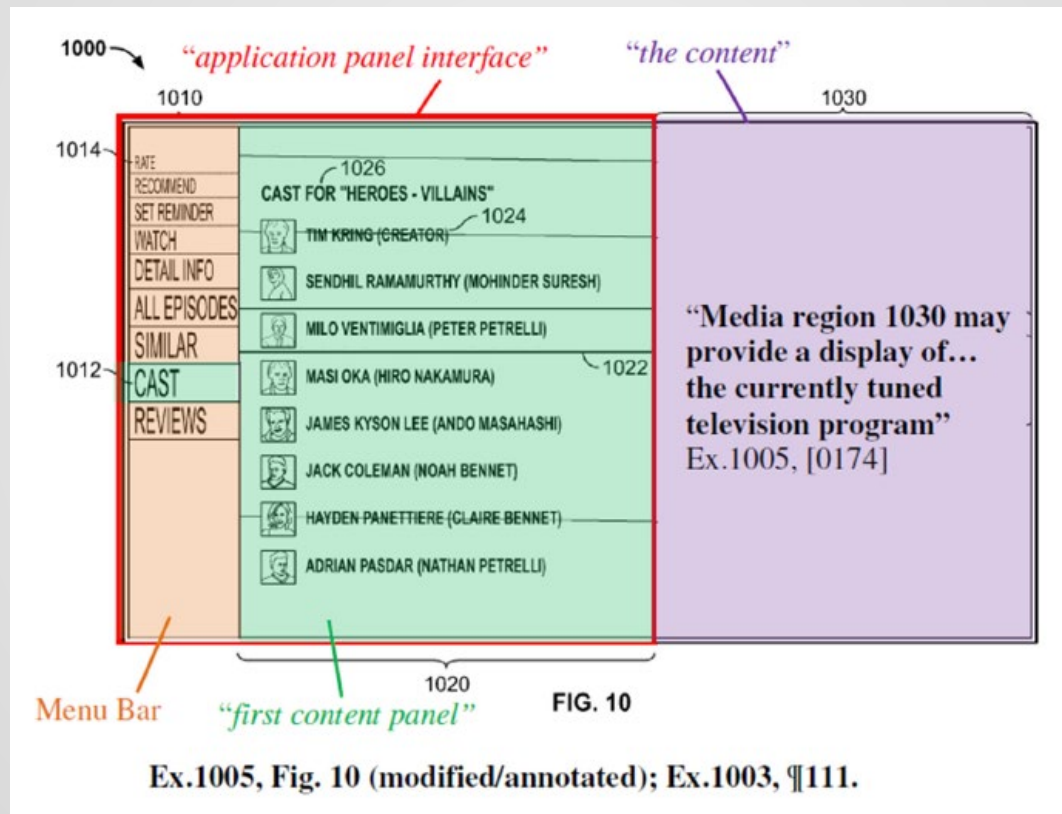
'174 Patent, Fig. 20A (annotated). The Info panel 1412A displays information based

POR, 21; '174 Patent, Fig. 20A.

Ground 1: Woods – Limitation 1.5.1

Petitioner's theory: “*Application panel interface*” is function region 1010 + options region 1020. “*First content panel*” is options region 1020.

Pet., 42-44.

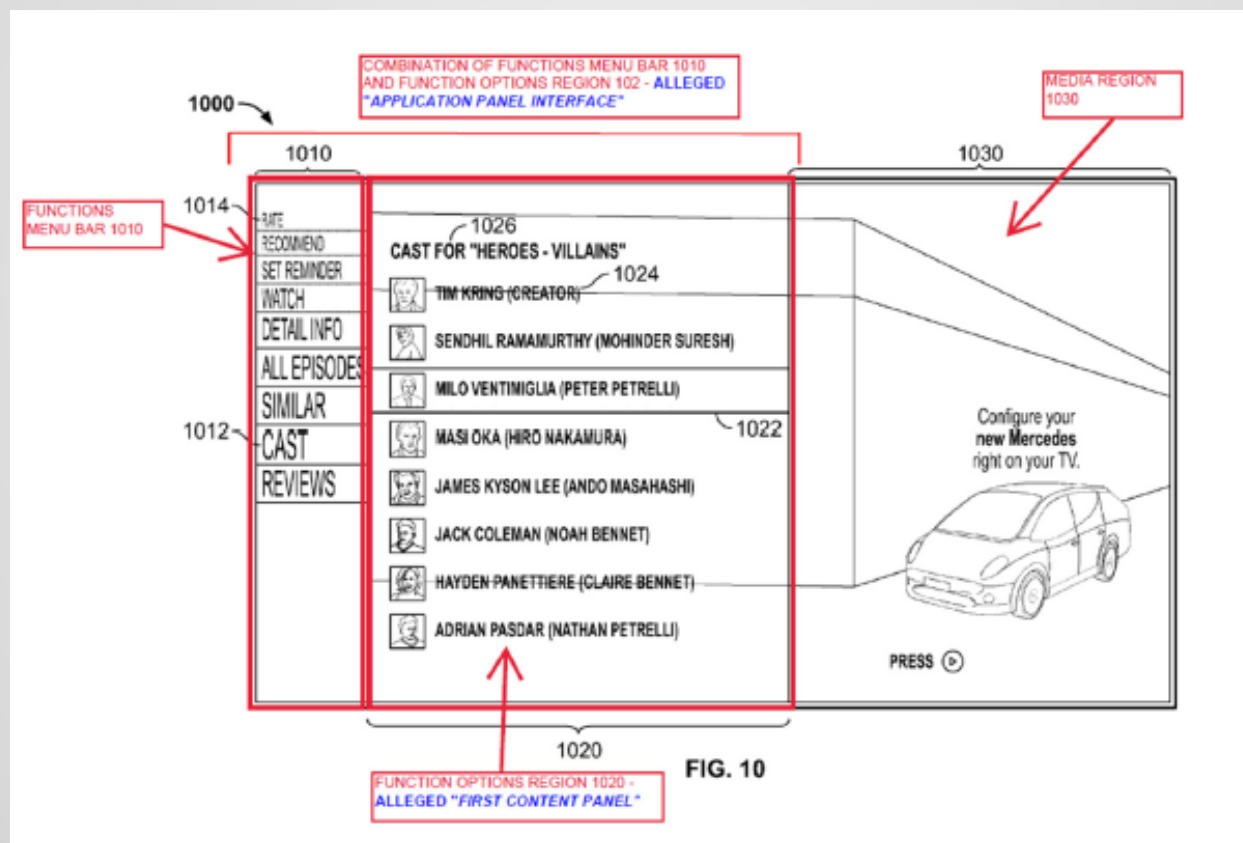


POR, 23-25.

Ground 1: Woods – Limitation 1.5.1

Petitioner's theory: “*Application panel interface*” is function region 1010 + options region 1020. “*First content panel*” is options region 1020.

Pet., 42-44.



POR, 23-25.

Ground 1: Woods – Limitation 1.5.1

Petitioner's theory:

1. ***“Application panel interface”*** = function region 1010 + options region 1020.
2. ***“First content panel”*** = options region 1020.

But Woods does not teach that content in region 1020 is dependent on currently-displayed content in region 1030

- Information in options region 1020 is based on selected program listing from Fig. 9, not currently-displayed content in media region 1030.
- Fig. 10 shows content (list of cast members) for “Heroes” program listing selected in Fig. 9, not Mercedes ad in media region 1030.
- “Options regions 1020 is not based on the currently-displayed content, even if the displayed content happens to correspond to the selected program listing.”

POR, 23-24; Pet., 42-44; Sur-reply, 6-7.

Ground 1: Woods – Limitation 1.5.1

Woods teaches that content in region 1020 is based on selected program listing, not currently-displayed content in region 1030

[0170] FIG. 10 shows an illustrative display screen 1000 of functions corresponding to a selected program listing displayed accordance with an embodiment of the invention. Screen 1000 may include a functions menu bar 1010, function options region 1020 and a media region 1030.

[0171] Functions menu bar 1010 may display of list of indicators of functions associated with the media asset corresponding to the program listing selected from screen 900 (FIG. 9)

[0178] Options or items provided in function options region 1020 when the “cast” function indicator is in focus may include a selectable list of all or most of the cast members that are present in the media asset corresponding to the selected program listing. For example, when the media asset corresponding to the program listing is “Heroes,” a list of the cast members in Heroes may be displayed. The options or

Ground 1: Woods – Limitation 1.5.1

Pet's expert agrees that content in region 1020 is based on selected program listing, not currently-displayed content in region 1030.

5 Q. Is it your understanding that what Figure 10
6 reflects is the user has selected the Heroes tile in
7 Figure 9 and that has taken the user to the display in
8 Figure 10 showing information related to the program
9 Heroes?

10 A. Yes.

11 Q. And in the -- you see there's a region 1030 in
12 Figure 10 on the right-hand side of the user interface?

13 A. Yes.

14 Q. What does that appear to be displaying?

15 A. In that illustration?

16 Q. Yes.

17 A. Something like a Mercedes ad.

POR, 25-26; Ex. 2013, 72:5-17.

Ground 1: Woods – Limitation 1.5.1

Even if media region 1030 is displaying a video clip of Heroes, options region 1020 presents content determined based on the selected program listing from Fig. 9 (program listing for Heroes):

Woods' disclosure in paragraph [0174] does not alter the conclusion. Woods describes that media region 1030 can display an advertisement (like the Mercedes ad), a currently-tuned program, or other video content:

Media region 1030 may provide a display of an advertisement, a video, a clip, the currently tuned television program, icon, image, text or any other suitable media. For example, media region 1030 may provide a video clip or textual description of the media asset corresponding to the program listing selected from screen 900 (FIG. 9) or a media asset selected in accordance with other embodiments of the invention.

Woods, [0174]. A POSITA would readily understand that Woods does not teach or suggest that the content presented in region 1020 is determined based on the content displayed in media region 1030. Media region 1030 could display content related to the selected program listing (e.g., a video clip from Heroes), but the content presented in region 1020 is still based on the selected program listing 912 for Heroes from Fig. 9, not the video clip. Surati Decl., ¶ 148.

POR, 26-27.

Ground 1: Woods – Limitation 1.5.1

Content displayed in options region 1020 is *determined independently* of currently-displayed content in media region 1030—instead, it is “*based on*” the selected program listing.

- Thus, options region 1020 is not a “*first content panel*” based on the currently-displayed content in media region.
- Nowhere does Woods teach that content in region 1020 is determined based on content in region 1030.
- PO’s expert’s testimony on “determined independently” is unrebutted.

149. It is very clear from Woods’ disclosure that the information displayed in region 1020 is determined independently of the currently-viewed content in media region 1030. Nowhere does Woods disclose that the content in region 1020 is determined based on the currently-displayed content in region 1030. Regardless of whether media region 1030 displays an advertisement, a clip from Heroes, or some other content, the content presented in options region 1020 is based on the selected program listing from Figure 9, not what is displayed in media region 1030.

POR, 27; Ex. 2011 (Surati Decl.), 149-151; Sur-reply 7-9.

Ground 1: Woods – Limitation 1.5.1

Content displayed in options region 1020 is *determined independently* of currently-displayed content in media region 1030—instead, it is “*based on*” selected program listing.

The elephant in the room is that the Petitioner and its expert provide *no rebuttal* to the evidence from Dr. Surati that in Woods (1) the options region 1020 is based on the selected program listing, not currently-displayed content in media region 1030, and (2) the options region 1020 is determined independently of any currently-displayed content. See unrebutted Surati Decl., ¶ 149 (“the information displayed in region 1020 is **determined independently** of the currently-viewed content” in Woods; instead, “the content presented in options region 1020 is based on the **selected program listing** from Figure 9.”), 151-152 (same), 166 (functions

Sur-reply 9-10.

Ground 1: Woods – Limitation 1.5.1

Alleged “background knowledge” does not fill the gap in Woods.

- Istvan and Curio allegedly reflect background knowledge of “displaying information about the content currently being viewed by a user.” Pet., 45

1. Background knowledge not tied to claim language: “*providing a first content panel*” in “*application panel interface*” based on “*content currently being displayed.*”

2. No requisite showing that POSITA would combine Woods with alleged background knowledge. *Koninklijke Philips N.V. v. Google LLC*, 948 F.3d 1330, 1337-38 (Fed. Cir. 2020). (Pet disclaims that it is proposing to modify Woods. See Reply, 15). Also, no showing of REOS.

3. POSITA would not modify Woods because purpose of regions 1010/1020 is to present content based on selected program listing in Fig. 9, not to provide content based on currently-displayed content in media region 1030.

POR, 29-31.

Ground 1: Woods– Limitation 1.2

Woods fails to teach Limitation 1.2:

“In response to the first input, displaying, via the television, an application panel interface”

POR, 31.

Ground 1: Woods– Limitation 1.2

“Application panel interface” displays content that is determined based on currently-displayed program content.

The '174 Patent specification repeatedly and consistently describes an “application panel interface” as a panel interface that provides information that is determined based on currently-displayed program content. See '174 Patent, Figs. 16A-16C. For example, the '174 Patent discloses (all emph. added):

The content displayed in the application panel 1412 depends on the content displayed in content view area 1408. Stated another way, application panel 1412 is contextually dependent upon the source of content and the content itself in content view area 1408.

'174 Patent, 32:16-20.

The [application] panel content area [1608] is also active content area specific ...

'174 Patent, 33:1-3.

Application panel 1412 may then display context specific information corresponding to the active content area 1408.

'174 Patent, 33:61-63.

The information panel [1412A] provides the user with information related to the current active review.

'174 Patent, 37:31-32.

POR, 32-33; Sur-reply, 1-2; '174 Patent.

Ground 1: Woods– Limitation 1.2

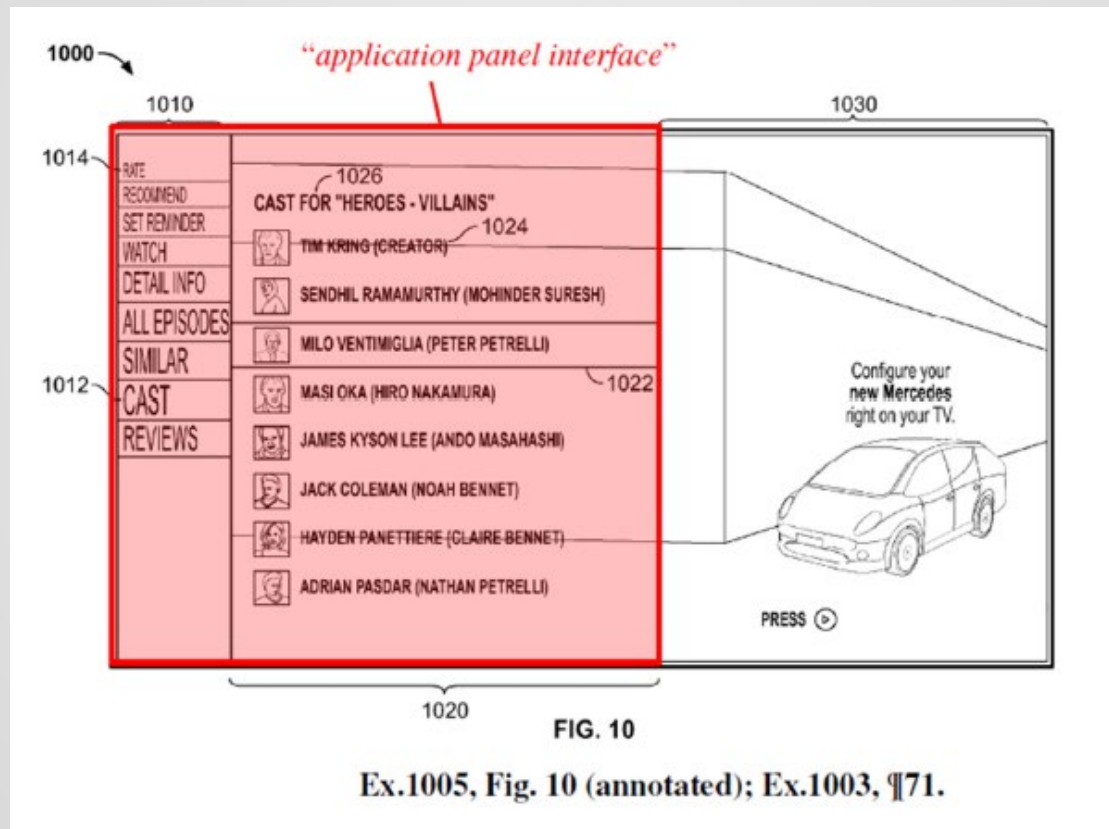
“Application panel interface” displays content that is determined based on currently-displayed program content.

- **Repeated, consistent characterization of “*application panel*” in ’174 Patent specification.**
- **Need not be an “explicit definition,” as Pet argues.** See Reply, 7.
- **Pet does not dispute multiple citations to specification provided by PO or the governing case law. See, e.g., *Phillips v. AWH*, 415 F.3d 1303, 1315, 1321 (Fed. Cir. 2005); *GPNE v. Apple*, 830 F.3d 1365, 1370 (1370).**

POR, 32-33; Sur-reply, 1-3; ’174 Patent.

Ground 1: Woods – Limitation 1.2

Petitioner's theory: “*Application panel interface*” = Woods function region 1010 + options region 1020.



POR, 34-37; Pet., 24, Woods, Fig 10.

Ground 1: Woods – Limitation 1.2

Petitioner's theory: *“Application panel interface”* = Woods function region 1010 + options region 1020.

But Pet has admitted multiple times that function region 1010/options region 1020 are determined based on selected program listing, not currently-displayed content:

- **“[I]n response to the user selecting the program listing corresponding to ‘Heroes’ ... the television displays screen 1000 with functions menu bar 1010 and function options region 1020.** Pet., 23; Lippman Decl., 71 (same).
- **“Woods discloses that in response to the user’s input command to select a program listing ... displaying, via the television, a functions menu bar 1010 and a function options region 1020.”** Pet., 24; Lippman Decl., 74.
- **“Figure 10’s functions menu bar 1010 and options region 1020 correspond to the ‘program listing’ selected from Figure 9.”** Reply, 8.

POR, 34-37; Pet., 24, Sur-reply, 3; Woods, Fig 10.

Ground 1: Woods – Limitation 1.2

Petitioner's theory: “*Application panel interface*” = Woods function region 1010 + options region 1020.

PO's expert: Function region 1010/options region 1020 are determined *independently* of currently-displayed content in media region 1030.
Does not meet 1.2.

The function region 1010 and options region 1020 are not determined based on the currently-displayed content in media region 1030 (e.g., Mercedes advertisement). Woods, Fig. 10. Woods instead teaches that the information in function region 1010 and options region 1020 is determined independently of any currently-displayed content in media region 1030. For this reason and the reasons set forth in Section VIII.B.2, *supra*, Woods does not teach or suggest an “*application panel interface*” providing information that is determined based on currently-displayed program content in media region 1030 pursuant to limitation 1.2. Surati Decl., ¶ 167.

POR, 36; Pet., 26, Sur-reply, 4; Woods, Figs. 9-10.

Ground 1: Woods – Limitation 1.2

Petitioner's theory on Reply: Woods function menu 1010/options region 1020 are “analogous” to Figure 16A of '174 Patent.

Response:

- Improper to compare prior art to specification instead of comparing prior art to the patent claim.
- Even so, Fig. 16A of '174 Patent provides that content in application panel 1412 is based on currently-displayed content in content area 1408.
- In Woods Fig. 10, function region 1010/options region 1020 are not determined based on currently-displayed content in media region 1030. It is not based on currently-displayed content per 1.2.

Sur-reply, 4-5.

Ground 1: Woods – Limitation 1.2

Petitioner's theories on Reply:

1. Woods describes that when program guide of Fig. 9 is opened, the program listing for currently-tuned program may be highlighted.
2. Woods discloses that media region 1030 may display currently-tuned program.

Reply, 8.

Response:

1. Off-point because Pet's theory is based on selected-program-listing display of Figure 10—not interactive program guide of Figure 10 of Woods—having alleged “*application panel interface.*”
2. Woods discloses that function region 1010/options region 1020 determined based on selected program listing from Fig. 10; are independent of content displayed in media region 1030

Sur-reply, 4-5.

Ground 1: Woods– Limitations 1.5/1.7

Woods fails to teach Limitations 1.5 and 1.7:

“a first content panel in the application panel interface [that] is a first type of application panel” and

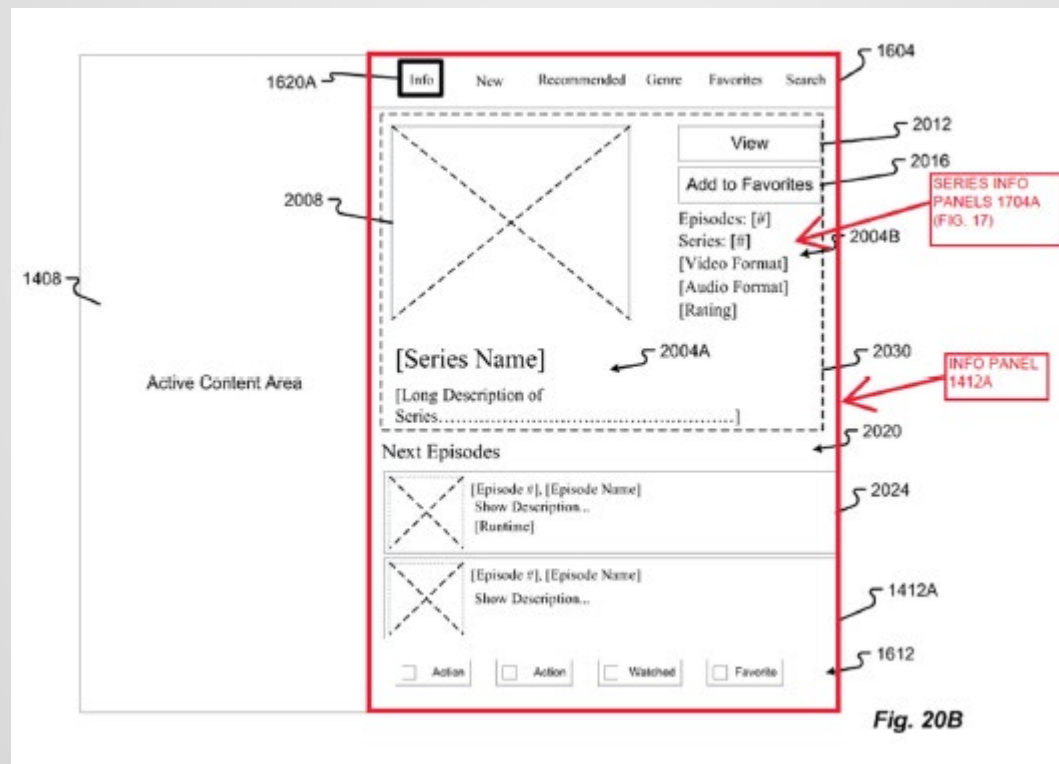
“a second content panel ... in the application panel interface [that] is a second type of application panel.”

POR, 39.

Ground 1: Woods– Limitations 1.5/1.7

Disclosure in '174 Patent:

User may select panel view via user navigation tabs 1620A-1620F, resulting in panel view using a selected “type of panel” per Figs. 17A-17B:

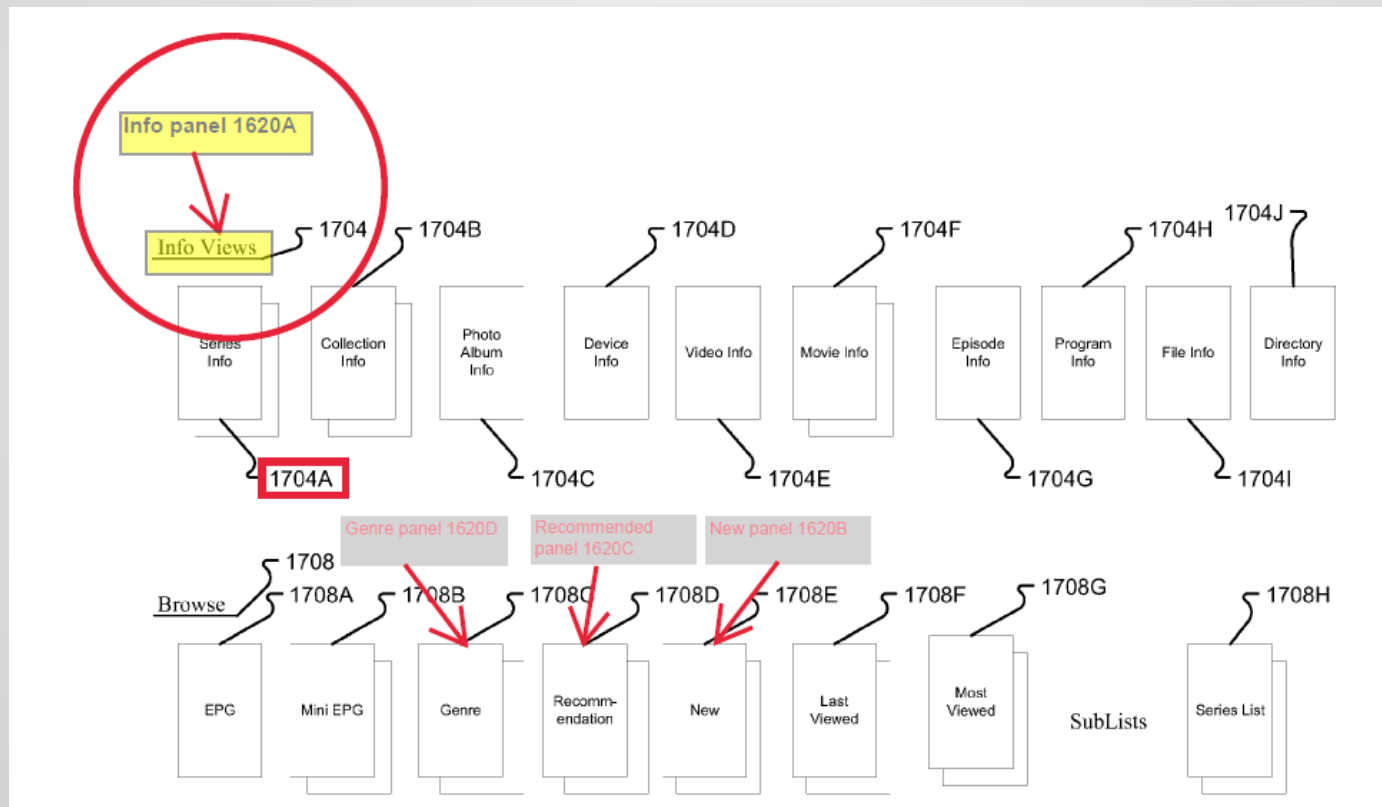


POR, 39-40; '174 Patent, Fig. 20B.

Ground 1: Woods– Limitations 1.5/1.7

Disclosure in '174 Patent:

User may select panel view via user navigation tabs 1620A-1620F, resulting in panel view using a selected “type of panel” like 1704A:



POR, 39-40; '174 Patent, Fig. 17A.

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Ground 1: Woods – Limitations 1.5/1.7

Petitioner's theory:

“First content panel [of] a first type of application panel” is Woods options region 1020 when Cast function is selected in function menu 1010.

“Second content panel [of] a second type of application panel” is options region 1020 when Detailed Info function is selected. Pet., 45-50.

- Same options panel 1020 displayed with 2 different sets of data. Not two different ***“type[s] of application panel”*** per 1.5/1.7.
- Woods: “the list of options or items displayed in function options region 1020 may change or be updated as each indicator of the function is brought into focus. Woods, [0175].
- Single type of content panel displaying different sets of data, not two types of content panel per 1.5/1.7.

POR, 42-43; Sur-reply, 14.

Ground 1: Woods – Limitations 1.5/1.7

Petitioner's theory: Relies on single content panel (options 1020) displaying different sets of information, not two different types of content panels per 1.5/1.7.

Petitioner's expert agreed:

1	Q.	Right. So as the user moves from one tab to
2		another in functions bar 1010, the region 1020 is going
3		to display different information.
4		Is that correct?
5	A.	It is going to display different information.

POR, 42-43; Ex. 2013, 1-5.

Ground 1: Woods – Limitations 1.5/1.7

Petitioner's theory: Options region 1020 with Cast info is “*first content panel [that] is a first type of application panel*” and Options region with Detail info is “*second content panel [that] is a second type of application panel.*”

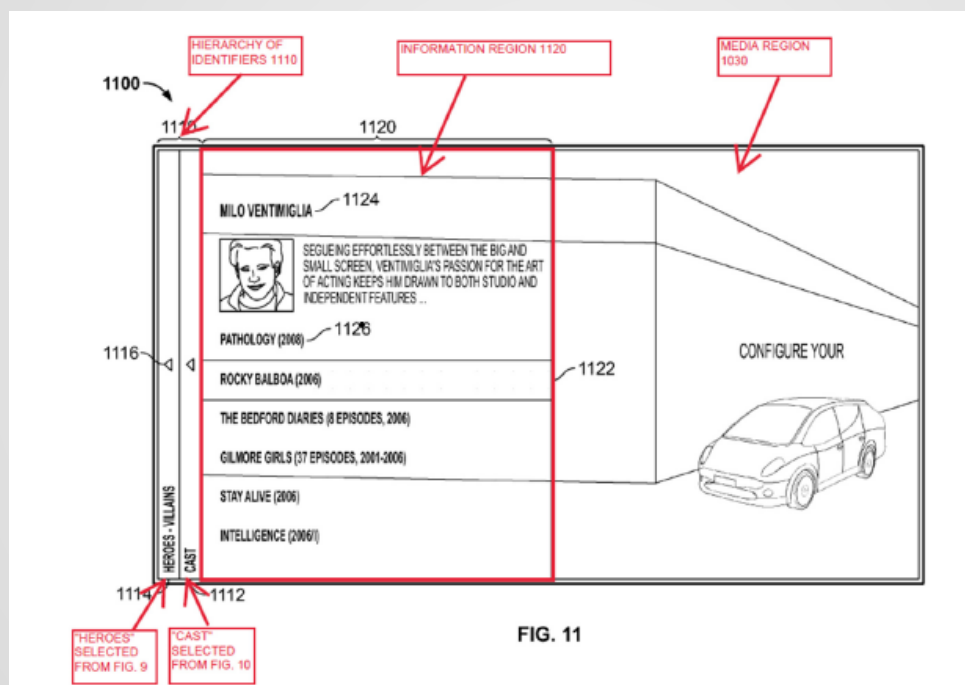
Problem: Reads out limitations 1.8-1.9

- “*retrieving, from memory, a second content information based on the second type of content panel*” (1.8) and “*displaying ... the second content information in the second content panel*” (1.9).
- Pet argues that display of Detail info in Woods options 1020 meets limitation 1.7 and the display of same info meets limitations 1.8-1.9.
- Reads limitations 1.8-1.9 out of claim.

Sur-reply, 15-16.

Ground 1: Woods – Limitations 1.5/1.7

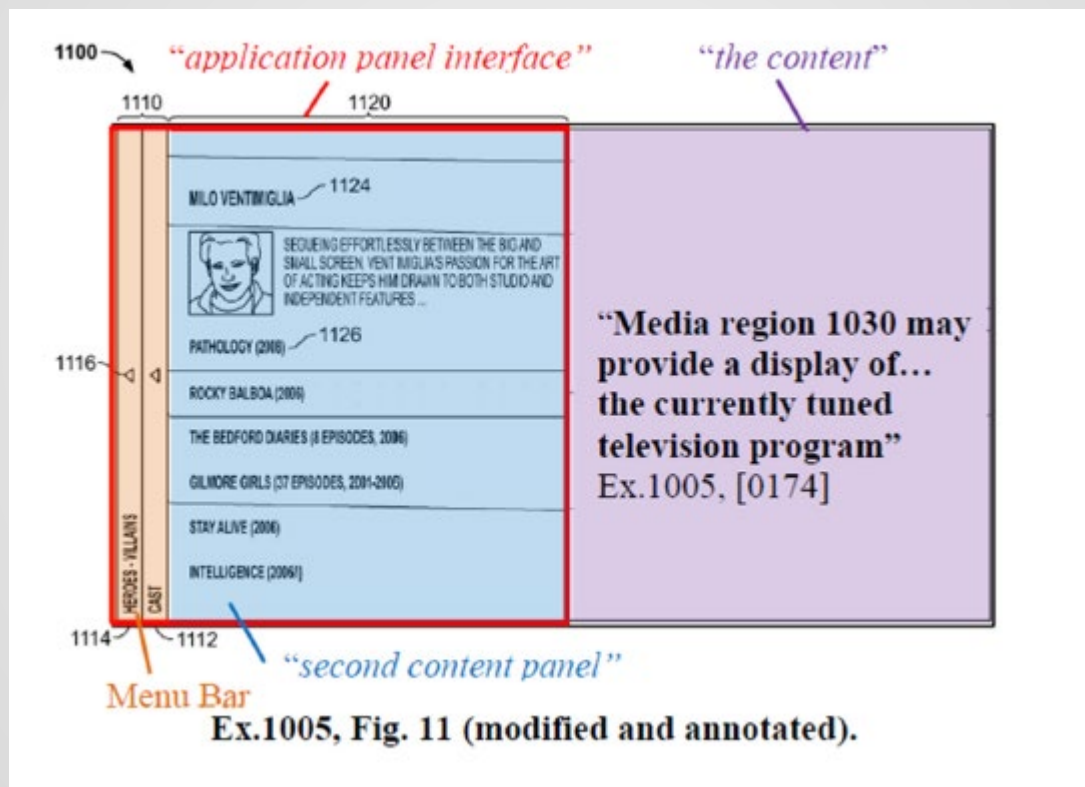
Petitioner's back-up theory: “*First type of application panel*” is 1020 in Fig. 10, “*Second type of application panel*” is information region 1120 in Fig. 11.



POR, 44-45; Pet., 51-52; Woods, Figs. 10-11.

Ground 1: Woods – Limitations 1.5/1.7

Petitioner's back-up theory: “*First type of application panel*” is 1020 in Fig. 10, “*Second type of application panel*” is information region 1120 in Fig. 11.



POR, 44-45; Pet., 51; Woods, Fig. 11.

Ground 1: Woods – Limitations 1.5/1.7

Petitioner's back-up theory: “*First type of application panel*” is 1020 in Fig. 10, “*Second type of application panel*” is information region 1120 in Fig. 11.

Claim 1: First type of application panel is provided “*in the application panel interface.*” Second type of application panel is provided “*in the application panel interface.*”

- **Back-up argument:** Has different alleged application panel interfaces (Fig. 10 v. Fig. 11), so alleged first and second content panels are not presented in same application panel interface.

Petitioner's alterative argument does not meet the requirement that the first content panel of a first panel type and the second content panel of a second panel type are presented in the same “*application panel interface.*” Surati Decl., ¶¶ 192-

POR, 46-47.

Ground 1: Woods– Limitation 1.7

Woods fails to teach Limitation 1.7:

“determining . . . a second content panel [that is] a second type of application panel” in response to user input.

POR, 48.

Ground 1: Woods – Limitation 1.7

Petitioner's theory:

User input per 1.6 is user selecting Detail Info at functions menu 1010. Pet., 48.

Second content panel of a second type is options region 1020 when Detail Info function is selected.

Pet., 48-51.

The Petitioner states:

For example, in the context of [1.5.1], functions options region 1020 had first list of options or items (*“first content panel”*) that facilitated the presentation of “cast” type of information. In the context of the present [1.7.1], a POSITA would have understood that the functions options region 1020 **changes** to a second list of options or items (*“second content panel”*) displayed within region 1020 that facilitate the presentation of “detailed description” type of information.

Pet., 49 (original emph.).

POR, 48; Pet., 49.

Ground 1: Woods – Limitation 1.7

Petitioner's theory: Second content panel of a second type is options region 1020 when Detail Info function is selected to display detailed information in options region 1020.

- First, user selects Cast for first content panel displayed via options region 1020. Next, when user selects Detail Info, the options region 1020 is already displayed.
- Thus, “*second content panel [that] is a second type of application panel*” is not “*determined based on the [user input]*” because options region was already present prior to user input.
- Pet's theory that options region 1020 displaying different information is second content panel conflates “*determining*” step of 1.7 with “*retrieving*”/“*displaying . . . second content information*” steps 1.8-1.9.
- Limitation 1.7 not satisfied.

POR, 49-50.

Ground 1: Woods – Claim 4

Woods fails to teach Claim 4

“retrieving a second directional input via the input device” (4.1)

“determining, based on . . . the second directional input, a third content panel to display via the television” (4.2)

POR, 51-52.

Ground 1: Woods – Claim 4

Petitioner's theory:

***“Third content panel”* is options region 1020 after Reviews is selected in function menu 1010.** Pet., 65-66.

- **No determination of third content panel per Claim 4 because same option region 1020 panel is used.**
- **Back-up argument based on Information region 1120 in Figure 11 fails because different application panel interface.**

POR, 52-53.

Ground 1: Woods – Claim 6

Woods fails to teach Claim 6

“wherein the second content information comprises information associated with TV series episode content information”

Petitioner’s theory:

Second content panel is options region 1020 with detailed information after user selects Detail Info in function menu 1010.

- Options region with Detail Info does not include favorites.
- Proposed modification of Woods function menu 1010 to include favorites option does not make sense because function menu 1010 is program-specific, whereas favorites option is system-level function.

POR, 53-55.

Ground 1: Woods – Claim 8

Woods fails to teach Claim 8

“wherein the second type of content panel is a search panel”

Petitioner’s theory:

Second content panel is options region 1020 with detailed information. But Detail Info does not include search panel.

- Pet refers to different embodiment in Woods, Figure 8, that is system-level program guide including Search option.
- No motivation to combine established to modify Figure 10 of Woods (program-specific display) by Figure 8 of Woods (system-level display).
- No showing of REOS by Petitioner to modify Figure 10 by Figure 8.

POR, 57-58.

Ground 2: Woods & Istvan – Claims 6, 8

Wood and Istvan fail to teach Claims 6 and 8:

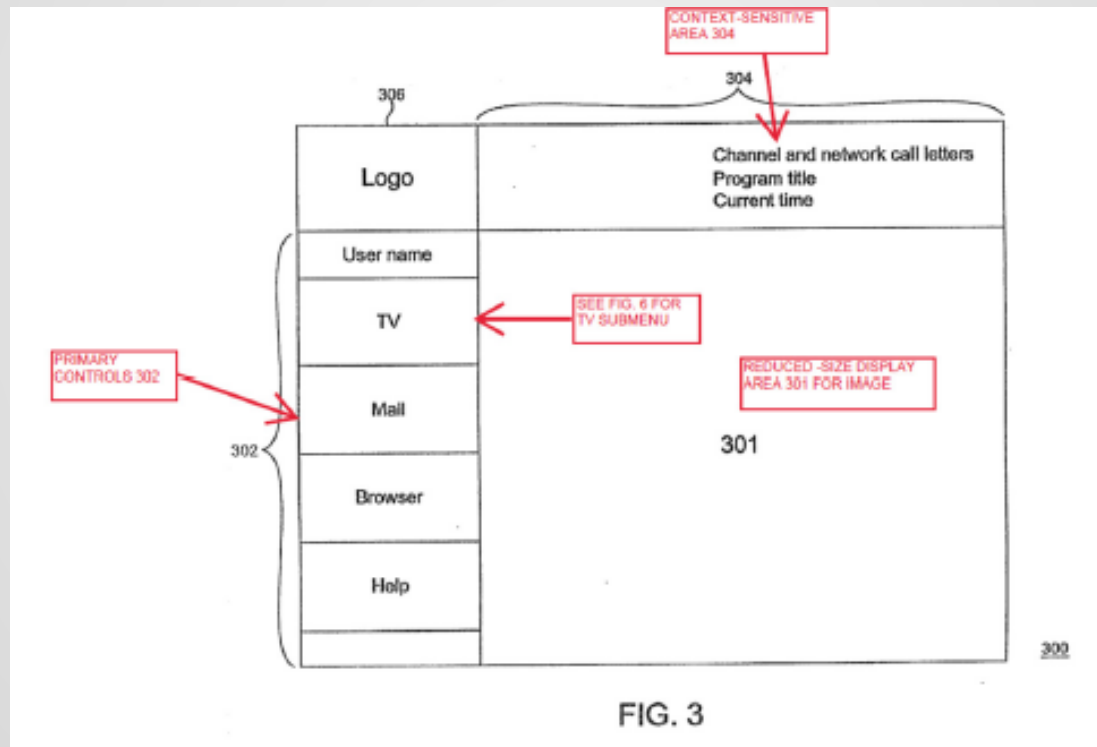
“wherein the second content information comprises information associated with the content information marked as favorite” (Claim 6)

“wherein the second type of content panel is a search panel” (Claim 8)

POR, 58, 60.

Istvan – Fig. 3

- Display with primary controls 302 providing system-level functions, not program-specific functions
- Selection of “TV” leads to TV submenu of Fig. 6



POR, 15-16, 59; Istvan, Fig. 3.

Istvan – Fig. 6

- Selection of “TV” in Fig. 3 leads to TV submenu 602 of Fig. 6.
- TV submenu including Favorites, etc. is system-level, not program-specific

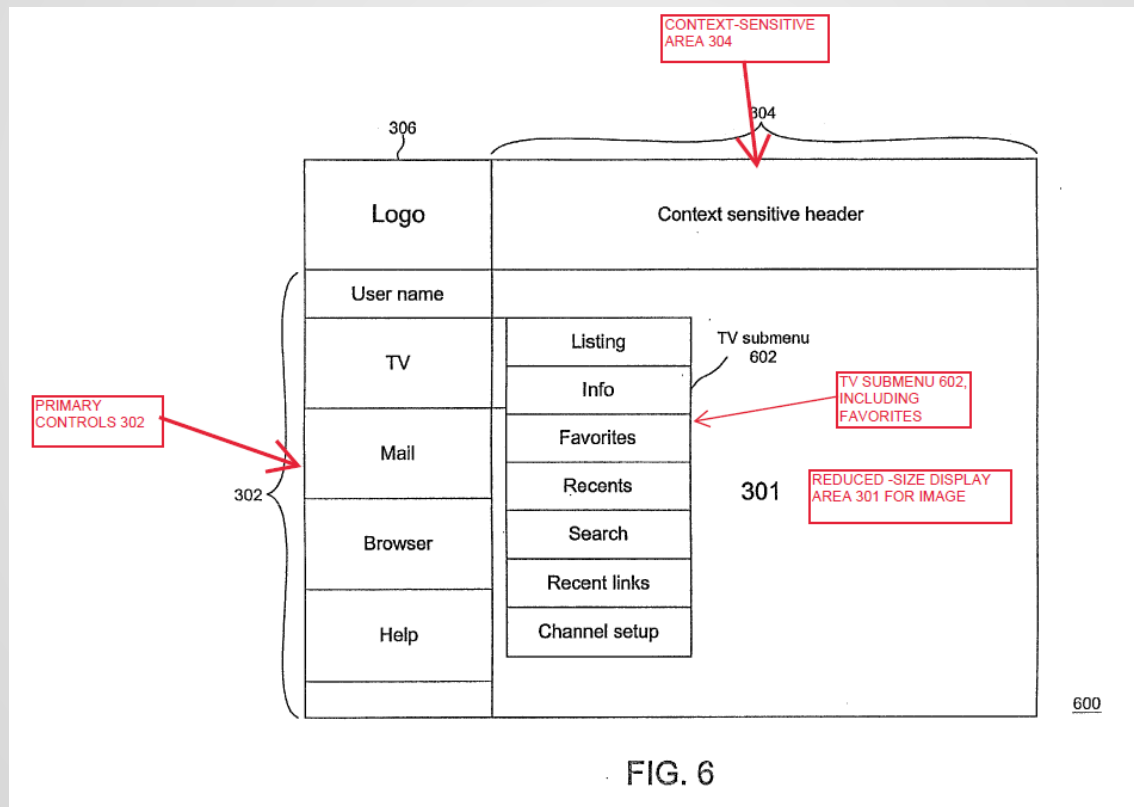


FIG. 6

POR, 16, 60; Istvan, Fig. 4.

Ground 2: Woods & Istvan – Claims 6, 8

Petitioner's theory:

1. ***“Second content panel”* for Cl. 1 = options region 1020 with Detail Info.
Problem: No favorites (Cl. 6) or search window (Cl. 8).** Pet., 49-50.
2. **Proposal to modify Woods function menu 1010 to include Favorites function and Search function.** Pet., 60-61; Pet., 83-85.

But:

- Pet is improperly changing its theory that ***“second content panel”*** is Detail Info in options region 1020—for Claim 1—to Favorites info (Cl. 6) or Search window (Cl. 8) in options region 1020.
- ***“Second content panel”* for Claim 1 must be same for Claims 6 and 8.**
- POSITA would not modify Woods' function menu 1010—which is program-specific—to include system-level Favorites function or system level Search function. Woods Fig. 10 is program-specific user interface.

POR, 61-63.

Ground 2: Woods & Istvan – Claims 6, 8

Petitioner's new theory on reply:

“Second content panel” = options region 1020 populated with any information based on selecting any function in function menu 1010.

But:

- Pet is improperly changing its theory that ***“second content panel”*** is Detail Info in options region 1020.
- Improper new theory not presented in Petition.

Sur-reply, 22-23.

Ground 3: Woods & Machida – Claims 1-14

Why Ground 3?

Preemptively address argument that “*first content panel*” and “*second content panel*” of Claim 1 must be “predetermined.”

Pet., 90.

Board found that Machida is cumulative of Woods.

DI, 37.

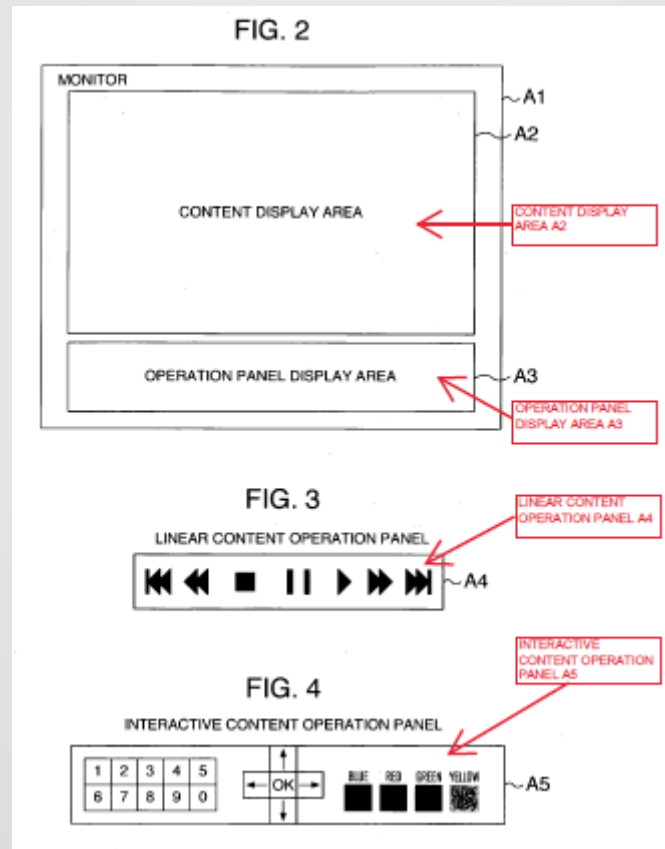
PO has not asserted that “*first content panel*” and “*second content panel*” must be predetermined.

Claim 1 patentable for same reasons as Ground 1 – Limitations 1.2 and 1.5/1.7 not satisfied.

POR, 64-65.

Machida – Fig. 2

- Digital content media player with playback control area A3
- Switchable panel for playback: A4 linear content panel or A5 interactive content panel



POR, 16-17, 65-66; Machida, Figs. 2-4.

Machida re Claim 1

- Machida: Switch between playback panels for A3 (A4 linear content panel or A5 interactive content panel) based on detection of incoming data.
- Alleged “*content panel[s]*” of Machida provide function of providing playback/navigation of content, in contrast to Woods option region 1020 providing function of providing descriptive information of a program.
- Woods option region 1020 provides information about selected program listing, whereas Machida plays back a program.
- POSITA would not apply Machida’s teaching on playback of content to Woods options region for providing descriptive information on selected program listing.
- Woods options region 1020 does not provide for playback of content.

POR, 67-69; Sur-reply, 24.

Ground 4: Woods, Machida, & Istvan – Claims 6, 8

Claims 6 and 8:

“wherein the second content information comprises information associated with the content information marked as favorite” (Claim 6)

“wherein the second type of content panel is a search panel” (Claim 8)

Petitioner’s argument:

Same as Ground 2 (Woods & Istvan), adding in analysis for Ground 3 (Machida) for independent claims.

Pet., 98.

- **Claims 6 and 8 patentable for same reasons as Ground 2 and Ground 3.**

POR, 69.

Questions

Further Questions?