UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG DISPLAY CO., LTD.

Petitioner,

v.

PICTIVA DISPLAYS INTERNATIONAL LTD.,

Patent Owner.

Case No. IPR2024-01222
Patent No. 6,949,389

PATENT OWNER PICTIVA DISPLAYS INTERNATIONAL'S UPDATED MANDATORY NOTICE PURSUANT TO 37 C.F.R. § 42.8

Pursuant to 37 C.F.R. 42.8, Patent Owner Pictiva Displays International Ltd. hereby submits the following updated Notice.

I. REAL PARTY-IN-INTEREST (Unchanged)

The real-party-in-interest is Pictiva Displays International Ltd. ("Pictiva"), the owner of U.S. Patent No. 6,949,389 ("the '389 patent"). Pictiva is a subsidiary of Key Patent Innovations Limited ("KPI"). KPI is a wholly-owned subsidiary of New PP Licensing, LLC.

II. RELATED MATTERS (Changed)

The Patent Owner identifies the following pending matters that may be deemed related pursuant to 37 C.F.R. § 42.8(b)(2):

- *Pictiva Displays International Ltd. v. Samsung Electronics Co., Ltd.*, Case No. 2:23-cv-00495 (E.D. Tex.);
    - Memorandum Claim Construction Opinion and Order, Docket No. 397 in *Pictiva Displays International Limited v. Samsung Electronics Co., Ltd. et al.*, Case No. 2:23-cv-00495-JRG (E.D. Tex.), issued June 27, 2025, is being submitted as EX2048;
- *Pictiva Displays International Ltd. v. Samsung Electronics Co., Ltd.*, Case No. 2:24-cv-00532 (E.D. Tex.); and
- Samsung Display Co., Ltd. also currently filed IPR2024-01223 against the '389 patent.

III. Lead and Back-Up Counsel (Unchanged)

Lead Counsel	Back-up Counsel
Hong Annita Zhong (Reg. No. 66,530) IRELL & MANELLA LLP 1800 Avenue of the Stars, Suite 900 Los Angeles, California 90067 Telephone: (310) 277-1010 Facsimile: (310) 203-7199 hzhong@irell.com PictivaIPR@irell.com	Rebecca Carson (*pro hac vice* to be requested) IRELL & MANELLA LLP 840 Newport Center Drive, Suite 400 Newport Beach, CA 92660 Telephone: (949) 760-0991 Facsimile: (949) 760-5200 rcarson@irell.com

IV. SERVICE INFORMATION (Unchanged)

The Patent Owner consents to electronic service to email addresses listed above and PictivaIPR@irell.com.

Dated: July 2, 2025

Respectfully submitted,

By: */Hong Zhong/*

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CERTIFICATE OF SERVICE

I hereby certify, pursuant to 37 C.F.R. section 42.6 that on July 2, 2025, a complete copy of **PATENT OWNER PICTIVA, INC.'S MANDATORY NOTICE** and **EX2048** as served upon the following, by ELECTRONIC MAIL:

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