

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

DR. SQUATCH, LLC
Petitioner

v.

THE PROCTER & GAMBLE COMPANY
Patent Owner

IPR2024-01174
Patent No. 11,497,706

DECLARATION OF VINOD STEPHEN PINTO

I, Vinod Stephen Pinto, declare:

1. I am Senior Director of Product Management, Ecommerce at Dr. Squatch, where I have worked since April 2020. As Sr. Director of Product Management at Dr. Squatch, my responsibilities include direct oversight and active participation in the management and development of Dr. Squatch's website, <https://www.drsquatch.com>.
2. I am familiar with the content and public availability of Dr. Squatch's website and other online platforms on which Dr. Squatch markets and sells its products. I have first-hand knowledge of, and experience with, that information as of November 2020 through my professional role with Dr. Squatch, specifically as the person responsible the Dr. Squatch Shopify¹ store and the primary approver of website releases on <https://www.drsquatch.com> since I joined Dr. Squatch in April 2020.
3. Dr. Squatch launched its Bay Rum, Fresh Falls and Alpine Sage deodorants for sale to the public on its website, <https://www.drsquatch.com/collections/deodorant>, at 9pm PST on November 12, 2020 / 12am EST on November 13, 2020.

¹ Shopify is an e-commerce platform that Dr. Squatch used to build and manage its online store.

4. Exhibit A contains true and correct copies of images of the Bay Rum, Fresh Falls, and Alpine Sage deodorant labels that appeared on Dr. Squatch's publicly-accessible website, <https://www.drsquatch.com/collections/deodorant>, upon their launch in November 2020.
5. I used multiple sources of information to confirm that the images in Exhibit A appeared on Dr. Squatch's website in November 2020.
 - a. I accessed the November 12, 2020 version of the Marketing Launch Document for the deodorant launch. *See* Exhibit D. This is a central document used by the marketing organization to organize product details, copy, and pricing for a respective e-commerce launch. Within that document were the photo assets used on the website at the time of the launch. *See* Exhibit E. The deodorant ingredients were also designated on the page in the Marketing Launch Document website copy prior to the November 12, 2020 launch, which confirms that the ingredients were to be displayed on the website. *See* Exhibit F.
 - b. I located a verifiable timestamp record within Shopify of when the deodorant product collection was created on November 12, 2020, prior to launch. *See* Exhibit G.

c. I looked at a quality assurance (QA) feedback document prepared in advance of the website launch. This document contains a record of how images were displayed on the website, matching expectations of product images onsite, including back of packaging with ingredients. *See Exhibit H.*

6. Dr. Squatch posted a video on YouTube on November 13, 2020 to market its Bay Rum, Fresh Falls and Alpine Sage deodorants. That video, available at <https://www.youtube.com/watch?v=cYZ1A805LyQ>, has generated over 90,000 views, as well as more than 100 comments from at least three years ago. Its description contains a link to the <https://www.drsquatch.com/collections/deodorant> webpage discussed above. *See Exhibit B.*

7. Dr. Squatch collects statistics on the visitors to its website. In November 2020, the main webpage, <https://www.drsquatch.com>, received over 12.5 million views. *See Exhibit C.*

8. In November 2020, the Dr. Squatch websites discussed above were searchable and could be located by search engines such as Google.

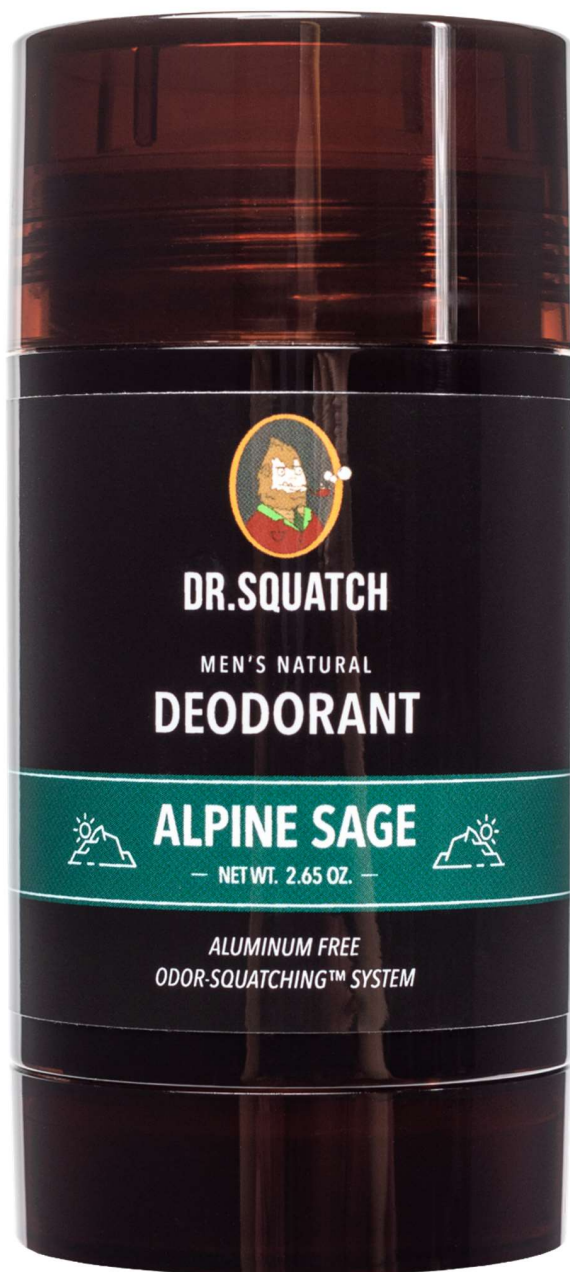
This declaration and my opinions herein are made to the best of my knowledge and understanding, and based on the material available to me, at the time of signing this declaration. I declare under penalty of perjury under the laws of the United States of America that all statements made of my own knowledge are true and that all statements made on information and belief are believed to be true. I understand that willful false statements and the like are punishable by fine or imprisonment, or both (18 U.S.C. 1001).

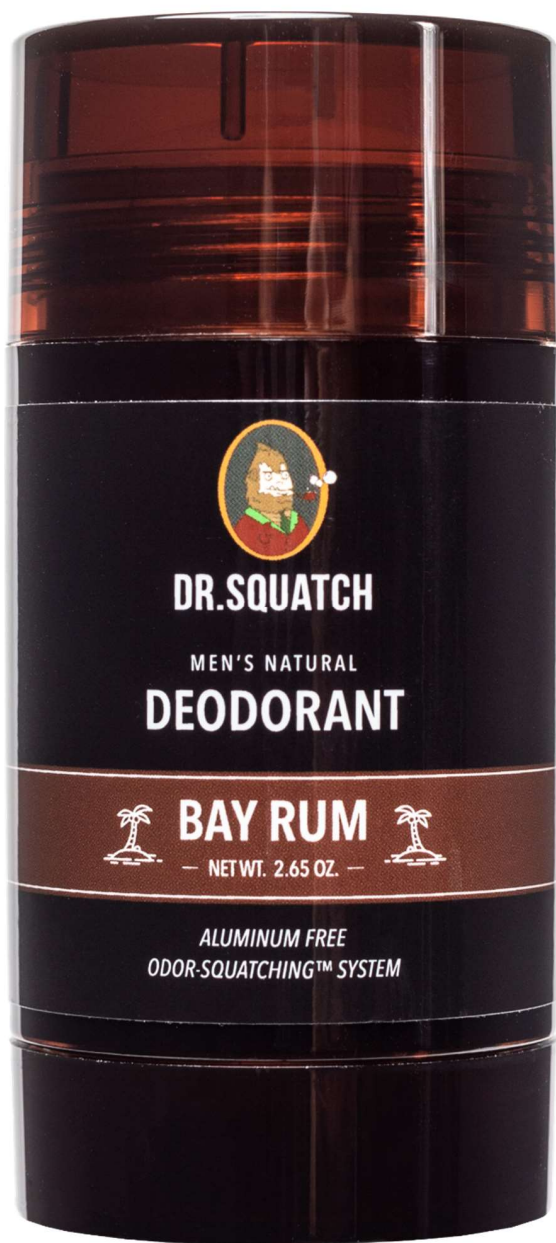
Dated: July 15, 2024

/  /

Vinod Stephen Pinto

Exhibit A





GIVE B.O. THE BOOT

Dr. Squatch natural deodorant keeps you smelling fresh no matter where your day takes you. Free from aluminum and harsh chemicals, our powerful Odor-Squatching™ system and signature manly scents will leave your pits ready for any adventure that comes your way.

DIRECTIONS: Hold product to pit and wink at yourself in the mirror. Slide in a back & forth motion. Repeat on other armpit (not effective if you skip this step).

INGREDIENTS: Caprylic/Capric Triglyceride, Manihot Esculenta (Arrowroot) Powder, Stearyl Alcohol, Magnesium Hydroxide, Beeswax, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Triethyl Citrate, Simmondsia Chinensis (Jojoba) Seed Oil, Natural Fragrance, Jojoba Esters, Charcoal Powder, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol, Lactobacillus Ferment, Maltodextrin.

NATURAL ODOR-SQUATCHING™ SYSTEM



CHARCOAL
Fights Odor



ARROWROOT
Absorbs Moisture



PROBIOTICS
Restore Balance



WARNING: For external use only.
Store in a cool dry place.

Dist. By: Dr. Squatch, Inc. Marina del Rey, CA 90292
Learn more at DrSquatch.com

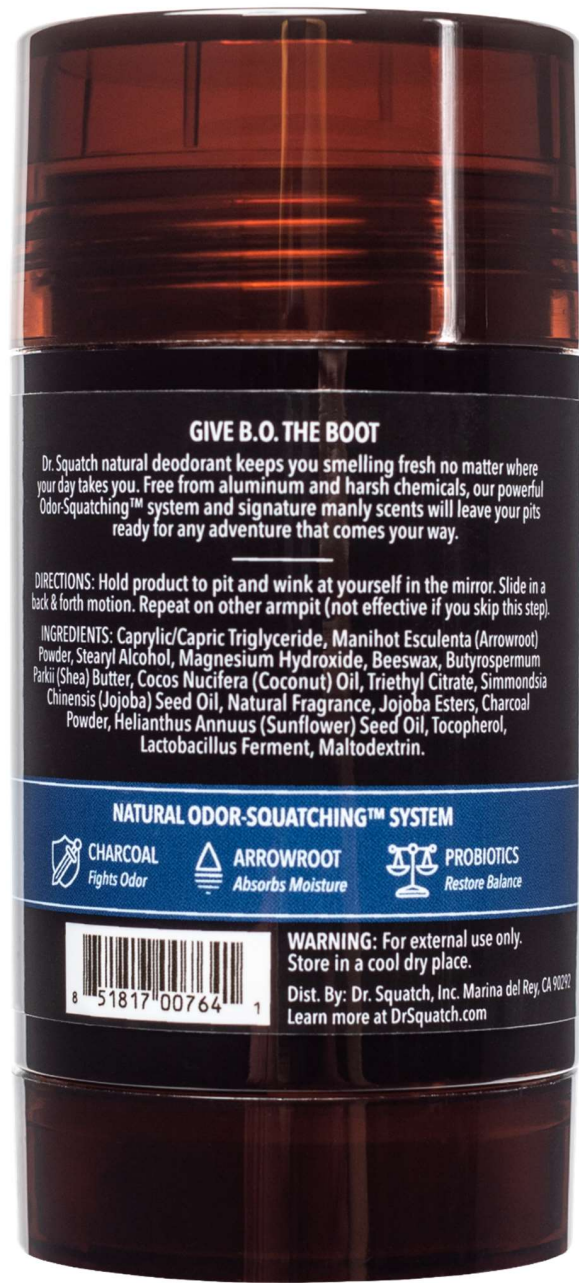
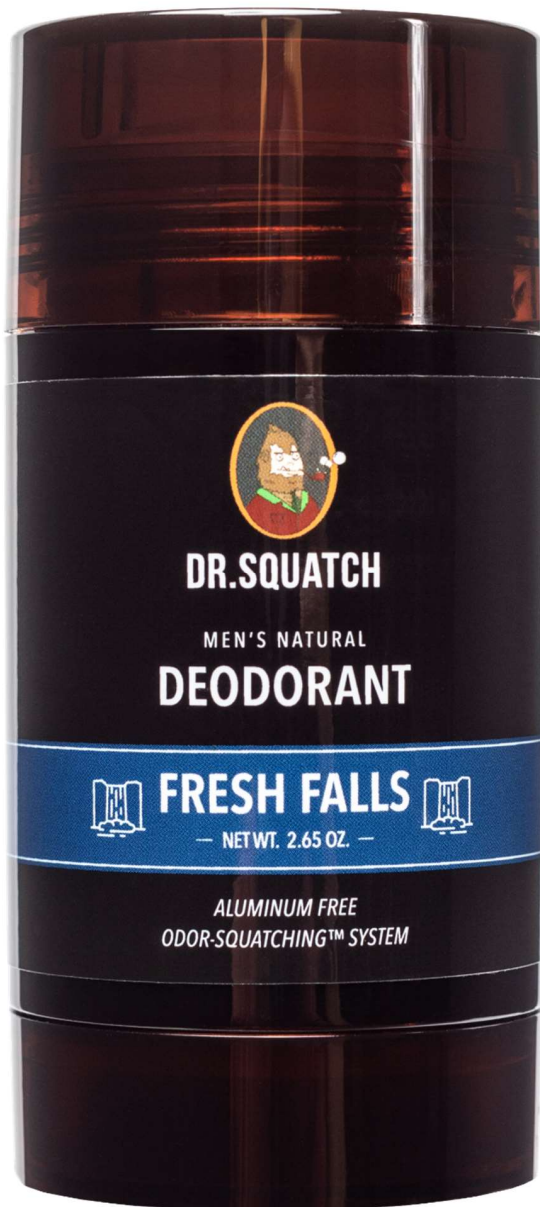


Exhibit B



Search



Dr. Squatch Natural Deodorant For Men - V2

[Unlisted](#)

Dr. Squatch
87.2K subscribers

[Subscribe](#)[938](#)[Share](#)

92,511 views Nov 13, 2020

Clean up your armpits with Dr. Squatch® deodorant! Available in 3 scents - Bay Rum, Fresh Falls and Alpine Sage! Get yours here!
<https://drsquatch.com/collections/deo...>

Want More Dr. Squatch®? Website: <https://drsquatch.com> (amazing products)

Instagram: [@drsquatchsoapco](#) (hilarious memes)

Facebook: [f/drsquatch](#)

Want More James Schrader? Instagram: [@mrjameschrader](#)

Facebook: [f/jameschradercomedy](#)

Website: <http://jameschrader.com/>

Want More Mike Langsdale? Instagram: [@mikelangsdale](#)

Transcript

Follow along using the transcript.

[Show transcript](#)

Dr. Squatch
87.2K subscribers

[Videos](#)[About](#)[Show less](#)[All](#)[For you](#)[Recently uploaded](#)[Watched](#)

Exhibit C

Audience Overview

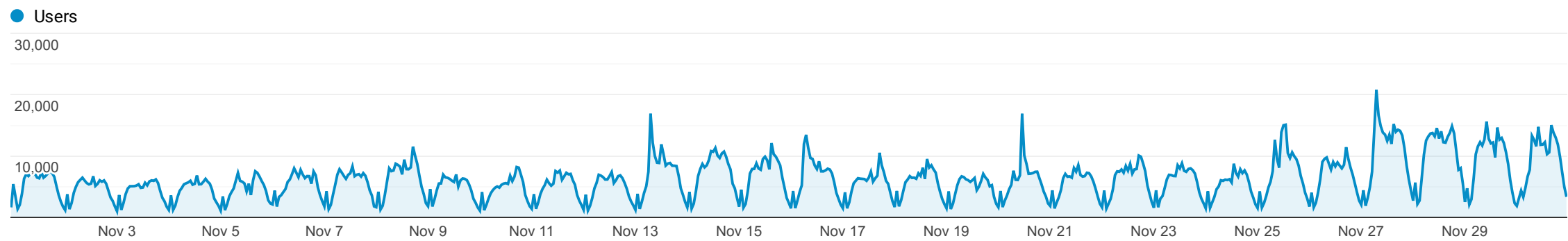


All Users

100.00% Users

Nov 1, 2020 - Nov 30, 2020

Overview



Users

3,154,821



New Users

2,805,219



Sessions

4,293,997



Number of Sessions per User

1.36



Pageviews

12,516,512



Pages / Session

2.91



Avg. Session Duration

00:02:17



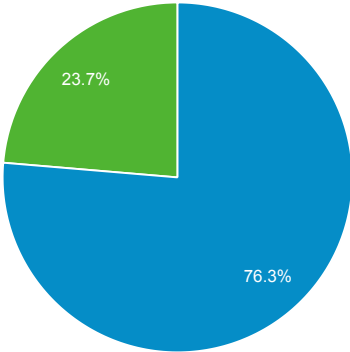
Bounce Rate

50.13%



New Visitor

Returning Visitor



Language		Users	% Users
1.	en-us	2,523,917	78.00%
2.	(not set)	396,635	12.26%
3.	en	285,612	8.83%
4.	en-gb	8,819	0.27%
5.	en-au	4,097	0.13%
6.	en-ca	4,084	0.13%
7.	es-us	3,245	0.10%
8.	es-419	1,271	0.04%
9.	de-de	867	0.03%
10.	es-es	724	0.02%

Exhibit D

DEODORANT LAUNCH

11/13/20

[INFO & PRICING](#)

[CREATIVE ASSETS](#)

[SITE PLACEMENTS](#)

[WEBSITE COPY](#)

[Collection Page](#)

[Product Page 1 \(Variants: individual scents & 3-pack\)](#)

[Detox Guide \(PDP\)](#)

[Subscription Flow Taglines](#)

[Product Page 2 - TBD \(Deodorant & Soap Set\)](#)

[Featured Section: Fresh Falls Soap](#)

INFO & PRICING

INDIVIDUAL ONE-TIME	PRICE	SKU
Bay Rum Deodorant	\$12	DEO-BR
Fresh Falls Deodorant	\$12	DEO-FRF
Alpine Sage Deodorant	\$12	DEO-AS

DEO BUNDLES	PRICE	SKU
Deodorant 3-pack <i>FRF, AS, BR</i>	Original: \$36 Bundle Discount: \$34 (5% off)	BUN-3-DEO
Deodorant & Soap Set (3 soap, 3 deo) <i>Corresponding scents: FRF*, AS, BR</i>	Original: \$57 Bundle discount: \$48 (15% off) When holiday version added curated bundles page (starting 11/25): Original: \$57 Discount: \$45 (20% off)	BUN-DEO3-SOAP3

[Fresh Falls Soap](#): 100k only for initial launch. Avail only in bundle

SUBSCRIPTION INFO

(can select up to 3)

Deo Subscription	FREQUENCY	SUB PRICE	SKU
Deodorant Subscription - 1 stick	Quarterly	\$11	
Deodorant Subscription - 2 sticks	Quarterly	\$22	
Deodorant Subscription - 3 sticks	Quarterly	\$33	

8% discount

LAUNCH QUANTITY

Total PO :100K / each sku

Launch Quantity (11/13): 39K / each sku

- Total balance delivered by end of Nov (if not earlier)

CREATIVE ASSETS

[Website Product Photos](#)

[Lifestyle Photos](#)

[Hero Video](#)

[GIF Assets](#)

Youtube URL: <https://www.youtube.com/watch?v=cYZ1A805LyQ&feature=youtu.be>

SITE PLACEMENTS

Homepage	Top Banner (11/13-11/19) Hero Banner (11/13-11/24) - main banner for logged in only (below reg image for others)
Collection	https://drsquatch.com/collections/deodorant
Nav Bar	Featured placement NEW tag
PDP (one time)	https://drsquatch.com/products/alpine-sage-deodorant https://drsquatch.com/products/fresh-falls-deodorant https://drsquatch.com/products/bay-rum-deodorant https://drsquatch.com/products/deodorant-3-pack https://drsquatch.com/products/deodorant-soap-set **Note: all land on the same PDP with specific product variant pre-selected

PDP (subscription)	https://drsquatch.com/products/alpine-sage-deodorant?sub=true https://drsquatch.com/products/fresh-falls-deodorant?sub=true https://drsquatch.com/products/bay-rum-deodorant?sub=true
Checkout Upsells (Y/N?)	NO (to start)
Subscription Add-On (Y/N?)	yes
Account Page Subscription Feature (Y/N?)	yes

WEBSITE COPY

Collection Page

Header title: Natural Men's Deodorant

Header tagline: Give B.O. the boot

Collection Pg Product Card Taglines:

- **Bay Rum Deodorant:** Intoxicatingly delightful cocktail of clove, cinnamon, pine, and citrus.
- **Alpine Sage Deodorant:** A breezy and warm mix of cypress, patchouli and sage.
- **Fresh Falls Deodorant:** Refreshing & clean with a hint of citrus.
- **Deodorant 3-Pack:** Try 'em all: Bay Rum, Alpine Sage, Fresh Falls
- **Deodorant & Soap Set:** A fresh set of corresponding scents: Bay Rum, Alpine Sage, Fresh Falls

Product Page

Variants: individual scents & 3-pack

Tagline

Squatch Odors at the Source

Details (full)

Dr. Squatch natural men's deodorant keeps you fresh so that you can go about your day with confidence, no matter where it takes you. Our Odor-Squatching™ system fights potential sources of B.O from every angle with powerful natural deodorizers such as charcoal powder to block odor, probiotics help to prevent the growth of odor-causing bacteria, and arrowroot powder to absorb moisture. With a smooth glide

application and skin-nourishing moisturizers like jojoba and shea butter, our deodorant is gentle on your skin and leaves you- and your pits- ready for any adventure.

[dynamic scent description based on selection - all 3 for 3-pack bundle]

Bay Rum: This intoxicating, spicy scent will transport you to a white-sand beach, cocktail in hand.

Alpine Sage: Earthy and refreshing, like a warm mountain breeze on a summer afternoon.

Fresh Falls: As rejuvenating and energizing as jumping into a cool forest waterfall in the crisp morning air.

Details Icons

- **Scent:**
 - [Bay Rum: Island tropics & spice](#)
 - [Alpine Sage: A warm mountain breeze](#)
 - [Fresh Falls: A forest waterfall](#)
- **Featuring: Odor-Squatching™ System**
- **Usage: As needed, daily**
-

Usage

Hold deodorant to your pit, wink at yourself in the mirror, and slide in a back & forth motion. Repeat on the other armpit (not effective if you skip this step).

Ingredients:

Alpine Sage:

Caprylic/Capric Triglyceride, Manihot Esculenta (Arrowroot) Powder, Stearyl Alcohol, Magnesium Hydroxide, Beeswax, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Triethyl Citrate, Simmondsia Chinensis (Jojoba) Seed Oil, Jojoba Esters, Lavandula Angustifolia (Lavender) Oil, Charcoal Powder, Cupressus Sempervirens (Cypress) Oil, Salvia Sclarea (Clary Sage) Oil, Pogostemon Cablin (Patchouli) Oil, Helianthus Annuus (Sunflower) Seed Oil, Lactobacillus Ferment, Tocopherol, Maltodextrin

Bay Rum:

Caprylic/Capric Triglyceride, Manihot Esculenta (Arrowroot) Powder, Stearyl Alcohol, Magnesium Hydroxide, Beeswax, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Triethyl Citrate, Simmondsia Chinensis (Jojoba) Seed Oil, Natural Fragrance, Jojoba Esters, Charcoal Powder, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol, Lactobacillus Ferment, Maltodextrin

Fresh Falls:

Caprylic/Capric Triglyceride, Manihot Esculenta (Arrowroot) Powder, Stearyl Alcohol, Magnesium Hydroxide, Beeswax, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Triethyl Citrate, Simmondsia Chinensis (Jojoba) Seed Oil, Natural Fragrance, Jojoba Esters, Charcoal Powder, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol, Lactobacillus Ferment, Maltodextrin

Deodorant & Soap Set

Details (top):

Stay fresh in the shower and beyond with this scent set of natural soap and deodorant in Bay Rum, Alpine Sage and NEW Fresh Falls.

Details (full)

This scent set includes 3 deodorants and 3 bar soaps in Bay Rum, Alpine Sage and NEW Fresh Falls. Now you can experience Squatch in the shower and beyond, with bar soap that gets you clean and deodorant that keeps you fresh, in scents that make you feel like a man and smell like a champion.

Bay Rum: This intoxicating, spicy scent will transport you to a white-sand beach, cocktail in hand.

Alpine Sage: Earthy and refreshing, like a warm mountain breeze on a summer afternoon.

Fresh Falls: As rejuvenating and energizing as jumping into a cool forest waterfall in the crisp morning air. This exclusive **NEW** bar soap scent is only available in our scent set.

Details Icons (scent icons only)

- [Bay Rum: Island tropics & spice](#)
- [Alpine Sage: A warm mountain breeze](#)
- [Fresh Falls: A forest waterfall](#)

Ingredients:

- **Deodorant Ingredients**
 - *(see ingredients in individual PDP above)*
- **Soap Ingredients**
 - [Bay Rum](#) - current ingredients
 - [Alpine Sage](#) - current ingredients
 - [Fresh Falls:](#) Saponified Oils of (Olive, Sustainable Palm, Coconut), Shea Butter, Natural Fragrance, Alaskan Glacier Mineral Clay, Lichen Moss, Indigo Powder, Sea Salt

Featured Section: Fresh Falls Soap

(towards bottom of scent set PDP)

- [See Fresh Falls Soap launch doc](#)

Detox Guide (PDP)

Your Guide to Odor-Squatching™ Greatness

When you switch from aluminum-filled antiperspirants and synthetic deodorants to the natural goodness of Dr. Squatch, your body will need some time to rid itself of the aluminum clogging your pores and the harsh chemicals that you've been rubbing on your underarms since the 7th grade. Here's what you can expect:

WEEK 1: The detox begins! At this point there will be little to no noticeable change in your body odor.

WEEK 2: Your body starts fighting to flush out the aluminum plugs from your pores and toxins from your underarms, and you might start to smell and sweat a bit more than you're used to.

WEEK 3: This is when the magic starts to happen - you should start smelling less as your body continues to detox.

WEEK 4: You should notice a significant decrease in odor and sweat as your body adjusts to your newfound natural ways.

Everyone is different, so you might have a slightly shorter or longer detox process. Let your body do its thing and keep Squatchin' with our Odor-Squatching™ system! Continue applying daily for best results.

Subscription Flow Taglines

- **Bay Rum Deodorant:** Intoxicating & spicy
- **Alpine Sage Deodorant:** Breezy & fresh
- **Fresh Falls Deodorant:** Refreshing & clean

Exhibit E

...

Deodorant > Web Optimized_Final ▾

Type ▾

People ▾

Modified ▾

Files

↓

Last modified ▾

⋮

deo_soap_front.png

deo-3pack-back.png

AlpineSage-back.png

BayRum-back.png

FreshFalls-back.png

deo-3pack-front.png

deo-soap-back.png

BayRum-front.png

Web Optimized_Final

×

Details

Activity

Labels ⓘ

You can't access labels for this file

Folder details

Type

Google Drive Folder

Location

Deodorant

Creator

me

Modified

Nov 13, 2020 by me

Opened

Jul 8, 2024 by me

Created

Nov 13, 2020

Download permissions

Viewers can download

Description

Add description

22

Exhibit F

←

November 11, 2020, 1:34 PM

Restore this version

🖨 100%

Total: 3 edits

Dr. Squatch natural men's deodorant keeps you fresh so that you can go about your day with confidence, no matter where it takes you. Our Odor-Squatchin™ system fights potential sources of B.O from every angle with powerful natural deodorizers such as charcoal powder to block odor, probiotics help to prevent the growth of odor-causing bacteria, and arrowroot powder to absorb moisture. With a smooth glide application and skin-nourishing moisturizers like jojoba and shea butter, our deodorant is gentle on your skin and leaves you- and your pits- ready for any adventure.

[dynamic scent description based on selection - all 3 for 3-pack bundle]

Bay Rum: This intoxicating, spicy scent will transport you to a white-sand beach, cocktail in hand.

Alpine Sage: Earthy and refreshing, like a warm mountain breeze on a summer afternoon.

Fresh Falls: As rejuvenating and energizing as jumping into a cool forest waterfall in the crisp morning air.

Details icons

- Scent:
 - [Bay Rum: Island tropics & spice](#)
 - [Alpine Sage: A warm mountain breeze](#)
 - [Fresh Falls: A forest waterfall](#)
- [Featuring: Odor-Squatchin™ System](#)
- [Usage: As needed, daily](#)
-

Usage

Hold deodorant to your pit, wink at yourself in the mirror, and slide in a back & forth motion. Repeat on the other armpit (not effective if you skip this step).

Ingredients:

Alpine Sage:
Caprylic/Capric Triglyceride, Manihot Esculenta (Arrowroot) Powder, Stearyl Alcohol, Magnesium Hydroxide, Beeswax, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Triethyl Citrate, Simmondsia Chinensis (Jojoba) Seed Oil, Jojoba Esters, Lavandula Angustifolia (Lavender) Oil, Charcoal Powder, Cupressus Sempervirens (Cypress) Oil, Salvia Sclanea (Clary Sage) Oil, Pogostemon Cablin (Patchouli) Oil, Helianthus Annuus (Sunflower) Seed Oil, Lactobacillus Ferment, Tocopherol, Maltodextrin

Bay Rum:
Caprylic/Capric Triglyceride, Manihot Esculenta (Arrowroot) Powder, Stearyl Alcohol, Magnesium Hydroxide, Beeswax, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Triethyl Citrate, Simmondsia Chinensis (Jojoba) Seed Oil, Natural Fragrance, Jojoba Esters, Charcoal Powder, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol, Lactobacillus Ferment, Maltodextrin

Fresh Falls:
Caprylic/Capric Triglyceride, Manihot Esculenta (Arrowroot) Powder, Stearyl Alcohol, Magnesium Hydroxide, Beeswax, Butyrospermum Parkii (Shea) Butter, Cocos Nucifera (Coconut) Oil, Triethyl Citrate, Simmondsia Chinensis (Jojoba) Seed Oil, Natural Fragrance, Jojoba Esters, Charcoal Powder, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol, Lactobacillus Ferment, Maltodextrin

Version history

All versions

▶ January 7, 2021, 11:10AM

● Emily Straus

December 2020

December 8, 2020, 10:09AM

● Emily Straus

November 2020

November 11, 2020, 1:34 PM

● Emily Straus

▶ November 11, 2020, 12:23 PM

● Emily Straus

▶ November 10, 2020, 4:57 PM

● Emily Straus

▶ November 4, 2020, 2:39 PM

● Emily Straus

November 3, 2020, 5:37 PM

● Emily Straus

October 2020

▶ October 29, 2020, 12:59 PM

● Emily Straus

October 27, 2020, 5:09 PM

● Emily Straus

October 27, 2020, 9:43 AM

● Emily Straus

October 26, 2020, 3:05 PM

● Emily Straus

▶ October 26, 2020, 1:41 PM

● Emily Straus

October 23, 2020, 11:28 AM

▶

☒ Show changes

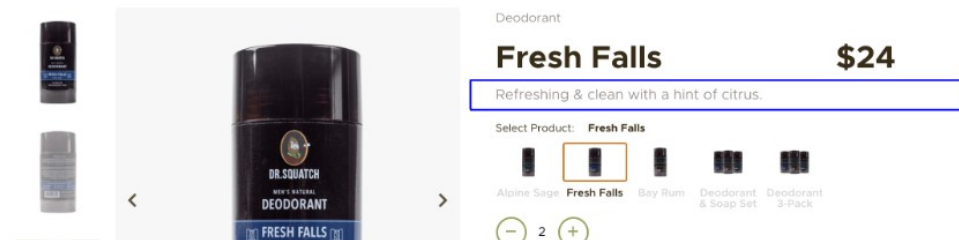
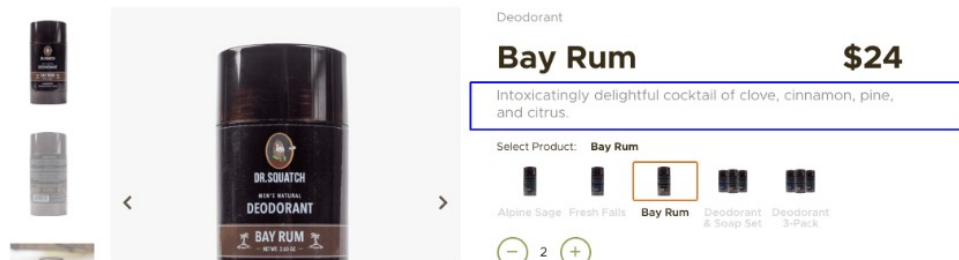
Exhibit G

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  }
}

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Exhibit H



Currently showing collection page tagline. These should be the dynamic scent descriptions from product details section

Bay Rum: This intoxicating, spicy scent will transport you to a white-sand beach, cocktail in hand.

Alpine Sage: Earthy and refreshing, like a warm mountain breeze on a summer afternoon.

Fresh Falls: As rejuvenating and energizing as jumping into a cool forest waterfall in the crisp morning air.