

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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FREEWHEEL MEDIA, INC. and  
VIAANT TECHNOLOGY LLC  
Petitioners,  
v.

INTENT IQ, LLC  
Patent Owner.

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IPR2024-00422  
Patent 7,861,260\*

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**PETITIONER'S UPDATED MANDATORY NOTICES**

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\*Viant Technology LLC was joined as a party to this proceeding via a Motion for Joinder in IPR2025-00129.

Petitioner hereby submits the following Updated Mandatory Notices adding  
David L. Holt, Reg. No. 65,161 as backup counsel.

**Lead and Back-Up Counsel Under §42.8(b)(3) and (4).**

| Lead Counsel                                                                                                                                                                                                                                         | Backup counsel                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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Respectfully submitted,

Dated: June 5, 2025

/Joshua A. Griswold/

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**CERTIFICATE OF SERVICE**

Pursuant to 37 CFR § 42.6(e)(4), the undersigned certifies that on June 5, 2025, a complete and entire copy of this Petitioner's Updated Mandatory Notices was provided via email, to the Patent Owner by serving the email correspondence addresses of record as follows:

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