

# **EXHIBIT**

## **2025**

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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REVVO TECHNOLOGIES, INC.

Petitioner,

v.

TIRE STICKERS LLC.

Patent Owner.

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IPR2025-00631

Patent 11,124,027

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**DECLARATION OF KEITH FERRY**

I, Keith Ferry, declare as follows:

1. My name is Keith Ferry, and I am of sound mind, over 18 years of age, capable of making this declaration, and personally acquainted with the following facts.

2. I am the founder and CEO of Tire Stickers LLC and Cerebrum Sensor Technologies, Inc. I have worked in the tire industry for 15 years. Prior to founding Tire Stickers LLC, I worked in the label and adhesive industry for 7 years with Avery Dennison overseeing operations and research and development for labels, sensors and adhesive products. I have advanced degrees in Mechanical Engineering and Business Management.

3. As part of my work in the tire, tire attachment, and tire sensor industry, I have communicated in person and virtually with Mr. Donley, Petitioner's expert, regarding various projects. Mr. Donley is an employee of the Patch Rubber Company that manufactures certain tire patch products.

4. As founder of Tire Stickers LLC, I extensively tested the a broad range of products available from Patch Rubber Company and Mr. Donley for the potential use of a permanent label assembly to be consistent with the claims of U.S. Patent No. 11,124,027 B2, capable of withstanding the full life cycle of a tire when placed on varying tire locations, including the tire sidewall or similar position of high elasticity, and providing functions including but not limited to functional and

aesthetic display assemblies and labels for housing elements such as electronics. Testing included products traditionally referred to as tire patches and was conducted alongside products from other manufacturers including Technical Rubber Company (TECH Tire Repair), Prema Products Inc, and REMA Tip Top, among others. Testing included pre and post-cure tire patches featuring RFID inlay tags encapsulated within rubber layers such as Patch Rubber Company's "Speedy Tag" and similar. No company offered RFID and barcode products for application to tires. Within weeks of testing any available products and samples from Patch Rubber Co. provided by Mr. Donley, failures were widespread including: 1) wear of display assemblies, eliminating aesthetic and functional use, 2) cracking of rubber material, 3) delamination or similar bond failure of the label from the tire surface, 4) discoloration or similar contamination detracting from the products intended use.

5. As of April 27, 2015, neither Patch Rubber Company nor other suppliers offered samples, products, or the capability to produce a barrier composition and / or cavity feature as it relates to U.S. Patent No. 11,124,027 B2. In addition, Patch Rubber Company confirmed to us that manufacturing of a label assembly featuring a cavity was not within their manufacturing capability, and expressed skepticism as to the success and feasibility of such a design.

6. Further, on April 22, 2019, I reached out to Mr. Donley with a question regarding his company's ability to produce a barrier composition in a custom project my company was working on.

7. Mr. Donley replied on April 23, 2019, confirming he was not aware of studies relating to the subject and confirming his lack of knowledge and capabilities surrounding this subject.

8. A true and accurate copy of the email thread I exchanged with Mr. Donley is EX2026.

9. Tire Stickers LLC has built a business fulfilling the long-felt and unmet need for a durable, cost-effective, and easy to install method for identification, tracking, data collection, branding, personalization, or otherwise marking of vehicle tires in the commercial, passenger, on and off-road vehicle markets. An example demonstrating the demand for custom tires can be found by Pirelli's response with Color Edition tires (Pirelli Color Edition (<https://www.pirelli.com/global/en-ww/road/cars/tyres/tyres-in-every-colour-50681/>)). Tire Stickers has become the industry's primary (and widely the only available) choice for solutions to this need. This is evident from Tire Stickers' longstanding relationship with nearly every tire company (including but not limited to Goodyear / Cooper / Mickey Thompson / Avon, Michelin / BFGoodrich, Sumitomo / Falken / Dunlop, Toyo / Nitto, Continental, Pirelli, Landsail / Delinte, CEAT, MRF) for use in branding, tire

tracking, RFID, digital tire passports, and for custom tires and replacement of OE (original equipment) white-letter tire manufacturing. Our products related to U.S. Patent No. 11,124,027 B2 have been extensively tested for quality assurance and for compliance with D.O.T. and homologation standards and have earned licenses from many of these companies to offer trademarked products to the aftermarket for over a decade. We are actively working with multiple tire manufacturers to offer custom tires through incorporation of our products related to U.S. Patent No. 11,124,027 B2 and to replace traditional white-letter manufacturing for over 4,000,000 tires. Multiple tire companies have repeatedly informed me that there has been a long-felt demand for these solutions that has been unmet and any attempts (including but not limited to internal developments) have failed for reasons explained in U.S. Patent No. 11,124,027 B2. Tire Stickers' products related to U.S. Patent No. 11,124,027 B2 are further used by vehicle manufacturers (including but not limited to FCA USA, General Motors, and Ford Motor Company) and licenses have been issued to Tire Stickers for offering trademarked products to the aftermarket.

10. I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

A handwritten signature in black ink, appearing to read 'Keith Ferry', is written over a horizontal line.

Keith Ferry

Dated: November 18, 2025