

IPR2025-01005
IPR2025-01006
U.S. Patent No. 8,104,492

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

TREASURE GARDEN, INC.,
Petitioner,

v.

ATLEISURE, LLC,
Patent Owner

Case IPR2025-01005
Case IPR2025-01006
Patent 8,104,492

DECLARATION OF JASON BLISS

I, Jason Bliss, declare as follows:

1. My name is Jason Bliss. I am over the age of majority and legally competent to testify to the true facts stated herein.

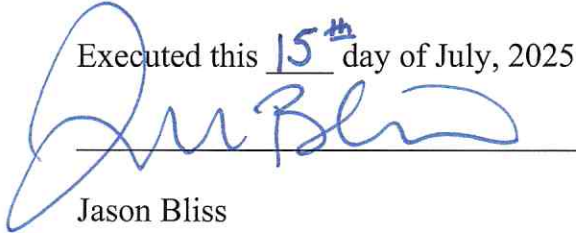
2. I am currently the Vice President of the Patent Owner, ATLeisure, LLC (“ATLeisure”). I have served as the Vice President since September 12th, 2011. In my position, I have knowledge as to ATLeisure’s sales and licensing practices.

3. ATLeisure has sold products covered by the ‘492 patent since approximately 2012. Since that time, ATLeisure has sold approximately ninety different models of umbrellas falling within the claims of the ‘492 patent. In total, ATLeisure has sold about 400,000 umbrellas that fall within the claims of the ‘492 patent.

4. I am the point person on ATLeisure’s licensing efforts. ATLeisure entered two licenses prior to 2020, when its licensing program began in earnest. Since that time, ATLeisure has licensed the ‘492 patent another 27 times. In 28 of the 29 licenses, the ‘492 patent was the only patent licensed. In total, ATLeisure has received about \$12MM in payments from licensees to the ‘492 patent.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed this 15th day of July, 2025

A handwritten signature in blue ink, appearing to read "J. Bliss", is written over a horizontal line. The signature is fluid and cursive.

Jason Bliss