

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

DealerSocket, Inc.,
Petitioner

v.

AutoAlert, LLC,
Patent Owner

Case CBM2014-00139
Patent 8,396,791

Before JAMESON LEE, JONI Y. CHANG, and
MICHAEL R. ZECHER, *Administrative Patent Judges*.

CHANG, *Administrative Patent Judge*.

**PETITIONER'S MOTION FOR *PRO HAC VICE*
ADMISSION OF STERLING A. BRENNAN**

Pursuant to 37 C.F.R. § 42.10 and the “Notice of Filing Date Accorded to Petition and Time for Filing Patent Owner Preliminary Response,” dated June 4, 2014 (Paper 3), petitioner DealerSocket, Inc. (“DealerSocket”) requests that the Patent Trial and Appeal Board (the “Board”) admit Sterling A. Brennan *pro hac vice* in the above-captioned proceeding.

The facts recited below and in the accompanying “Declaration of Sterling A. Brennan in Support of Motion for Admission *Pro Hac Vice*” (“Declaration”) establish good cause for the Board to recognize Sterling A. Brennan *pro hac vice* during this proceeding:

1. DealerSocket’s lead counsel, Richard C. Gilmore, is a registered practitioner assigned Registration No. 37,335.

2. As shown by the Declaration, Mr. Brennan, who would serve as backup counsel if admitted *pro hac vice*, is an experienced patent litigator and has an established familiarity with the subject matter at issue in the proceeding.

3. For example, in the Declaration, Mr. Brennan states, *inter alia*: “I am and have continuously been a member in good standing of the California State Bar since December 11, 1986, and the Utah State Bar since May 13, 2004. I am admitted to practice in the United States District Courts for the District of Utah and the Districts of California; the United States Courts of Appeal for the Federal, Ninth, and Tenth Circuits; and the United States Supreme Court.” Dec. at ¶ 2. He also states that he is familiar with the subject matter at issue in this proceeding—being lead counsel of record for DealerSocket in *AutoAlert, Inc. v. Dealersocket, Inc.*, Case No. SAC 12-1661 (C.D. Cal.), in which AutoAlert asserts the patent at issue in this proceeding, U.S. Patent No. 8,095,461. *Id.* at ¶ 10.

For the foregoing reasons, Dealersocket respectfully requests that the Board admit Sterling A. Brennan *pro hac vice* in this proceeding.

Respectfully submitted,

/s/ Richard C. Gilmore

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Dated: November 12, 2014

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing
**PETITIONER'S MOTION FOR *PRO HAC VICE* ADMISSION OF
STERLING A. BRENNAN**, was served on November 12, 2014, via E-mail on the
attorneys of record for AutoAlert in the Civil Action and to the official
correspondence address for the '791 patent shown in PAIR, as follows:

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