

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

DealerSocket, Inc.
Petitioner

v.

AutoAlert, Inc.
Patent Owner

Case CBM2014-00139
Patent 8,396,791

Mailed: June 4, 2014

Before Breck A. Reitter, *Trial Paralegal*.

NOTICE OF FILING DATE ACCORDED TO PETITION
AND
TIME FOR FILING PATENT OWNER PRELIMINARY RESPONSE

The petition for covered business method patent review in the above proceeding has been accorded the filing date of May 27, 2014.

Administrative Patent Judge Jameson Lee has been designated to manage the proceeding. 37 C.F.R. § 42.5.

A review of the petition identified the following defect:

Failure to identify a registered practitioner as lead counsel. 37 C.F.R. § 42.10(c). Petitioner identifies Richard C. Gilmore (Reg. No. 30,489) as lead counsel, however, Office records indicate this is not the Registration Number associated with the identified practitioner.

Petitioner must correct the defect within **FIVE BUSINESS DAYS** from this notice. Failure to correct the defect may result in an order to show cause as to why the Board should institute the trial. No substantive changes (e.g., new grounds) may be made to the petition.

Patent Owner may file a preliminary response to the petition no later than three months from the date of this notice. The preliminary response is limited to setting forth the reasons why the requested review should not be instituted. Patent Owner may also file an election to waive the preliminary response to expedite the proceeding. For more information, please consult the Office Patent Trial Practice Guide, 77 Fed. Reg. 48756 (Aug. 14, 2012), which is available on the Board Web site at <http://www.uspto.gov/PTAB>.

Patent Owner is advised of the requirement to submit mandatory notice information under 37 C.F.R. § 42.8(a)(2) within 21 days of service of the petition.

The parties are encouraged to use the heading on the first page of this Notice for all future filings in the proceeding.

The parties are advised that under 37 C.F.R. § 42.10(c), recognition of counsel *pro hac vice* requires a showing of good cause. The parties are authorized to file motions for *pro hac vice* admission under 37 C.F.R.

Case CBM2014-00139
Patent 8,396,791

§ 42.10(c). Such motions shall be filed in accordance with the “Order -- Authorizing Motion *for Pro Hac Vice* Admission” in Case IPR2013-00639, Paper 7, a copy of which is available on the Board Web site under “Representative Orders, Decisions, and Notices.”

The parties are reminded that unless otherwise permitted by 37 C.F.R. § 42.6(b)(2), all filings in this proceeding must be made electronically in the Patent Review Processing System (PRPS), accessible from the Board Web site at <http://www.uspto.gov/PTAB>.

If there are any questions pertaining to this notice, please contact Breck A. Reitter at 571-272-5866 or the Patent Trial and Appeal Board at 571-272-7822.

PETITIONER:

Richard C. Gilmore
rgilmore@mabr.com

Sterling A. Brennan
sbrennan@mabr.com

L. Rex Sears
rsears@mabr.com

Maschoff, Brennan, Laycock, Filmore, Israelsen, & Wright PLLC
200 S. Main Street Suite 600
Salt Lake City, UT 84111
rgilmore@mabr.com

Case CBM2014-00139

Patent 8,396,791

PATENT OWNER:

Craig S. Summers

craig.summers@knobbe.com

David G. Jankowski

david.jankowski@knobbe.com

Cheryl T. Burgess

cheryl.burgess@knobbe.com

KNOBBE, MARTENS, OLSON & BEAR, LLP

2040 Main Street, Fourteenth Floor

Irvine CA 92641