

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BB&T
Petitioner

v.

EMG TECHNOLOGY, LLC
Patent Owner

Case CBM2014-00145
U.S. Patent 7,441,196

MANDATORY NOTICE BY PATENT OWNER UNDER 37 CFR§ 42.8

Pursuant to 37 CFR § 42.8(a)(2), Patent Owner EMG Technology, LLC, submit the following mandatory notice:

(1) *Real Party-in-Interest*

The real parties-in-interest for the Patent Owner is EMG Technology, LLC, a California limited liability company, having its principal place in Los Angeles, California.

(2) *Related Matters*

U.S. Patent No. 7,441,196 was asserted against Petitioner Branch Banking and Trust Company ("Petitioners") and a number of other parties in eight civil actions¹, some of which have been consolidated for pretrial issues and styled *EMG Technology, LLC v. Amica Mutual Insurance Company (Lead Case)*, Case No. 6:14-cv-00094-MHS².

¹ Case No.: 6:14-cv-00094-MHS, *EMG Technology, LLC v. Amica Mutual Insurance Company* (lead case); Case No.: 6:14-cv-00095, *EMG Technology, LLC v. Branch Banking and Trust Company*; Case No.: 6:14-cv-00096, Case No.: 6:14-cv-00097, *EMG Technology, LLC v. Volvo Cars of North America, LLC*; Case No.: 6:14-cv-00102, *EMG Technology, LLC v. The Western Union Company*; Case No.: 6:12-cv-00905; *EMG Technology, LLC v. Fluor Corporation*, Case No.: 6-14-cv-00490; *EMG Technology, LLC v. Doctor's Associates, Inc.*, Case No.: 6-14-cv-00489; *EMG Technology, LLC v. Safelite Group, Inc.*, Case No.: 6-14-cv-00491; and *EMG Technology, LLC v. CenturyLink, Inc.*, Case No.: 6-14-cv-00488.

² Case No.: 6:14-cv-00094-MHS, *EMG Technology, LLC v. Amica Mutual Insurance Company* (lead case); Case No.: 6:14-cv-00095, *EMG Technology, LLC v. Branch Banking and Trust Company*; Case No.: 6:14-cv-00096, Case No.: 6:14-cv-00097, *EMG Technology, LLC v. Volvo Cars of North America, LLC*; Case No.: 6:14-cv-00102, *EMG Technology, LLC v. The Western Union Company*; Case No.: 6:12-cv-00905.

(3) *Lead and Back-up Counsel*

Lead Counsel	Back-Up Counsel
Gregory S. Cordrey Reg. No. 44,089 Jeffer Mangels Butler & Mitchell, LLP 3 Park Plaza, Suite 1100 Irvine, CA 92614 gcordrey@jmbm.com Telephone: 949-623-7200 Facsimile: 949-623-7201	Reza Mirzaie Reg. No. 69,138 Jeffer Mangels Butler & Mitchell, LLP 1900 Avenue of the Stars 7th Floor Los Angeles, CA 90067 rmirzaie@jmbm.com Telephone: 310-201-3521 Facsimile: 310-712-8531

(3) *Service*

Please address all correspondence in this matter to lead and backup counsel at the address provided above.

Date: July 3, 2014

Respectfully submitted,

By: /s/ Gregory S. Cordrey
Gregory Cordrey
Reg. No. 44,089

/s/ Reza Mirzaie
Reza Mirzaie
Reg. No. 69,138

CERTIFICATE OF SERVICE

Under 37 C.F.R. §§ 42.6(e), this is to certify that I served a copy of the foregoing MANDATORY NOTICE BY PATENT OWNER UNDER 37 CFR § 42.8 via electronic mail on July 3, 2014 to Petitioner's counsel of record at the following address:

John Alemanni
jalemanni@kilpatricktownsend.com

Bryan Foster
bfoster@kilpatricktownsend.com

Date: July 3, 2014

Respectfully submitted,

By: /s/ Gregory S. Cordrey
Gregory Cordrey
Reg. No. 44,089