

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Electronic Arts Inc.
Petitioner

v.

White Knuckle Gaming, LLC
Patent Owner

Case: IPR2016-00634
Patent 8,540,575 B2

PETITIONER'S REQUEST FOR ORAL ARGUMENT

Pursuant to 37 C.F.R. § 42.70(a), Petitioner Electronic Arts Inc. (“EA”) respectfully requests oral argument in IPR2016-00634. The oral argument is scheduled to be held on May 17, 2017 (Paper 7).

EA requests one hour of argument time for it to address the unpatentability of claims 1-35 of U.S. Patent No. 8,540,575 on the instituted grounds, including without limitation:

- The Madden References, including Madden NFL 2000 Manual (EA-1018), Madden NFL 2000 Reference Card (EA-1017), Madden 2000 Updates (EA-1015), Playoff Week 1 Update (EA-1016), and Super Bowl Update (EA-1019), render obvious claims 1-3, 5, 6, 8, 11-12, 14-17, 22-25, and 27-31.
- The Madden References, including Madden NFL 2000 Manual (EA-1018), Madden NFL 2000 Reference Card (EA-1017), Madden 2000 Updates (EA-1015), Playoff Week 1 Update (EA-1016), and Super Bowl Update (EA-1019), in view of FIFA 2001 News (EA-1007, EA-1008, and EA-1009) render obvious claims 4, 7, 9, 10, and 21.
- Swanberg (EA-1011) renders obvious claims 1-3, 11, 12, and 23-31.
- Swanberg (EA-1011) in view of Hines (EA-1020) render obvious claims 13, 18-20, and 32-35.
- Patent Owner’s purported evidence of secondary considerations are irrelevant and do not show non-obviousness.

Respectfully submitted,

Dated: April 14, 2017

/Gerard M. Donovan/

Gerard M. Donovan

Reg. No. 67,771

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6(e), I certify that on April 14, 2017, a true and correct copy of the foregoing **PETITIONER'S REQUEST FOR ORAL ARGUMENT** was served via email upon the following attorney of record for Patent Owner:

Andrew S. Hansen
Hansen IP, LLC
282 Maxine Circle
Bountiful, Utah 84010
Andrew@hansenip.org

David A. Jones
3450 N. Triumph Blvd. #102
Lehi, UT 84043
david@whiteknuckle gaming.com

*/Gerard M. Donovan/*_____

Gerard M. Donovan
Reg. No. 67,771