

**UNITED STATES PATENT AND TRADEMARK OFFICE**

---

**BEFORE THE PATENT TRIAL AND APPEAL BOARD**

---

**CINMAR, LLC AND  
FRONTGATE MARKETING, INC.**  
Petitioners,

v.

**RICHELL USA, INC.,**  
Patent Owner.

---

Case IPR2020-00210  
U.S. Patent No. 7,568,449

---

---

**AFFIDAVIT IN SUPPORT OF MOTION FOR  
*PRO HAC VICE* ADMISSION OF MICHELLE A. MORAN  
37 C.F.R. § 42.10(c)**

Affidavit in Support of Motion for *Pro Hac Vice*  
Admission of Michelle A. Moran  
IPR2020-00210 (U.S. Patent No. 7,568,449)

1. I, Michelle A. Moran, am more than twenty-one years of age, am competent to present this affidavit, and have personal knowledge of the facts set forth herein.

2. This affidavit is submitted in support of Patent Owner Richell USA, Inc.'s Motion for *Pro Hac Vice* Admission.

3. I am a member in good standing of the Bar of the State of Wisconsin.

4. I have never been suspended or disbarred from practice before any court or administrative body.

5. I have never been denied admission to practice before any court or administrative body.

6. No court or administrative body has ever imposed sanctions or contempt citations against me.

7. I have read and will comply with the Office Patent Trial Practice Guide and the Board's Rules of Practice for Trials set forth in part 42 of 37 C.F.R.

8. I understand that I will be subject to the USPTO Code of Professional Responsibility set forth in 37 C.F.R. §§ 11.101 *et seq.* and disciplinary jurisdiction under 37 C.F.R. § 11.19(a).

Affidavit in Support of Motion for *Pro Hac Vice*  
Admission of Michelle A. Moran  
IPR2020-00210 (U.S. Patent No. 7,568,449)

9. I have previously applied to appear *pro hac vice* in a proceeding before the Office in the last three (3) years in IPR2019-00379, -00380, -00382, -00383, -00386, -00990, and -01013. Concurrently, I am applying to appear *pro hac vice* in related proceedings before the Office in IPR2020-00211 and -00212.

10. I have a J.D. from Marquette University Law School and a B.S. in Industrial Engineering from Northwestern University.

11. I have an established familiarity with the subject matter at issue in this proceeding. I am a member of the trial team in *Richell USA, Inc. v. Cinmar, LLC and Frontgate Marketing, Inc.*, No. 4:18-cv-00847-ALM (E.D. Tex.), which involves the same U.S. Patent No. 7,568,449 and subject matter at issue in this proceeding. I have reviewed the patent, petition, and alleged prior art references at issue in this proceeding.

12. I hereby declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct, and that all statements made of my own knowledge are true and that all statements made on information and belief are believed to be true. I understand that willful false statements and the like are punishable by fine or imprisonment, or both (18 U.S.C. § 1001).

Affidavit in Support of Motion for *Pro Hac Vice*  
Admission of Michelle A. Moran  
IPR2020-00210 (U.S. Patent No. 7,568,449)

Michelle A. Moran

Michelle A. Moran  
FOLEY & LARDNER LLP  
777 East Wisconsin Avenue  
Milwaukee, WI 53202

Sworn to and subscribed before me  
this 20 day of December 2019.

[Signature]

Notary Public

