1	UNITED STATES PATENT AND TRADEMARK OFFICE
2	
3	BEFORE THE PATENT TRIAL AND APPEAL BOARD
4	
5	HULU, LLC, Petitioner
6	v.
7	SITO MOBILE R&D IP, LLC and SITO MOBILE, LTD.,
8	Patent Owner.
9	
10	Case IPR2021-00298
11	U.S. Patent No. 10,171,846
12	Case IPR2021-00304
13	U.S. Patent No. 10,009,637
14	
15	
16	VIDEOTAPED VIDEOCONFERENCE DEPOSITION OF
17	MICHAEL ADAMS
18	Salida, Colorado
19	Friday, October 22, 2021
20	Volume 1
21	
	Reported by:
22	LESLIE JOHNSON
	RPR, CCRR, CSR No. 11451
23	
	Job No.: 4833181
24	
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25	
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10	Case IPR2021-00298
11	U.S. Patent No. 10,171,846
12	Case IPR2021-00304
13	U.S. Patent No. 10,009,637
14	
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16	
17	VIDEOTAPED VIDEOCONFERENCE DEPOSITION OF
18	MICHAEL ADAMS, Volume 1, taken on behalf of Petitioner, at
19	Salida, Colorado, beginning at 10:02 a.m. and ending at
20	2:46 p.m., on Friday, October 22, 2021, before LESLIE
21	JOHNSON, Certified Shorthand Reporter No. 11451.
22	
23	
24	
25	
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1	APPEARANCES:
2	
3	For Petitioner:
4	O'MELVENY & MYERS
5	BY: BRAD BERG, ESQ.
6	610 Newport Center Drive, 17th Floor
7	Newport Beach, California 92660
8	(949)823-6937
9	bmberg@omm.com
10	For the Patent Owner:
11	DAIGNAULT & IYER, LLP
12	BY: KEVIN SPRENGER, ESQ.
13	8618 Westwood Center Drive, Suite 150
14	Vienna, Virginia 22182
15	ksprenger@daignaultiyer.com
16	Also Present:
17	CASSIA LEET, Videographer
18	
19	
20	
21	
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23	
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25	
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		Veritext Legal Solutions	·

1	Salida, Colorado, Friday, October 22, 2021	
2	10:02 a.m.	
3		
4	THE VIDEOGRAPHER: Good morning. We are	
5	going on the record at 10:02 a.m. on October 22,	10:02:32
6	2021.	
7	This is Media Unit 1 of the	
8	video-recorded deposition of Michael Adams taken by	
9	counsel for Petitioner in the matter of Hulu LLC	
10	versus Sito Mobile R&D LLC, et al., filed in the	10:02:49
11	United States Patent and Trademark Office before	
12	the Patent Trial and Appeal Board, Case	
13	No. IPR2021-00265.	
14	This deposition is being conducted using	
15	Veritext Virtual technology and all participants	10:03:12
16	are attending remotely. My name is Cassia Leet	
17	from Veritext Legal Solutions and I am the	
18	videographer. The court reporter is Leslie Johnson	
19	of Veritext Legal Solutions.	
20	Will counsel please state your	10:03:28
21	appearances and affiliations for the record.	
22	MR. BERG: This is Brad Berg for	
23	Petitioner Hulu LLC from O'Melveny & Myers.	
24	MR. SPRENGER: This is Kevin Sprenger of	
25	Daignault & Iyer LLP representing Sito.	10:03:44
		Page 6

THE VIDEOGRAPHER: Thank you. 1 10:03:48 2 Will the court reporter please swear in 3 the witness. 4 5 MICHAEL ADAMS, 10:04:03 б having been administered an oath, was examined and 7 testified as follows: 8 9 EXAMINATION 10 BY MR. BERG: 10:04:05 Good morning, Mr. Adams. Good to see you 11 0 12 again. Good morning. 13 Α Let's start out by talking about what you 14 0 15 did to prepare for today's deposition. 10:04:21 16 Can you tell me what you did to prepare for today's deposition? 17 Yes. I prepared by reading through my 18 А 19 reports, the prior art and the patents at issue, and 20 I also met with counsel for Sito. 10:04:44 21 And do you recall which prior art 0 22 references you looked at in preparation for today's 23 deposition? 24 А They included McCanne, Goldszmidt, Wolfe and Madison. 10:05:18 25 Page 7

1 Do you recall if you looked at the "All 0 10:05:24 2 about ASX" document? No. I didn't look at that again, having 3 А 4 looked at it previously. 5 And approximately how long would you 10:05:34 0 6 estimate you spent preparing for today's deposition? 7 А I would say a total of maybe seven hours 8 approximately. 9 And you mentioned that you met with Q counsel. Was that yesterday? 10:05:57 10 Yesterday. Yes, it was. 11 А 12 Q And who did you speak with? With Mr. Daignault and Mr. Sprenger. 13 Α And approximately how long was that 14 0 15 meeting? 10:06:15 16 А I believe it was approximately three 17 hours. 18 0 Is there any reason that you can't give accurate, truthful testimony today? 19 20 А No. 10:06:33 Okay. Let's go ahead and introduce a 21 0 22 couple of exhibits. 23 (Exhibit 1 marked for identification.) 24 BY MR. BERG: 25 Q Okay. Mr. Adams, I've just introduced 10:07:09 Page 8

1	what's been labeled as Exhibit 1. Just let me know	10:07:12
2	when you've had a chance to open that document.	
3	A Yes. I have it open in front of me.	
4	Q And Exhibit 1 is Petitioner Hulu LLC's	
5	notice of deposition of Michael Adams for case IPR	10:07:30
6	2021-00298 for U.S. Patent No. 1,0171,846; is that	
7	correct?	
8	A Yes, it is.	
9	Q And have you seen this document before,	
10	Mr. Adams?	10:07:53
11	A I don't believe I have.	
12	Q But you understand that you are appearing	
13	today in response to this notice; is that correct?	
14	A That is correct.	
15	Q And are you prepared to offer your	10:08:06
16	testimony on this IPR covering the '846 patent?	
17	A Yes, I am.	
18	Q And will you understand if I refer to this	
19	proceeding as the '846 IPR?	
20	A I will.	10:08:26
21	Q Okay. You can set that exhibit aside.	
22	I'll introduce the corresponding exhibit here in the	
23	'637.	
24	(Exhibit 2 marked for identification.)	
25	/ / / /	
		Page 9

1	BY MR. BERG:	10:09:03
2	Q Okay. So I've gone ahead and introduced	
3	Exhibit 2. Can you please let me know when you have	
4	that available.	
5	A Yes. I have it available now.	10:09:13
6	Q Okay. So Exhibit 2 is Petitioner Hulu	
7	LLC's notice of deposition of Michael Adams for case	
8	IPR 2021-00304 covering U.S. Patent No. 1,009,637;	
9	is that correct?	
10	A Yes, it is.	10:09:42
11	Q And have you seen this document before?	
12	A No.	
13	Q But you understand that you are appearing	
14	today in response to this notice of deposition?	
15	A Yes, I do.	10:09:54
16	Q And will you understand if I refer to this	
17	proceeding as the '637 IPR?	
18	A Yes.	
19	Q While we're at it, let's go ahead and	
20	introduce a couple of additional exhibits.	10:10:15
21	(Exhibit 3 marked for identification.)	
22	BY MR. BERG:	
23	Q Okay. So I've introduced Exhibit 3. Can	
24	you please let me know when you have that open.	
25	A I have it open now.	10:11:31
		Page 10

1	Q And, Mr. Adams, can you please tell me	10:11:32
2	what Exhibit 3 is?	
3	A It's a United States Patent, 10,171,846,	
4	"System and Method for Routing Media."	
5	Q And is this one of the patents that you	10:11:55
6	mentioned earlier that you reviewed in preparation	
7	for today's deposition?	
8	A Yes, it is.	
9	Q And will you understand if I refer to this	
10	patent as the '846 patent?	10:12:12
11	A Yes.	
12	(Exhibit 4 marked for identification.)	
13	BY MR. BERG:	
14	Q Great.	
15	Okay. I've just introduced Exhibit 4.	10:12:58
16	Please let me know when you have that available.	
17	A Yes. I have it open now.	
18	Q And what is Exhibit 4, Mr. Adams?	
19	A It is United States Patent 10,009,637,	
20	"System and Method for Routing Media."	10:13:24
21	Q And is this one of the patents that you	
22	reviewed in preparation for today's deposition?	
23	A Yes, it is.	
24	Q And will you understand if I refer to this	
25	patent as the '637 patent?	10:13:52
		Page 11

1	A Yes, I will.	10:13:55
		10.13.33
2	Q And, if I I know there's another patent	
3	at issue in this case called the '673 patent. And	
4	so if I accidentally misspeak and say "the '673	
5	patent," please feel free to correct me. I'm almost	10:14:16
б	certainly intending to refer to this patent.	
7	A I understand.	
8	Q Now, just for the record, I want to note	
9	that the '846 patent and the '673 patent are both	
10	marked as Hulu Exhibit 1001 in their respective	10:14:32
11	proceedings.	
12	Do you see that, Mr. Adams?	
13	MR. SPRENGER: Objection to form.	
14	THE WITNESS: I believe that's the case.	
15	And I think you just said '673 then when you meant	10:14:45
16	'637.	
17	BY MR. BERG:	
18	Q Thank you. That's I'm not sure if I	
19	jinxed myself or if I just knew myself well enough	
20	to know that was going to happen inevitably. But,	10:14:59
21	yes, indeed, I did mean to say '637 patent.	
22	So let me restate the question.	
23	Do you understand that the '637 patent is	
24	marked as Hulu Exhibit 1001 in the '637 IPR?	
25	A Yes, I do.	10:15:20
		Page 12

1	Q And do you understand that the '846 patent	10:15:23
2	is marked as Hulu Exhibit 1001 in the '846 IPR?	
3	A Yes.	
4	Q Mr. Adams, you would agree with me that	
5	the '846 and '637 patents are very similar? Is that	10:15:49
6	a fair characterization?	
7	A I believe the specification is similar.	
8	There are differences very significant	
9	differences in the claim language.	
10	Q Yeah. So we'll turn to that claim	10:16:08
11	language in just a minute. But looking for a second	
12	at the '846 patent, do you see the section on the	
13	cover called "Related U.S. Application Data"?	
14	A Yes.	
15	Q You see that the '846 patent is a	10:16:36
16	continuation of the application that led to the '637	
17	patent?	
18	A Yes.	
19	Q And do you have any understanding of what	
20	it means for one patent to be a continuation of	10:16:53
21	another application?	
22	A I believe it is based on the first so	
23	the one that's a continuation basically draws on the	
24	first patent.	
25	Q And looking at the specifications, are you	10:17:22
		Page 13

1	aware of any differences between these two	10:17:25
2	specifications?	
3	A No, I am not.	
4	Q Have you confirmed whether these	
5	specifications are in fact word-for-word identical?	10:17:35
6	A No, I have not.	
7	Q And then going to the claims, you	
8	mentioned that there was a significant difference in	
9	the claims. So let's go ahead and go there. If you	
10	wouldn't mind opening the claims in both the '637	10:17:52
11	and the '846.	
12	A Yes. I can do that. It will take a	
13	moment.	
14	Yeah. I'm on the bottom of column 52 in	
15	both patents.	10:18:16
16	Q So, when you mentioned that there was a	
17	significant difference in the claims, can you	
18	identify that difference for me?	
19	A Not easily. I mean, we could work through	
20	it.	10:18:37
21	Q Yeah, that's fine. I'm happy to work	
22	through it. And let's just do that. I thought if	
23	you happened to know the difference off the top of	
24	your head we could short-circuit it, but we can step	
25	through it.	10:18:53
		Page 14

1	A I don't have it memorized.	10:18:53
2	Q Do you see that the preamble in claim 1 of	
3	the '846 patent is the same preamble in claim 1 of	
4	the '637 patent?	
5	A Yes.	10:19:08
6	Q And do you see that the first limitation	
7	that starts with "Providing the video" is the same	
8	in both the '637 and the '846 patent?	
9	A I'm just making sure.	
10	Yes.	10:19:30
11	Q No problem. Please take your time.	
12	A Yes.	
13	Q And then do you see the next limitation in	
14	the '846 patent, claim 1 that starts with	
15	"Dynamically selecting"?	10:19:40
16	A Yes.	
17	Q And do you see that there is no	
18	corresponding limitation in the '637 patent?	
19	A That's correct.	
20	Q Okay. And then continuing on with the	10:19:55
21	'846 patent, do you see the next limitation that	
22	starts with "Receiving from the client device"?	
23	A I do.	
24	Q And do you see that there's an identical	
25	corresponding limitation in the '637 patent?	10:20:07
		Page 15

1	A I need to get these side by side and it	10:20:26
2	will be a little easier. Just let me rearrange my	
3	windows. Unfortunately, I do not have a very large	
4	monitor.	
5	Q I apologize. It does make it difficult.	10:21:46
6	A Okay. So we were on the third limitation	
7	of the '637, which is the same as the sorry, the	
8	second limitation in '637, which is the same as the	
9	third limitation of the '846.	
10	Q Yes.	10:22:22
11	A Yes, it's the same. Slightly different	
12	formatting but the same content.	
13	Q Okay. Great. And then, looking at the	
14	next limitation, which, I apologize, is a lengthy	
15	limitation, it starts on the in the '846 patent,	10:22:43
16	it starts on the top of column 53 with the words "In	
17	response to." In the '637, it looks like it starts	
18	at the bottom of column 52, also with "In response	
19	to."	
20	A Yeah. That's what I see too.	10:23:03
21	Q Can you verify that I believe they're	
22	also word for word, but at least that the content	
23	appears similar, if you don't want to do a	
24	word-for-word comparison. Though, I'll point out	
25	that in the '637 patent there is slightly different	10:23:23
		Page 16

1 formatting, such that the last limitation of the 10:23:26 2 '846 that starts with "Wherein" is actually, like, part of the -- part of the "In response" limitation 3 4 in the '637. I just don't want that to trick you 5 10:23:44 up. 6 А Okay. 7 Yeah. Yeah. There's a difference where 8 it goes to "Wherein the one or more files" in 9 formatting in '846. Yeah. They look -- the rest of that 10:25:28 10 claim 11 does look like it's the same. I can't be 11 12 100 percent sure, but I can't see any differences. Fair enough. And you're not aware of any 13 0 differences other than the one that we 14 15 identified; is that correct? 10:25:43 16 MR. SPRENGER: Objection to form. 17 THE WITNESS: I am not aware of any differences, other than the one exactly that I 18 19 identified here. BY MR. BERG: 20 10:25:53 Since there's not a ton of claims here, 21 Q 22 let's just do this process for the rest of the 23 claims that we're challenging here. 24 So can you take a look at claim 2 of each 25 patent and let me know if you see any difference 10:26:08 Page 17

1 there? 10:26:12 2 Apart from minor formatting, I believe Α it's the same text. I might be missing something 3 4 because I'm not sure why the formatting changed. 5 I'm just being extra careful here because for some 10:27:22 reason -- yes, there is a difference. 6 7 0 Okay. Great. What's that difference? 8 In the '846 patent, it uses the term "one Α or more selected advertisement media clips." In the 9 '637 patent, it says "the one or more 10:28:13 10 advertisements." 11 12 Q And are you aware of any of your opinions that change based on that change in claim language? 13 MR. SPRENGER: Objection to form. 14 15 THE WITNESS: I'm not aware of any, but I 10:28:42 16 certainly couldn't tell you right now from memory 17 that I'm sure of that statement. BY MR. BERG: 18 19 That's fair. Okay. Let's go ahead and 0 20 look at claim 3 of each patent, if you don't mind. 10:28:55 This does appear to be identical. 21 Α 22 0 Okay. And then claim 4? 23 Α Well, I should point out that the first part where it says "The method of claim 1," we do 24 need to remember that claim 1 has an additional 25 10:29:48 Page 18

1	limitation in one of the two patents.	10:29:51
2	Q Yes. Yes. I agree.	
3	A Yeah. With taking that into account, the	
4	text of claim 4 is the same.	
5	Q Okay. And then skipping down to claim 7	10:30:11
6	in each patent, can you verify that that text	
7	appears to be the same?	
8	A Again, I believe there's a difference in	
9	that '846 uses the phrase "the one or more selected	
10	advertisement media clips," whereas the '637 uses	10:30:49
11	the phrase "the one or more advertisements."	
12	Q Okay. So that's kind of a corresponding	
13	difference to the one that you previously	
14	identified, correct?	
15	A Yes. I believe that is consistent a	10:31:32
16	consistent change. We've added "selected" and	
17	"media clips" in the '846, which we do not have in	
18	the '637.	
19	Q And then, can you please do the same thing	
20	for claim 8.	10:31:58
21	MR. SPRENGER: Objection to form.	
22	THE WITNESS: I will do my best.	
23	I believe we have the same difference.	
24	In the '846 patent at line 65, we have "selected	
25	media advertisement media clips." And I'll say	10:33:42
		Page 19

1	that again "selected advertisement media clips."	10:33:47
2	At line 60, we have "advertisements."	
3	But, otherwise, they appear to be the same, as far	
4	as I can tell looking at them right now.	
5	BY MR. BERG:	10:34:18
б	Q And then can you do the same for claim 9?	
7	A I think these two are identical.	
8	Q Great. And then last one, I apologize,	
9	it's kind of a long one, but can you please do the	
10	same for claim 10.	10:35:08
11	A Okay. Stepping through step by step, the	
12	preamble is the same. And I believe the first	
13	limitation is the same. I believe they are the	
14	same, looking at them now.	
15	Q Okay. Great. So, to summarize, there	10:37:28
16	is we were able to identify or you were able to	
17	identify one limitation in the '846 patent that's	
18	completely missing from the '637 patent, the	
19	limitation beginning with "dynamically," and a	
20	change in the words for the '846 patent where it	10:37:54
21	added the term "selected advertisement media clips,"	
22	whereas, the '637 patent used the term	
23	"advertisements."	
24	Is that a fair summary of the differences	
25	that you were able to identify?	10:38:24
		Page 20

1	MR. SPRENGER: Objection to form.	10:38:27
2	THE WITNESS: I believe that is a fair	
3	summary.	
4	(Exhibit 5 marked for identification.)	
5	BY MR. BERG:	10:38:34
6	Q Okay. So I've introduced another exhibit	
7	that is going to be marked as Exhibit 5. Let me	
8	know when you have Exhibit 5 up, Mr. Adams.	
9	A Yes. I have opened that.	
10	Q And what is Exhibit 5?	10:39:02
11	A This appears to be my declaration in	
12	relation to the '846 IPR.	
13	Q And did you draft this declaration?	
14	A Yes, I did.	
15	Q What was the process you went through in	10:39:31
16	drafting this declaration?	
17	A The process was working with counsel to	
18	draft the declaration and then a thorough review by	
19	myself to be sure that it accurately reflects my	
20	opinions.	10:40:01
21	Q And to the best of your knowledge, is your	
22	declaration in Exhibit 5 accurate?	
23	A Yes. I believe it is.	
24	Q You filed I think seven declarations in	
25	the period of about a week or so is that	10:40:40
		Page 21

1 correct? -- between all of these proceedings? 10:40:41 2 MR. SPRENGER: Objection to form. THE WITNESS: I actually don't remember 3 4 the filing deadlines. I know I worked on these for 5 more than a month before they were filed. 10:41:00 6 BY MR. BERG: 7 0 And at this time, do you have any changes 8 or corrections to make to this declaration? 9 Α No. And will you understand if I refer to this 10:41:21 10 0 as the '846 declaration or maybe your '846 report? 11 12 Yes, I'll understand that. А Okay. And I'll just note for the record 13 0 that the '846 report was marked in the '846 IPR 14 15 proceeding as Exhibit 2012. 10:41:45 16 Is that consistent with your 17 understanding, Mr. Adams? To my recollection, that -- I believe 18 Α 19 that's correct. 20 (Exhibit 6 marked for identification.) 10:42:00 BY MR. BERG: 21 22 0 Okay. I've gone ahead and marked 23 Exhibit 6 as well. Can you open that, please. 24 А Yes, I have it open. 25 Q And what is Exhibit 6, Mr. Adams? 10:42:28 Page 22

1	A Exhibit 6 appears to be my declaration for	10:42:34
2	the '637 IPR.	
3	Q And will you understand if I refer to this	
4	as the '637 declaration or the '637 report?	
5	A Yes, I will.	10:42:57
6	Q And do you understand that this was marked	
7	in the or introduced in the IPR the '637 IPR	
8	proceeding as Exhibit 2012 in that proceeding?	
9	A Yes. I do recall that.	
10	Q Great. And to the best of your knowledge,	10:43:22
11	is the '637 report truthful?	
12	A Yes.	
13	Q And does it represent your opinions on the	
14	'637 IPR?	
15	A Yes, it does.	10:43:39
16	Q And are there any opinions that you left	
17	out?	
18	MR. SPRENGER: Objection to form.	
19	THE WITNESS: Not to my knowledge.	
20	BY MR. BERG:	10:43:51
21	Q And are there any corrections that you are	
22	aware of that you need to make to the '637 report?	
23	A Again, not to my knowledge.	
24	Q Okay. Now, in view of the fact that there	
25	are very few, if any, differences in the	10:44:18
		Page 23

1	specification between the '846 patent and the '637	10:44:24
2	and only a couple of differences that we've	
3	identified in the claims of the '846 patent compared	
4	to the '637, would you agree that your	
5	declarations your '637 declaration and your '846	10:44:42
6	declaration are very similar?	
7	MR. SPRENGER: Objection to form.	
8	THE WITNESS: No, I wouldn't. There are	
9	significant differences between them.	
10	BY MR. BERG:	10:45:00
11	Q And can you identify some of those	
12	differences?	
13	A I can, yes.	
14	Q Okay. What's one of those differences?	
15	A I'm going to have to look through to find	10:45:17
16	it. I believe it relates to that limitation,	
17	additional limitation in the '637 patent where we're	
18	talking about essentially targetted advertisement.	
19	And so that's there is a I don't know, a	
20	number of paragraphs, I don't recall how many, that	10:45:48
21	deal with that, which obviously are not dealt with	
22	in the other declaration.	
23	Q Okay. And I mean, I don't think we need	
24	to identify those right now, but that is at least	
25	one difference is that you address the added the	10:46:09
		Page 24

1	limitation in the '846 declaration; is that correct?	10:46:12
2	A Yeah.	
3	MR. SPRENGER: Objection.	
4	THE WITNESS: Yeah. Just checking.	
5	BY MR. BERG:	10:46:26
б	Q You're fine.	
7	A Yes. The additional limitation in claim 1	
8	from the '846 patent "Dynamically selecting one or	
9	more advertisement media clips based on statistical	
10	information associated with a user of the client	10:46:40
11	device." Yes. I believe that's an important	
12	limitation. And yes, I have addressed that in the	
13	'846 declaration.	
14	Q You used the phrase a couple of times with	
15	respect to that limitation that it's an important	10:47:00
16	limitation. Are all limitations important in the	
17	claims of a patent?	
18	MR. SPRENGER: Objection to form.	
19	THE WITNESS: Yes, I believe they are.	
20	BY MR. BERG:	10:47:14
21	Q Is there anything that makes this	
22	limitation more or less important than any other	
23	limitation?	
24	A No. What I meant by saying it's important	
25	is that there's a section in my report that	10:47:26
		Page 25

1	specifically addresses it in the '846 report, and	10:47:29
2	that section is not in the '637 report. So I think	
3	we're talking in the context of the differences	
4	between the reports. So it's important from that	
5	point of view.	10:47:48
6	Q Okay. No, that's that's how I	
7	understood what you were saying, but just wanted to	
8	confirm that.	
9	Okay. Let's see here.	
10	Are you aware of any other substantive	10:48:07
11	differences between your two reports?	
12	MR. SPRENGER: Objection to form.	
13	THE WITNESS: That's the one I recall, but	
14	I believe there may be other differences between the	
15	two reports.	10:48:26
16	BY MR. BERG:	
17	Q Give me one second here. I seem to have	
18	lost my screen where I can add exhibits, so I just	
19	need to pull that up again.	
20	Okay. Got my platform back up. And I	10:50:46
21	have another document that I'd like to introduce.	
22	(Exhibit 7 marked for identification.)	
23	BY MR. BERG:	
24	Q Okay. So I've just introduced what has	
25	been marked as Exhibit 7. Let me know when you have	10:51:34
		Page 26

1	that available.	10:51:38
-		10.91.90
2	A Yes. I have it open now.	
3	Q So to make this easier, I created	
4	Exhibit 7, which is a comparison between your two	
5	declarations, the text of your two declarations.	10:52:00
6	Could you please just flip to the last page of that,	
7	which is page 54?	
8	A If you don't mind, I'm just going to	
9	peruse it a little bit as I get there.	
10	Q Absolutely. Yeah.	10:52:22
11	A Can you explain the colors for me too,	
12	please.	
13	Q Yeah. That's parts of what I was going to	
14	have you look at on page 54.	
15	A All right. Let's go to 54. I may want to	10:52:46
16	come back and look at	
17	Q Yes. Absolutely.	
18	A this again. Okay.	
19	Q So page 54 is a summary report that's	
20	automatically generated by the program used to	10:52:57
21	create this comparison.	
22	And so here you can see the original file	
23	name is the "'846 Adams declaration," which I'll	
24	represent to you is the copy of the Adams '846	
25	Adams declaration that we received from Sito in this	10:53:18
		Page 27

1	matter. And then the modified file name is the	10:53:22
2	"'637 Adams declaration," which, again, I'll	
3	represent to you is the copy of the '637 Adams	
4	declaration that we received from Sito in this	
5	matter.	10:53:36
6	And the reason we started with the '846 is	
7	because, as you noted, the there's an additional	
8	limitation in the '846. So we thought that made it	
9	easier to do this comparison.	
10	And then stuff that is in blue, as you can	10:53:51
11	see, is stuff that was added to the '637	
12	declaration, as compared to the '846. Stuff that's	
13	with red strike-through was deleted. Green	
14	indicates a move. And then the other ones are as	
15	you'll see when you flip through, are largely not	10:54:16
16	substantive. Table insert and table delete and	
17	table moves, doesn't look like there are any table	
18	moves. And then embedded graphics changes are also	
19	enumerated here. I'll note and you'll see as you	
20	flip through that the program just didn't recognize	10:54:37
21	if the graphics were identical or not, so it just	
22	shows replacements for all the graphics.	
23	So with that background, why don't you	
24	take a couple minutes and just flip through this	
25	report and make sure you're kind of satisfied with	10:54:53
		Page 28

1 understanding what is in here. And please let me 10:54:57 2 know if you have any questions as you do that. 3 Α Okay. 4 MR. SPRENGER: I just wanted to state an 5 objection on the record to admissibility of 10:56:59 б Exhibit 7 as being outside the scope of the Adams 7 reply declarations. Just wanted to state it and 8 reserve our rights to file motions to exclude or 9 motions to strike the exhibit after we've had a chance to verify the accuracy. 10:57:27 10 MR. BERG: Thank you, Counsel. That 11 12 objection is noted. THE WITNESS: I'm finished looking through 13 it. 14 15 BY MR. BERG: 11:00:37 16 0 Great. Apart from opinions related to 17 dynamically selecting limitations in the '846 patent, did you notice any substantive differences 18 19 between your opinions in these two declarations 20 based on this redline? 11:00:57 21 MR. SPRENGER: Objection to form. 22 THE WITNESS: Yes, I did. 23 BY MR. BERG: 24 Okay. And could you point those out? Q I should note it's rather difficult to 25 А 11:01:20 Page 29

1	read. I'm doing my best.	11:01:24
2	Q Thank you.	
3	A I think the other well, one of the	
4	other differences is highlighted on the there	
5	don't seem to be any page numbers in this document.	11:01:51
6	Q Do you have in your PDF, you have the	
7	page like PDF pages up above?	
8	A Yes. So on page 25.	
9	Q Okay.	
10	A At the bottom, it appears to be a $$	11:02:13
11	running over into the next page, in fact most of the	
12	next page, there's a whole section there that is	
13	deleted, so I assume this is not appearing in the	
14	I think that means it's not appearing in the '637,	
15	if I understand	11:02:42
16	Q Yeah, that's correct.	
17	A correctly. Okay.	
18	Q So the section entitled "Hulu's Expert	
19	Opinions" appears in the '846 declaration but does	
20	not appear in the '637 declaration; is that correct?	11:02:51
21	A Again, I believe that's the case, given	
22	the yeah, the information you've given me about	
23	how you generated this. Yes, I believe that's the	
24	case.	
25	Q Okay. Great.	11:03:10
		Page 30

1 And then any other substantive differences 11:03:21 2 that you've identified? MR. SPRENGER: Objection to form. 3 THE WITNESS: Well, I should point out 4 5 there are substantive differences on most of the 11:03:31 б pages. 7 So the next page, 27, there's quite a lot 8 of redline on this where text has been -- does not 9 appear in the '637 which does appear in the '846. BY MR. BERG: 11:04:14 10 So I think in most of these cases -- and I 11 0 12 mean, feel free to look at this. And this is just an unfortunate artifact of running this comparison. 13 Sometimes the same words are added or removed. So 14 15 you see, for example, on the top of the page the 11:04:30 word "of" is both added and removed? 16 17 А Yes, I do see that. And then in the next instance, "device" is 18 0 both -- "devices" is both added and removed? 19 Yes, it is. It's a bit confusing, but I'm 20 А 11:04:51 guessing that those two things cancel each other out 21 22 perhaps. 23 0 Yeah. So let's say this. To the extent 24 that I ask you a question about your '846 25 declaration, and a substantively identical paragraph 11:05:19 Page 31

1	or sentence appears in the '637 declaration, is it	11:05:26
2	fair to assume that your testimony would apply to	
3	both of those locations?	
4	MR. SPRENGER: Objection to form.	
5	THE WITNESS: I don't know.	11:05:42
6	BY MR. BERG:	
7	Q And why don't you know?	
8	A I think I would have to look at a specific	
9	example to be sure that there wasn't some contextual	
10	information in there that applied to one but didn't	11:05:58
11	apply to the other.	
12	Q Okay. So let's just keep both	
13	declarations open and every question I'll just ask	
14	you to verify for both of them.	
15	A Okay.	11:06:19
16	Q Okay. So let's go ahead and open up	
17	your well, actually, before we get to the	
18	declarations, let's do one other exhibit here.	
19	(Exhibit 8 marked for identification.)	
20	BY MR. BERG:	11:07:16
21	Q Okay. I've introduced Exhibit 8.	
22	Do you see that, Mr. Adams?	
23	A Yes, I see that.	
24	Q And what is Exhibit 8?	
25	A I believe it appears to be my CV.	11:07:29
		Page 32

1	Q And my screen is still loading it, but	11:07:38
2	give me one second here. Okay.	
3	And flipping through this CV, does it	
4	appear to be accurate?	
5	A I believe it is. To the best of my	11:07:53
6	knowledge.	
7	Q Okay. Now, there is a portion starting on	
8	page 5 of this exhibit which let me just step	
9	back for a minute.	
10	I'll note that this exhibit is marked as a	11:08:22
11	corrected Exhibit 2026 in the '846 and '637 IPR	
12	proceedings and that an identical corrected exhibit	
13	was also introduced yesterday in each of the other	
14	related proceedings between Hulu and Sito.	
15	Is that your understanding, Mr. Adams, or	11:08:51
16	do you understand that?	
17	MR. SPRENGER: Objection to form.	
18	THE WITNESS: Yeah. I think that's the	
19	case, as far as I know.	
20	MR. BERG: Any objection to that	11:09:06
21	characterization, Counsel?	
22	MR. SPRENGER: Slightly. Just to keep the	
23	record clear, I don't believe that these exhibits	
24	have been formally filed just yet with the Board.	
25	We're still waiting to hear back from the Board to	11:09:23
		Page 33

1	allow us to file these. But we have reached out to	11:09:29
2	the Board requesting leave to file these, and we've	
3	provided them to Hulu's counsel.	
4	MR. BERG: My mistake. That is an	
5	accurate characterization.	11:09:42
6	My understanding is that these exhibits	
7	will be submitted, assuming that the Board provides	
8	authorization. And Hulu has agreed not to object	
9	to the introduction of these corrected exhibits.	
10	BY MR. BERG:	11:09:56
11	Q Okay. So let's take a look at page 5 of	
12	this CV, if you don't mind, Mr. Adams.	
13	A Not at all.	
14	Q And I just want to walk through these	
15	different matters that are part of your litigation	11:10:18
16	experience.	
17	So, in No. 1	
18	A Well, first of all, I should say, I	
19	believe this is when I say here "litigation	
20	experience," I don't mean any legal type experience.	11:10:37
21	I mean expert witness experience.	
22	Q So, when you say "litigation experience"	
23	in Exhibit 8, you're referring to your experience as	
24	an expert witness involved in litigation?	
25	A Exactly so.	11:11:01
		Page 34

1	Q So the first case, "Rovi v. Virgin Media,"	11:11:11
2	who did you represent in that or yeah, who did	
3	you represent in that case?	
4	A I represented Virgin Media. They were the	
5	defendant.	11:11:27
6	Q And was this a patent litigation case?	
7	A Yes, it was.	
8	Q And what was the technology that you were	
9	addressing in that case, to the best of your	
10	recollection?	11:11:46
11	A It was quite broad, but I would	
12	characterize it as relating to electronic program	
13	guides in particular.	
14	Q And did you offer an expert declaration or	
15	report in that case?	11:12:02
16	A Yes, I did.	
17	Q And did you testify at any deposition in	
18	that case?	
19	A It was in the United Kingdom. And so, no,	
20	there were no depositions.	11:12:20
21	Q And did you testify in any trial or other	
22	proceeding in that case?	
23	A Yes, I did.	
24	Q And what was the outcome of that case?	
25	A I'm not sure. I believe the defendants	11:12:39
		Page 35

1 were successful. It's not my job as an expert to be 11:12:40 2 concerned about outcomes. 0 The next case you have here is Broadband 3 iTV, Inc. versus Ocean Time Warner Cable LLC and 4 5 Time Warner Cable, Inc.; is that correct? 11:13:05 б That's correct. In fact, there is a typo А 7 here I can point out. "Ocean" should read 8 "Oceanic." I imagine spellcheck corrected it. 9 Okay. No problem. Q And you represented the Time Warner Cable 11:13:26 10 entities in this case? 11 Yes. For the defendant, which was Time 12 А Warner Cable. 13 And what was the subject matter of your 14 0 15 opinions in this case? 11:13:41 16 А I believe this related to the VOD systems 17 and particularly to content distribution. And was it a patent litigation matter? 18 0 19 Yes, it was. А 20 Q And do you recall the outcome in that 11:14:05 21 case? 22 Α Yes. I do in this case. Oceanic Time 23 Warner Cable was successful in defending the patent litigation. 24 25 Q And did you offer testimony at trial in 11:14:25 Page 36
1	that case?	11:14:27
2	A No. This didn't go to trial.	
3	Q Did you prepare and submit an expert	
4	report in that case?	
5	A I did.	11:14:38
6	Q Did you testify at deposition in that	
7	case?	
8	A I recall there was a deposition that I	
9	testified in.	
10	Q The third case on here, it appears that	11:14:57
11	you weren't an expert witness but were instead a	
12	fact witness; is that correct?	
13	A Bullet No. 3, I was a fact witness, yes.	
14	Q And was that a patent litigation case?	
15	A Yes, it was.	11:15:14
16	Q And what was your what was the nature	
17	of your factual testimony in that case?	
18	MR. SPRENGER: Objection to form.	
19	THE WITNESS: It related to VOD systems.	
20	BY MR. BERG:	11:15:38
21	Q And were you testifying as an inventor of	
22	a patent at issue in that case?	
23	A No.	
24	Q Were you testifying as an employee of one	
25	of the parties in that case?	11:15:50
		Page 37

1 Α No. 11:15:52 2 0 In what role were you testifying as a fact 3 witness? 4 MR. SPRENGER: Objection to form. THE WITNESS: I was testifying in relation 11:16:02 5 б to my expertise in designing VOD systems. 7 BY MR. BERG: 8 0 As a fact witness, not as an expert 9 witness, in this instance? 10 A Yes. Specific to the facts of 11:16:23 designing -- I guess I could say implementing as 11 12 well -- a specific VOD system. And were you testifying on behalf of one 13 0 of the two parties? 14 15 I -- my evidence was used by DISH Network 11:16:50 A LLC. 16 17 Q Okay. I understand. Now, bullet point 4 here, "Promptu Systems 18 19 Corporation versus Comcast Corporation," was that a 20 patent litigation matter? 11:17:14 21 A It was. 22 0 And you testified on behalf of Comcast 23 Corporation? 24 А That's correct. 25 Q Did you submit an expert report in that 11:17:23 Page 38

1	case?	11:17:27
2	A I'm not sure. I'm not sure if this went	
3	that far as to go to that stage. So I don't recall.	
4	Q And bullet point 5, "Rovi v. Bell Canada	
5	and TELUS Communications, Inc.," you testified on	11:17:50
б	behalf of the defendants here as well?	
7	A Yes, I did. And this was sorry, I did	
8	not testify, but I was retained by the defendants.	
9	Q Retained by the defense.	
10	And this was a Canadian litigation matter,	11:18:13
11	correct?	
12	A It was.	
13	Q And bullet point 6, "Multimedia Content	
14	Management LLC versus DISH Network," you, once	
15	again, were retained by the defendants in this case?	11:18:33
16	A I was.	
17	Q And did you submit an expert report in	
18	that case?	
19	A I would have to check, but I think I did.	
20	Q Did you testify at deposition or at trial	11:18:51
21	in that case?	
22	A I don't think so, but I'm not sure. It	
23	certainly didn't go to trial, I can tell you that	
24	for sure.	
25	Q And then it looks like bullet point 7	11:19:19
		Page 39

1	refers to some ongoing litigation in the British	11:19:24
2	High Court; is that correct?	
3	A I'm actually not sure if it's ongoing.	
4	I'm not actively working on this at the current	
5	time.	11:19:41
б	Q And then bullet point 8 indicates that you	
7	have here worked as an expert in, looks like,	
8	several IPR proceedings involving Petitioner	
9	Ideahub; is that correct?	
10	A Ideahub Inc. and Helios Streaming.	11:20:07
11	Q Ideahub and Helios Streaming. Okay. I	
12	see.	
13	And it looks like there's a number of	
14	district court litigations and a number of IPR	
15	proceedings that are kind of covered in this bullet	11:20:24
16	point; is that correct?	
17	A Yes.	
18	Q And are these cases ongoing?	
19	MR. SPRENGER: Objection to form.	
20	THE WITNESS: I was retained to work on	11:20:39
21	the IPR actions. I actually don't know if they're	
22	still ongoing. I provided services, and I don't	
23	know whether it's still ongoing or whether it's	
24	finished, if you like, whether a decision has been	
25	reached.	11:21:05
		Page 40

1	BY MR. BERG:	11:21:05
2	Q Did you submit a declaration in connection	
3	with those patent office proceedings?	
4	A Yes, I did.	
5	Q And did you offer deposition testimony in	11:21:16
6	those proceedings?	
7	A Yes, I did.	
8	Q How many times were you deposed in those	
9	proceedings?	
10	MR. SPRENGER: Objection to form.	11:21:28
11	THE WITNESS: I only recall one deposition	
12	relating to this proceeding.	
13	BY MR. BERG:	
14	Q And then bullet point 9 is also expert	
15	witness work on behalf of a petitioner in an IPR	11:21:50
16	proceeding; is that correct?	
17	A That's correct.	
18	Q And have you submitted an expert	
19	declaration in that proceeding?	
20	A I have. I believe I submitted two.	11:22:06
21	Q Have you been deposed in that proceeding?	
22	A I have.	
23	Q And how many times were you deposed in	
24	that proceeding?	
25	MR. SPRENGER: Objection to form.	11:22:22
		Page 41

1	THE WITNESS: I believe it was just one	11:22:22
2	deposition, if memory serves.	
3	BY MR. BERG:	
4	Q Now, flipping down to the last page of	
5	Exhibit 8.	11:22:39
6	A Yes.	
7	Q This page lists nine patents that you've	
8	been granted; is that correct?	
9	A Yes. I believe this is an accurate list.	
10	Q And are there any other patent	11:22:58
11	applications that you have currently pending?	
12	A No.	
13	Q Okay. So we've been going I think about	
14	an hour and 20 minutes or so. It might be a good	
15	time for a short break.	11:23:17
16	THE VIDEOGRAPHER: Okay. This marks the	
17	end of Volume 1, Media No. 1 of the deposition of	
18	Michael Adams. The time is 11:23 a.m. We're off	
19	the record.	
20	(Recess taken.)	11:35:19
21	THE VIDEOGRAPHER: We are back on the	
22	record at 11:35 a.m. This marks the beginning of	
23	Volume 1, Media No. 2 of the deposition of Michael	
24	Adams.	
25	Please continue.	11:35:35
		Page 42

1	BY MR. BERG:	11:35:36
2	Q Welcome back Mr. Adams.	
3	A Thank you.	
4	Q During the break, did you talk to your	
5	counsel at all?	11:35:41
6	A No.	
7	Q Let's go ahead and open up both your '846	
8	and your '637 declarations.	
9	A Okay.	
10	Q I want to go to the table of contents in	11:36:00
11	both of those.	
12	A Okay.	
13	Q So compared to some of the other	
14	declarations that we've gone through in previous	
15	days I notice that there was no section in your	11:36:24
16	table of contents on claim construction.	
17	Do you see that?	
18	A Yes, I do see that.	
19	Q And are you aware of anyplace in either	
20	the '846 or the '637 declaration where you address	11:36:38
21	claim construction?	
22	A No.	
23	Q What claim constructions do you apply in	
24	performing your analysis for the '846 declaration?	
25	MR. SPRENGER: Objection to form.	11:36:59
		Page 43

1 THE WITNESS: I do not believe there were 11:37:05 2 any claim constructions for the terms that I was considering, so I would have therefore used normal 3 4 meaning, the English language meaning of the terms. BY MR. BERG: 5 11:37:26 б The plain and ordinary meaning is what you Q 7 would have applied? 8 А Yes. 9 MR. SPRENGER: Objection. Form. BY MR. BERG: 11:37:35 10 And, if I gave you specific constructions 11 Q 12 for any terms, would you be able to offer opinions sitting here today based on those constructions? 13 MR. SPRENGER: Objection to form. 14 15 THE WITNESS: I'm not sure I could. I 11:37:50 16 would do my best obviously. BY MR. BERG: 17 And, if you were told that specific 18 0 19 constructions did apply, would you need to redo your 20 analysis in light of those constructions? 11:38:03 I don't know. I would have to look at 21 А 22 specific examples. 23 0 Okay. And looking now at the '637 24 declaration. 25 А Yeah. 11:38:32 Page 44

1 Would your answers be the same regarding 0 11:38:35 2 claim constructions? MR. SPRENGER: Objection to form. 3 4 THE WITNESS: I can't guarantee they 5 would. Again, I'd kind of have to look at that on a 11:38:47 б case-by-case basis, I think. 7 BY MR. BERG: 8 Okay. So did you apply any constructions 0 in the '637 declaration? 9 I applied the plain and ordinary meaning. 11:39:00 10 Α And are you aware of any constructions 11 Q that the Board has adopted in the '637 proceeding? 12 No. I wasn't made aware of any, no. 13 А But you did review the institution 14 0 15 decision in the '637 proceeding, right? 11:39:22 Yes. I believe I did. 16 А 17 Q And you list the institution decision in your section of materials considered, correct? On 18 19 page 4? 20 А I'm just checking here. Yes, that's paper 11:39:48 11. Yes, I have reviewed that. 21 22 0 And similarly, on page 4 of the '846, you 23 list the institution decision in that matter? 24 А I do. 25 Q And then flipping down to page 7, you also 11:40:09 Page 45

1 list as Exhibit 2011 that you reviewed the claim 11:40:20 2 construction order from the district court litigation; is that correct? 3 4 А That's correct. And then going to the '637 declaration and 11:40:31 5 Q б looking on page 7 also, you also considered the 7 district court claim construction order in connection with the '637? 8 9 А I did. Okay. So let's go to the McCanne 11:40:53 10 0 11 reference, which starts in the -- on page 37 of your 12 '846 declaration and also starts on page 37 of your '637 declaration. 13 Yeah. I've got that open on the '846. 14 Α 15 Okay. I have -- I'm looking at that now. 11:42:01 16 Q Let me go ahead and introduce the McCanne 17 reference. (Exhibit 9 marked for identification.) 18 BY MR. BERG: 19 20 Q Okay. So I just introduced Exhibit 9. 11:42:36 Please let me know when you have that available. 21 22 Α Yes, I have it available now. 23 0 Okay. And what is Exhibit 9, Mr. Adams? 24 Α It's United States Patent 6,785,704, 25 "Content Distribution System for Operation Over an 11:43:07 Page 46

1	Internetwork Including Content Peering	11:43:16
2	Arrangements."	
3	Q And will you understand if I refer to this	
4	patent as the McCanne reference?	
5	A I will.	11:43:29
6	Q And is this one of patents you reviewed in	
7	connection with preparing for your deposition today?	
8	A I did.	
9	Q And to your understanding, what is the	
10	McCanne reference directed to?	11:43:50
11	A It discloses a content distribution	
12	network for providing content to a client device.	
13	Q And you're familiar with content	
14	distribution networks around this time, correct?	
15	A Yes.	11:44:19
16	Q Does the content distribution network in	
17	McCanne operate consistently with how you understand	
18	other content distribution networks to operate	
19	around this time?	
20	MR. SPRENGER: Objection to form.	11:44:37
21	THE WITNESS: Not necessarily. I believe	
22	that McCanne introduces some novel concepts.	
23	BY MR. BERG:	
24	Q And what is one example of a novel concept	
25	introduced in McCanne?	11:45:01
		Page 47

1	A Let me refresh my memory here. I'm pretty	11:45:20
2	sure that McCanne has the concept of a	
3	client-directed server rendezvous, which a lot of	
4	CDNs do not use this approach.	
5	Q And what do you mean by "client-directed	11:45:45
6	server rendezvous"?	
7	A Okay. I was just going to I was just	
8	going to actually find a reference. I'm just going	
9	to download this so I can search it.	
10	Q Yeah. That's a good plan.	11:45:59
11	A So at the top of column 24 is a section	
12	entitled "Client-Driven Server Rendezvous"	
13	abbreviated to "CDSR."	
14	And they say "While the DNS-based	
15	redirection and explicit redirection schemes	11:46:54
16	described above provide viable approaches to content	
17	peering based on APAR routing, they also have some	
18	limitations." And then it goes on to describe them.	
19	And it goes on in some detail. But they then talk	
20	about CDSR architectures and contrast it with other	11:47:30
21	CDN architectures, I think that would be fair, at	
22	this level of discussion that we're having.	
23	Q Now, the McCanne reference discloses the	
24	use of edge servers, correct?	
25	MR. SPRENGER: Objection to form.	11:48:01
		Page 48

1	THE WITNESS: I do not want to rely on my	11:48:22
2	memory here. It does use the term "edge server,"	
3	yes.	
4	BY MR. BERG:	
5	Q Let me just direct you to paragraph 89 of	11:48:29
6	your 89 of, your '846 declaration.	
7	I was just looking at the last sentence	
8	there.	
9	A Yes. And the last sentence says "McCanne	
10	discloses the use of edge servers that receive	11:49:03
11	user's request for content and serve nearby client	
12	devices."	
13	Q And to your understanding, what is an edge	
14	server in the context of McCanne?	
15	A I believe an edge server is the server	11:49:22
16	closest to the client. So there could be other	
17	servers in the network, but when a client makes a	
18	request for media, it would be redirected to an edge	
19	server.	
20	Q And so the edge server that it would be	11:49:45
21	redirected to is chosen based on the distance to the	
22	end user?	
23	MR. SPRENGER: Objection to form.	
24	THE WITNESS: Not necessarily, no.	
25		
		Page 49

1	BY MR. BERG:	11:50:00
2	Q So how would it be chosen?	
3	A Well, as I stated here in my report, the	
4	redirector node will in turn provide the IP address	
5	for a server available. And I believe that server	11:50:26
6	that is available that to serve the requested	
7	content, and I believe that server is the edge	
8	server.	
9	Q And that edge server at least ideally is	
10	geographically close to the requesting client?	11:50:46
11	A It may be.	
12	Q Are there advantages to choosing an edge	
13	server that's geographically close to the client?	
14	A Yes. Indeed there are.	
15	Q And are those advantages discussed by	11:51:06
16	McCanne?	
17	A I'm not sure.	
18	Q To your knowledge as a person of skill in	
19	the art, what would those advantages be?	
20	A The advantages of choosing the edge server	11:51:29
21	that's geographically approximate is that the	
22	network path and therefore the latency to that	
23	server will be less than one that's further away. I	
24	should say typically be less. It obviously depends	
25	on the network topology.	11:52:03
		Page 50

1	Q Looking at McCanne, column 9, like lines	11:52:06
2	56 through well, I think you cite these lines in	
3	your report. Actually, 56 through 64 is what you	
4	cite in your report. Let's look at those lines.	
5	A Yes, I do. I'm looking at those lines.	11:52:24
6	Q When it says that the edge server captures	
7	the user request for content and serves the content	
8	locally, what do you understand is meant by	
9	"locally" in that context?	
10	MR. SPRENGER: Objection to form.	11:52:52
11	THE WITNESS: In this context, I believe	
12	the "locally" means in the same in the same area	
13	perhaps.	
14	BY MR. BERG:	
15	Q And by "area," you're referring to	11:53:32
16	geographic area?	
17	A Yes.	
18	Q And then let's turn to the other place you	
19	cite in McCanne here, which is column 12, lines 58	
20	through column 13, line 3.	11:53:48
21	Could you take a look at that citation,	
22	please?	
23	A Yes. I've looked at that.	
24	Q Does this section describe some of the	
25	benefits associated with serving content to a client	11:54:36
		Page 51

1		11.54.40
1	locally?	11:54:40
2	A I believe it does.	
3	Q And are these some of the same benefits	
4	that you identified a few moments ago when I asked	
5	you about that?	11:54:58
6	A Yes. They're similar.	
7	Q Are there any additional benefits listed	
8	here?	
9	A I believe they also add network	
10	efficiency.	11:55:15
11	Q And is that benefit also consistent with	
12	your experience as a person of skill in the art?	
13	A Yes, it is.	
14	Q So going in McCanne to column 5 and	
15	I'll point out that this is in the "Background"	11:55:49
16	section of the invention or "Background of the	
17	Invention" section I should say.	
18	A Yes.	
19	Q I want to direct your attention to	
20	column 5 starting at lines 55 through 57. And feel	11:56:06
21	free to review that entire paragraph to give	
22	yourself context as needed.	
23	A Okay.	
24	Yeah. I've looked through that.	
25	Q And is this paragraph identifying some	11:57:00
		Page 52

1	problems that existed at the time of McCanne with a	11:57:04
2	splitter network of servers?	
3	A Yes. That is what it's talking about,	
4	yeah.	
5	Q And what do you understand is meant by a	11:57:17
6	splitter network of servers?	
7	A Well, I believe here they're talking about	
8	some kind of tree structure where you'd have and	
9	origin node at the top and then you would have one	
10	or more legs coming down to a server, and then from	11:57:45
11	each of those one or more legs going down to a	
12	server, and so on. And so it's a kind of tree	
13	network.	
14	Q And one of the problems the McCanne	
15	authors identify with an existing splitter network	11:58:06
16	of servers is a concern with interoperability of	
17	different types of data streams; is that correct?	
18	MR. SPRENGER: Objection to form.	
19	THE WITNESS: Specifically here, yes.	
20	They suggest here that different data streams are	11:58:33
21	not compatible on a splitter-by-splitter basis.	
22	BY MR. BERG:	
23	Q And they give a specific example of a	
24	splitter being set up to carry RealNetworks data	
25	streams that cannot distribute Microsoft Netshow	11:58:57
		Page 53

1	data streams; is that correct?	11:59:07
2	A They do.	
3	Q What are the disadvantages of having a	
4	network of servers that is not interoperable with	
5	different types of files, such as for different	11:59:17
6	types of data streams such as RealNetworks data	
7	streams and Microsoft Netshow data streams?	
8	MR. SPRENGER: Objection to form.	
9	THE WITNESS: Well, the obvious	
10	disadvantage is that you would have to have separate	11:59:31
11	servers for each, so you'd end up with a lot more	
12	servers.	
13	BY MR. BERG:	
14	Q And on the flip side, what are the	
15	advantages of having interoperability of different	11:59:47
16	types of data streams in a server setup like this?	
17	A Less servers.	
18	Q And fewer servers results in, among other	
19	benefits, cost savings; is that accurate?	
20	A Most likely, it is, yes.	12:00:11
21	Q Do you understand that this was a problem	
22	that McCanne was attempting to solve by its	
23	invention?	
24	A Well, it's certainly a problem they	
25	identified. I'm not sure that McCanne solves it.	12:00:40
		Page 54

1	Q Does according to your reading of	12:00:46
2	McCanne, would it be plagued by the same problem	
3	that it would be able to carry one type of data	
4	stream but not be able to distribute another type of	
5	data stream?	12:01:02
6	MR. SPRENGER: Objection to form.	
7	THE WITNESS: I haven't looked at this	
8	particular aspect of McCanne in enough detail to	
9	give you an answer to that.	
10	BY MR. BERG:	12:01:18
11	Q As a person of skill in the art, if you	
12	were attempting to set up the system of McCanne at	
13	this time, would you set it up such that it was	
14	interoperable with different types of data streams?	
15	MR. SPRENGER: Objection to form.	12:01:41
16	THE WITNESS: I'm not sure.	
17	BY MR. BERG:	
18	Q Are you aware of any teaching in McCanne	
19	that would indicate that it did not solve this	
20	problem?	12:02:00
21	A No.	
22	MR. SPRENGER: Objection to form.	
23	BY MR. BERG:	
24	Q And are you aware of any teaching in	
25	McCanne that indicates that it is not able to carry	12:02:08
		Page 55

1	RealNetworks data streams?	12:02:12
2	A No.	
3	Q Are you aware of any teaching in McCanne	
4	that indicates that it cannot distribute Microsoft	
5	Netshow data streams?	12:02:23
6	A No. But I must add that I'm not sure	
7	there is any teaching that suggest that they could	
8	be carried by the same server. I think it's sort of	
9	out of scope. But again, I reserve my opinion on	
10	that because it's one exhibit and it's 36 pages	12:02:42
11	long. I can't say I've looked at this particular	
12	aspect in detail.	
13	Q But you have looked at the McCanne	
14	reference in detail, correct?	
15	A Yes, I have.	12:02:57
16	Q And multiple times?	
17	A Yes, I have.	
18	Q Were you familiar at this time with	
19	RealNetworks?	
20	A Yes.	12:03:21
21	Q What was RealNetworks?	
22	MR. SPRENGER: Objection to form.	
23	THE WITNESS: RealNetworks was a company,	
24	an early mover in streaming of audio and video over	
25	the Internet.	12:03:41
		Page 56

1	BY MR. BERG:	12:03:48
2	Q And were you familiar at this time with	
3	Microsoft Netshow?	
4	A You know, I'm not familiar with the name	
5	Netshow. I think I probably became aware of it	12:04:04
6	after they changed the name to Windows Media.	
7	Q And, when you read a patent, what do	
8	you what point does the "Background of the	
9	Invention" section serve?	
10	MR. SPRENGER: Objection to form.	12:04:51
11	THE WITNESS: As I understand it, the	
12	"Background of the Invention" section is there to	
13	outline current technology and potentially any	
14	limitations of the current technology.	
15	BY MR. BERG:	12:05:38
16	Q Is it fair to say that McCanne is directed	
17	to a content delivery system for receiving a request	
18	for content from clients and serving those requests?	
19	MR. SPRENGER: Objection to form.	
20	THE WITNESS: Yeah. I might use the word	12:06:00
21	"content distribution system." But yes, it is	
22	addressing delivery of content to clients.	
23	BY MR. BERG:	
24	Q What type of content does McCanne serve?	
25	A I believe that McCanne is able to serve	12:06:29
		Page 57

1	really any type of digital data.	12:06:36
2	Q So, for example, if a client made a	
3	request for a JPEG file, McCanne could serve that	
4	JPEG file?	
5	A Yeah. I don't believe that McCanne makes	12:06:56
6	a restriction as to the particular type of data that	
7	would be served.	
8	Q So would you expect that McCanne could	
9	serve a JPEG file?	
10	A I see no reason why it would not be able	12:07:24
11	to.	
12	Q And, if the McCanne system got a request	
13	for an ASX file, would it be capable of serving that	
14	request?	
15	A Assuming it had a request for it, I	12:07:41
16	believe it would be able to serve that file type,	
17	yes.	
18	Q Similarly, if it got a request for an ASF	
19	file, it would be able to serve that request?	
20	A I believe it would.	12:07:58
21	Q So your understanding is that McCanne is	
22	agnostic as to the type of file that is requested in	
23	the sense that whatever file is requested, if	
24	McCanne has it, it will return it to the requesting	
25	client; is that correct?	12:08:21
		Page 58

1	MR. SPRENGER: Objection to form.	12:08:22
2	THE WITNESS: I believe that's the way	
3	McCanne is intended to operate; however, it doesn't	
4	give examples, the examples that you gave.	
5	BY MR. BERG:	12:08:53
6	Q So, if a user had on their computer an ASX	
7	file containing a list of multiple ASF files, the	
8	user could request each of those ASF files in	
9	sequence from McCanne, correct?	
10	A If the user was programmed that way. But,	12:09:15
11	again, I must point out that's not disclosed here.	
12	Q Okay. Well, let me ask you this. The	
13	opinions that you've expressed in connection with	
14	the McCanne reference, are those opinions also true	
15	with respect to your '637 declaration?	12:10:21
16	MR. SPRENGER: Objection to form.	
17	THE WITNESS: Let me take a look at the	
18	'637, make sure that it's consistent.	
19	Yes. I believe I have the same opinions	
20	on McCanne for both of the IPRs that we're talking	12:11:22
21	about today.	
22	BY MR. BERG:	
23	Q Going back to your '846 declaration, let's	
24	go to the section starting well, I guess it's	
25	just paragraph 90 dealing with "All about ASX	12:11:45
		Page 59

1	Files."		12:11:48
2	A Okay.		
3	Q And lo	et me go ahead and mark this exhibit.	
4	(Exhi)	bit 10 marked for identification.)	
5	BY MR. BERG:		12:12:48
6	Q Okay.	So I've gone ahead and introduced	
7	Exhibit 10. Car	n you let me know when you have that	
8	available?		
9	A Yes,	I have that.	
10	Q And w	hat is Exhibit 10?	12:12:56
11	A It's a	a webpage with the top level heading	
12	"All about ASX 1	Files" From February 4, 1999.	
13	Q And I	believe you mentioned that you had	
14	not reviewed th	is document specifically for in	
15	preparation for	this deposition today?	12:13:22
16	A No, I	don't recall doing so.	
17	Q But ye	ou have reviewed this document	
18	before?		
19	A I have	e.	
20	Q And ye	ou've reviewed it in the last week or	12:13:33
21	so?		
22	A Yes.		
23	Q I'll	just note that this is marked as	
24	Exhibit 1017 in	both of these IPR proceedings. Is	
25	that consistent	with your understanding, Mr. Adams?	12:13:59
			Page 60

1	A Yes.	12:14:02
2	Q This may be kind of a dumb question, but	
3	are ASF files files?	
4	MR. SPRENGER: Objection to form.	
5	THE WITNESS: Well, yes, they certainly	12:14:27
6	can be files. You know, just to clarify that, ASX	
7	is really a syntax, but clearly, the way they're	
8	describing them here is that these these	
9	particular textual syntactical elements can be	
10	contained or are typically contained in a file.	12:15:00
11	BY MR. BERG:	
12	Q And as a person of skill in the art,	
13	you're familiar with ASX files, correct?	
14	A I am.	
15	Q And in preparing your reports and in	12:15:22
16	preparing for this deposition, you have reviewed	
17	this and other documents dealing with ASX files,	
18	correct?	
19	A I have.	
20	Q On page 2 of this document, there is a	12:15:40
21	bolded heading called "Source of ASF."	
22	Do you see that?	
23	A Yes.	
24	Q What's being described in this section?	
25	A Yeah. It doesn't really explain it, but I	12:16:02
		Page 61

1	can tell you my understanding if you'd like.	12:16:20
2	Q Sure. That would be great.	
3	A So they're giving some examples here of if	
4	you are retrieving an ASF file from different types	
5	of server, the or in fact local devices on your	12:16:41
6	computer and they're giving examples of how to	
7	how to construct the path name correctly such that	
8	you retrieve the file.	
9	Q Now, according to your understanding, in a	
10	single ASX file can media be retrieved from multiple	12:17:19
11	of these sources?	
12	MR. SPRENGER: Objection to form.	
13	THE WITNESS: You kind of cut out a little	
14	bit at the beginning. Could you restate that,	
15	please.	12:17:46
16	BY MR. BERG:	
17	Q Yeah.	
18	According to your understanding of ASX	
19	files, in a single ASX file, can media be retrieved	
20	from well, strike that.	12:18:00
21	According to your understanding of ASX	
22	files, in a single ASX file, can the ASX file point	
23	to media located in multiple sources, including from	
24	among this list?	
25	A Yes. I believe that's the case.	12:18:23
		Page 62

1	Q So, for example, in an ASX file, the user	12:18:28
2	could first be pointed to some media on an ASF or	
3	Windows Media Services source and then could	
4	subsequently be pointed to something from an ASF on	
5	an HTTP server source, correct?	12:19:00
6	MR. SPRENGER: Objection to form.	
7	THE WITNESS: Well, the two examples you	
8	gave, it looks like you're retrieving you could	
9	well be retrieving them from the same server but	
10	using a different protocol, one using MMS, Windows	12:19:19
11	Media Services, and the other using HTTP. So, in	
12	that case, the examples you gave would be the same	
13	server but different protocols.	
14	BY MR. BERG:	
15	Q That's an excellent point. I picked a bad	12:19:41
16	example there, I think.	
17	So, in that same ASX file, I could also	
18	the file could also direct to an ASF on a network	
19	server, for example, correct?	
20	A That again is it could be the same	12:20:00
21	server, but it could be a different server. We've	
22	got here a server name, which is always the same	
23	through these examples, but I think that the server	
24	name here could be different.	
25	Q So a server name in this syntax is just a	12:20:23
		Page 63

1	placeholder for whatever server or servers you want	12:20:27
2	to identify?	
3	A Yeah. The way this is written is the	
4	implementer would substitute their own server name	
5	for the string here server name.	12:20:43
б	Q So then going down to page 4 of this	
7	exhibit.	
8	A Yeah.	
9	Q Do you see the example under the heading	
10	"Playlist" of an ASX file?	12:21:09
11	A Yes, I do.	
12	Q And do you see here there's a server	
13	called "nsserver"?	
14	A I do.	
15	Q Is your understanding similarly that	12:21:25
16	"nsserver" is just a placeholder that the	
17	implementer could fill in with whichever server had	
18	the content they wanted to point a user to?	
19	A They certainly could. It could be the	
20	same server or it could be different servers.	12:21:45
21	Q Going back up to page 2 just for a second,	
22	there was one other thing I wanted to ask you about.	
23	Do you see in the example ASX file in the section	
24	titled "File or Clip Properties"?	
25	A Yes.	12:22:18
		Page 64

1 And do you see in the first entry tag Q 12:22:18 2 there's a reference tag that says "href equals." Do you see where I'm looking? 3 4 А Yes. I apologize if I'm not using exactly the 12:22:37 5 Q 6 correct language. But you see in the source that's 7 referred to here in this "href equals" that there is 8 something called Netshow? I do. 9 А Do you know what's being -- what is 12:22:55 10 0 Netshow in this context? 11 A No, I don't. 12 According to the syntax that we were 13 Q discussing earlier with the source of an ASF, would 14 15 that be part of the name for a server? 12:23:18 16 А Yeah. Netshow.microsoft.com is a host 17 name. Okay. Now, going back to page 4 for a 18 Q 19 minute. 20 А Yep. 12:23:57 In the -- do you see the section titled 21 Q 22 "Ad Insertion"? 23 Α I do. 24 Q Now, in the -- I guess it would be the 25 second-to-the-last paragraph, do you see that 12:24:11 Page 65

1	paragraph that's just I guess one or two sentences.	12:24:14
2	It starts with "This can be especially powerful"?	
3	A I do.	
4	Q So it says that in this section that	
5	"ASPs could automatically serve up ASF content that	12:24:27
6	is personalized to the user's region or profile."	
7	Do you see that?	
8	A I do.	
9	Q How would an ASP serve up ASF content	
10	that's personalized to a user's region, according to	12:24:54
11	your understanding?	
12	A Well, ASP is an active server page. The	
13	active server page would have to have some kind of	
14	logic that accesses information about the user and	
15	then be able to take that let's call it the user	12:25:20
16	profile or the user's region and be able to use that	
17	logic working against the information in the user's	
18	profile to make some kind of a match up between one	
19	of a number of ads and the user.	
20	Q And that would be the same kind of process	12:25:47
21	used to personalize content to a user's profile?	
22	MR. SPRENGER: Objection to form.	
23	THE WITNESS: Well, I mean, we've got here	
24	"user's region or profile." It could be a similar	
25	mechanism for the region and for the profile.	12:26:10
		Page 66

1	BY MR. BERG:	12:26:17
2	Q And so it wouldn't be able to do this	
3	until the user had made a request or otherwise	
4	indicated that they were the ones requesting media,	
5	correct?	12:26:35
6	MR. SPRENGER: Objection to form.	
7	THE WITNESS: I'm not sure about that.	
8	BY MR. BERG:	
9	Q And what aren't you sure about about that?	
10	A I believe there are multiple	12:26:58
11	implementations. For example, one implementation I	
12	can think of is that you've already prepopulated ads	
13	based on your knowledge of the user's region and are	
14	just serving them as later when a request for	
15	content is made that's supported by an ad.	12:27:28
16	Q And that makes sense to me with respect to	
17	each region. Would that make sense with respect to	
18	a user's profile?	
19	A Yeah. You exactly the same approach.	
20	So the reason I said I'm not sure is because I think	12:27:53
21	there are multiple ways of doing this. And this	
22	paragraph here does not discuss the different ways	
23	that it might be implemented.	
24	Q So, in terms of personalizing to a user's	
25	profile in that approach that you described, you	12:28:13
		Page 67

would have prepopulated ads, but you would only 1 12:28:18 2 serve those once you received your request from that 3 particular user having that profile; is that 4 correct? 5 MR. SPRENGER: Objection to form. 12:28:32 б THE WITNESS: Yeah. I think that's an 7 alternative way of doing it. BY MR. BERG: 8 9 You see in this section it says "See 'Ad Q Insertion' for more information"? 12:28:50 10 I do. 11 А 12 So I'm going to introduce another exhibit Q for us to talk about. 13 (Exhibit 11 marked for identification.) 14 15 BY MR. BERG: 12:29:24 16 0 So I've introduced Exhibit 11. 17 Can you please let me know when you have access to that? 18 19 Okay. Yes, I've got that open. А 20 Q Okay. Now, what is Exhibit 1018? 12:29:59 It's some Microsoft documentation, online 21 Α 22 documentation, entitled "Ad Insertion." 23 0 Have you reviewed this document before? 24 А Yes, I have. I'll just note for the record that this 12:30:31 25 Q Page 68

1 exhibit is marked as Hulu Exhibit 1018 in both the 12:30:33 2 '846 and '637 IPR proceedings. Does that sound right to you, Mr. Adams? 3 4 А I believe that's the case. 5 And you see that this document bears a 12:30:54 Q б date of December 14, 1998 right below the "Ad 7 Insertion" title? 8 А I do. 9 And do you have any reason to doubt the Q veracity of that date? 12:31:07 10 11 А No. 12 Q And I'll just note -- just going back to the "All about ASX Files" reference, do you see that 13 has a date of February 4, 1999? 14 15 Α Yes. 12:31:41 And all about ASX files is also a 16 Q 17 Microsoft help file? Yeah. I think they call it --18 Α 19 MR. SPRENGER: Objection to form. 20 THE WITNESS: I think they call it the 12:32:11 "Online Web Workshop." But, yeah, it's designed to 21 22 be their full documentation. 23 BY MR. BERG: 24 And in the part we just looked at here on 0 25 page 4, it directs you to a page titled "Ad 12:32:27 Page 69

1	Insertion," correct? I'm looking at the bottom of	12:32:31
2	the "Ad Insertion" section.	
3	A Oh, yeah, I've gone back to it.	
4	Yes, I see that.	
5	Q And that's the same title as the "Ad	12:32:52
6	Insertion" document that I just produced that's	
7	Exhibit 11, correct?	
8	A Yes, it is.	
9	Q And both documents are MSDN Online Web	
10	Workshop documents, correct?	12:33:06
11	A They are.	
12	Q Okay. Do you have any reason to doubt	
13	that Exhibit 11 is the "Ad Insertion" document	
14	referenced by the "All about ASX Files" reference?	
15	A No, I don't.	12:33:24
16	Q Okay. So I'd like you to just look at the	
17	introduction paragraph in the "Ad Insertion"	
18	article, if you wouldn't mind.	
19	A Yes. I'm looking at that now.	
20	Q So what do you understand is meant in this	12:33:58
21	paragraph by the phrase "Dynamic ad	
22	personalization"?	
23	A I'm not completely sure because it's not	
24	defined, but let me see if I can break it down.	
25	So ads are personalized using active	12:34:23
		Page 70

1	server page technology, and they use the word here	12:34:27
2	"dynamic" to mean something that isn't fully defined	
3	here.	
4	Q And how would you understand "dynamic" in	
5	the context of ad insertion as it's described in	12:34:46
б	this document?	
7	A I think I'd have to dig a bit deeper to	
8	understand exactly what that means. I'm not sure if	
9	it talks about what they mean by "dynamic" exactly.	
10	Q As a person of skill in the art, do you	12:35:16
11	have a general understanding of what "dynamic"	
12	means?	
13	A Well, it means moving at the highest	
14	level. I am familiar with the term, though, in the	
15	art, of "dynamic," yes.	12:35:38
16	Q And do you have any reason to think that	
17	the Ad Insertion article is using the term "dynamic"	
18	in a way that's inconsistent with its general usage	
19	in the art?	
20	MR. SPRENGER: Objection to form.	12:35:55
21	THE WITNESS: No, I don't.	
22	BY MR. BERG:	
23	Q And as a person of skill in the art	
24	reading this document, would your assumption be that	
25	"dynamic" is being used here inconsistent with its	12:36:09
		Page 71

1	ordinary yacar in the ert?	10.26.14
1	ordinary usage in the art?	12:36:14
2	MR. SPRENGER: Objection to form.	
3	THE WITNESS: Well, we haven't really said	
4	what that is, so, you know, I think we'd have to	
5	look at a specific you know, specific to be able	12:36:30
6	to answer that, you know, general question.	
7	BY MR. BERG:	
8	Q So at this time as a person of skill in	
9	the art, what was your understanding of the general	
10	usage of the word "dynamic"?	12:36:50
11	A Yeah. If I was to put myself in a time	
12	machine and go back to I think we're looking at	
13	1998 here, then I believe that what is being	
14	described here is making a decision for ad insertion	
15	at the time when the event happens. So these ads	12:37:21
16	are inserted in response to an event, I believe, if	
17	we go back to the previous document. So it would be	
18	contemporaneous with that event.	
19	Q So, in the Ad Insertion article, going	
20	down to page 2, do you see the entry that says	12:37:59
21	"Example One: Simple Ad Insertion"?	
22	A Page 2. "Simple Ad Insertion," yes, I do.	
23	Q So this example describes inserting an ad	
24	in front of a single video clip; is that correct?	
25	A That's correct.	12:38:29
		Page 72
1	Q And looking down in the ASX file itself or	12:38:36
----	---	----------
2	the ASX syntax I guess itself, can you identify the	
3	file name for the advertisement?	
4	A Yes. I believe it's	
5	HollandAmerica200.asf.	12:38:52
6	Q And can you identify the file name for the	
7	single video clip?	
8	A Yeah. It's a bit confusing because it's	
9	in the same folder but "NukeTest200.asf."	
10	Q And what is an ASF file?	12:39:30
11	A It is a Windows Media format formatted	
12	file containing media.	
13	Q And when you say "media," are you	
14	referring to video clips?	
15	A It could be video only or it could include	12:39:54
16	video and audio.	
17	Q So, in this example the ad insertion is	
18	describing there would be an advertisement that's a	
19	video clip followed by and that advertisement is	
20	"HollandAmerica200," whatever that file is followed	12:40:16
21	by a video clip that's "NukeTest200"; is that	
22	correct?	
23	A Yes. I believe that's that's what this	
24	is describing, yes.	
25	Q Now, coming down to Example 3, which is on	12:40:38
		Page 73

1	page 3.	12:40:41
2	A Yes.	
3	Q This is "Example Three: Dynamic ASF Files	
4	via ASP."	
5	A Yes.	12:40:57
6	Q The advertisements it's describing	
7	inserting here into an ASX file could also be video	
8	clips, correct?	
9	A Yes.	
10	Q And in the second paragraph here, it	12:41:11
11	indicates that these are personalized using the	
12	Microsoft AdServer, which is a component of the	
13	Microsoft SiteServer; is that correct?	
14	A I was looking at a different paragraph.	
15	"Is one way to schedule these ads, but your	12:41:37
16	personalization can be as simple or as robust as you	
17	find necessary." Yes.	
18	Q Let me see here.	
19	Okay. Going back to your declaration, we	
20	were in the I think in paragraph 90 of the '846	12:42:41
21	declaration is kind of where we jumped off from.	
22	A Yeah.	
23	Q But would your testimony regarding "All	
24	about ASX Files" and regarding ad insertion apply to	
25	both the '846 and the '637 declarations?	12:43:00
		Page 74

MR. SPRENGER: Objection to form. 1 12:43:07 2 THE WITNESS: I can't be 100 percent sure. As we talked before, there could be different 3 4 contextual places. And ad insertion is one of the 12:43:21 5 differences in the claims. But, in general, I б believe it would be the same. 7 BY MR. BERG: 8 0 Okay. So it looks like we're about 12:45 9 your time. Would now be a good time to take a lunch 10 break? 12:43:42 Yes, it would. 11 А 12 Q Okay. So, if it's okay with your counsel, let's go off the record and then we can figure out 13 timing on that. 14 15 THE VIDEOGRAPHER: This marks the end of 12:43:52 16 Volume 1, Media No. 2 of the deposition of Michael 17 Adams. The time is 12:43 p.m. We're off the record. 18 19 (Recess taken.) 01:31:13 20 THE VIDEOGRAPHER: We are back on the record at 1:31 p.m. This marks the beginning of 21 22 Volume one, Media No. 3 of the deposition of Michael 23 Adams. Please continue. 24 BY MR. BERG: 25 Q Great. Thank you. 01:31:24 Page 75

1	Welcome back, Mr. Adams.	01:31:24
2	A Thank you.	
3	Q Did you speak to your counsel at all	
4	during the break?	
5	A No.	01:31:32
б	Q So I'm going to go ahead and mark another	
7	exhibit.	
8	(Exhibit 12 marked for identification.)	
9	BY MR. BERG:	
10	Q I've marked Exhibit 12. Just let me know	01:32:15
11	when you have access to that.	
12	A I have access to that now.	
13	Q Okay. So what is Exhibit 12?	
14	A It is United States Patent Application	
15	Publication, U.S. 2004/0083273.	01:32:39
16	Q And did you review this patent application	
17	publication in preparation for your deposition	
18	today?	
19	A Yes, I did.	
20	Q And will you understand if I refer to this	01:33:06
21	as the Madison '273 reference?	
22	A I will.	
23	Q And, if I forget to add the '273 when I'm	
24	refer to Madison, you can assume that I'm referring	
25	to this reference. Is that okay?	01:33:25
		Page 76

1	A Yes, that's okay.	01:33:28
2	Q Okay. And according to your	
3	understanding and let me back up and just point	
4	you to your '846 declaration beginning in	
5	paragraph 91 where you describe the Madison '273	01:33:46
6	reference.	
7	Can you describe at a high level your	
8	understanding of the Madison '273 reference?	
9	A It describes a method and system for	
10	managing digital content, including streaming media,	01:34:05
11	and it discusses content providers may have a	
12	significant number of content files, and there is a	
13	need for a content management system that allows	
14	clients to easily upload, manage, deliver streaming	
15	media content via by the Internet.	01:34:34
16	Q And in paragraph 94, you mention that	
17	Madison discloses a system that allows clients to	
18	upload content, which is then stored by the Madison	
19	system; is that correct?	
20	A That's correct.	01:34:56
21	Q So going to the Madison '273 reference	
22	itself, I'd like to have you look at paragraph 40.	
23	A I'm looking at paragraph 40.	
24	Q Have you had a chance to review that	
25	paragraph?	01:35:41
		Page 77

1	A I will read through it.	01:35:41
2	Yeah, I've reviewed it.	
3	Q Now, do you agree that in Madison a	
4	particular file may have multiple copies residing on	
5	different streaming servers?	01:36:19
6	A Yes.	
7	Q And is there any limitation in Madison as	
8	to what that content could be?	
9	MR. SPRENGER: Objection to form.	
10	THE WITNESS: I believe Madison discusses	01:36:38
11	streaming well, media files in the in the	
12	description and introduction of the patent.	
13	BY MR. BERG:	
14	Q So, for example, this content could be a	
15	movie file, for example?	01:37:04
16	A Yes. I think it could.	
17	Q Or it could be a clip of a TV episode?	
18	A Yes, I think it could.	
19	Q Or it could be a clip of an advertisement,	
20	for example?	01:37:22
21	A I believe it could be any content file in	
22	this description.	
23	Q Now, flipping up to Madison '273,	
24	Figure 1.	
25	A Yeah.	01:37:56
		Page 78

1	Q Figure 1 shows kind of an overview of the	01:37:56
2	system architecture, correct?	
3	A I'm just rotating the view. Yes, it does.	
4		
5	architecture where there's two what they call sites,	01:38:21
6	right, Site 1 and Site 2?	
7	A Site 1 and Site 2, yes, it does.	
8	Q And I guess in both Site 1 and Site 2, do	
9	you see there's a streaming media server 120?	
10	A Yes, there is.	01:38:51
11	Q And based on your understanding of	
12	Madison, do you agree that the streaming media	
13	servers depicted in Figure 1 at Site 1 and Site 2	
14	could be located in different geographical	
15	locations?	01:39:08
16	A I believe those are the sites, yes. They	
17	could be geographically distant from each other.	
18	Q Okay. Let's go ahead and go to	
19	paragraph 30 of Madison '273.	
20	A One second.	01:39:58
21	Q No problem.	
22	A Okay. Yeah.	
23	Q And can you just take a minute and review	
24	paragraph 30 and just let me know when you've had a	
25	chance to do that.	01:40:16
		Page 79

1	A Okay. Yes. I have looked through this	01:40:18
2	paragraph.	
3	Q Is this paragraph describing the figure	
4	that we were just looking at?	
5	A Yes. Two of the representative sites are	01:41:17
6	illustrated in Figure 1, yes, it is.	
7	Q So considering the paragraph 40 that we	
8	looked at previously, you know, and your testimony	
9	that multiple copies of the same file could be	
10	stored on different servers, could multiple copies	01:41:41
11	of the same file be stored on the two streaming	
12	media servers in different geographies discussed	
13	here in the context of Figure 1?	
14	MR. SPRENGER: Objection to form.	
15	THE WITNESS: Yes. I believe they could.	01:41:56
16	BY MR. BERG:	
17	Q And based on the disclosures in	
18	paragraph 30, would an end user access that content	
19	at the streaming server located in its own	
20	geography?	01:42:31
21	MR. SPRENGER: Objection to form.	
22	THE WITNESS: I'm just going to go back to	
23	the diagram.	
24	It could, but I don't see any specific	
25	language that says that this mechanism for, you	01:43:04
		Page 80

1	know, determining which is the closest.	01:43:08
2	BY MR. BERG:	
3	Q Would there be benefits from accessing it	
4	from the closer server, you know, all other kind of	
5	considerations being equal?	01:43:26
б	A There is a benefit from accessing the	
7	closest server, but of course, there would have to	
8	be given they're connected to the same local area	
9	network, which I note is a local area network, not	
10	wide area network, but given they're connected to	01:43:45
11	the same local area network, there would have to be	
12	some mechanism to actually connect the client to the	
13	closer of the two media streaming servers.	
14	Actually, and to just to go a bit further	
15	than that. In Figure 1, there is no advantage. In	01:44:10
16	a more general architecture, there could be. But	
17	specific to Figure 1, both media streaming servers	
18	620 are actually on the same local area network.	
19	So, actually, as drawn in Figure 1, there is no	
20	advantage.	01:44:32
21	Q And, if instead of a local area network	
22	that was a wide area network, would there be an	
23	advantage?	
24	A If there was a wide area network, then	
25	yes, there would be an advantage to the client	01:44:44
		Page 81

1 connecting to the closer of the two servers. But, 01:44:47 2 as I said before, there would have to also be a mechanism to make that happen. And I do not see 3 4 such a mechanism disclosed or suggested in Madison. 5 And would one of those benefits be an 01:45:09 0 increased speed of delivery of the streaming media 6 7 content, as noted in paragraph 30 of Madison? 8 Okay. I'm going to flip back to paragraph А 9 30 again. Yes. If there is a shorter network path, 01:45:43 10 then potentially the speed of delivery could be 11 12 improved. 13 Q So, when you were looking at Figure 1, were you saying that the end users and the streaming 14 15 media servers were all located on the same local 01:46:26 16 area network? 17 А Yes. 18 So I just want to go to paragraph 26 just 0 to make sure I'm understanding the figure correctly 19 20 or to see if paragraph 26 gives some additional 01:46:46 21 context to you. 22 Okay. Yeah. I'm looking at Figure -- I Α 23 mean paragraph 26 now. 24 Do you want me to look through it? 25 Q Well, actually, go ahead. And I'm just --01:47:05 Page 82

1	yeah, why don't you go ahead and look through it,	01:47:09
2	actually. That would be great.	
3	A Yeah. I've looked through it.	
4	Q Okay. So is it fair to say that Madison	
5	also contemplates the scenario when the local area	01:47:31
б	network is replaced by a wide area network?	
7	A I believe you're referring to the sentence	
8	that starts "In alternate embodiments, components of	
9	the system are coupled differently, for example,	
10	each coupled directly to the Internet coupled via a	01:47:52
11	wide area network and the like," yes.	
12	Q Now, is there any distinction going	
13	back to the local area network discussion, is there	
14	any difference between saying that the end users are	
15	connected to the same local area network as the	01:48:17
16	streaming servers versus saying that the end users	
17	are coupled to the local area network via the	
18	Internet? Is that a meaningful distinction?	
19	MR. SPRENGER: Objection to form.	
20	THE WITNESS: Yes. I believe it is.	01:48:43
21	BY MR. BERG:	
22	Q And what's the impact of that distinction,	
23	or I guess what is that distinction? Let's start	
24	there.	
25	A Well, going back to I think it's easier	01:48:54
		Page 83

1	to discuss this in the context of Figure 1.	01:49:00
2	Q Sure.	
3	A I'm rotating the view here. So, in this	
4	case, it's showing that the clients and end users	
5	could be connected to the LAN via the Internet.	01:49:22
6	And actually, again, in this diagram,	
7	there would be no distinction because both sites,	
8	Site 1 and Site 2 are clearly co-located because	
9	they're connected to the same local area network.	
10	So, regardless of where the clients are,	01:49:53
11	they're still having to access the local area	
12	network via in this case the Internet, and there	
13	would be no difference in performance between Site 1	
14	and Site 2 as seen by the client.	
15	Q So it would only be in the alternate	01:50:25
16	embodiments where, for example, the local area	
17	network is replaced by a wide area network or when	
18	all of the devices are just connected over the	
19	Internet that you would see that improvement; is	
20	that correct?	01:50:41
21	A I don't believe Madison is describing that	
22	in the paragraph which we just talked about. It's	
23	just talking about how clients and users are	
24	connected to the system. I don't believe it's	
25	suggesting that the sites are connected any	01:50:57
		Page 84

1	differently.	01:51:03
2	Q I mean, let's go back to paragraph 26 and	
3	explore that.	
4	A Okay.	
5	Q So there's a sentence in paragraph 26 that	01:51:27
б	explains how all of the components are or how	
7	many components are connected via local area	
8	network, and that includes the repository, FTP	
9	server, client web server, file management,	
10	administrative terminals, script processor,	01:51:43
11	streaming media server, and playlist server,	
12	correct?	
13	A That's correct.	
14	Q And in the next sentence, when it says "In	
15	alternate embodiments, components of the system are	01:51:55
16	coupled differently, for example, each coupled	
17	directly to the Internet, coupled to a wide area	
18	network and the like," do you understand that the	
19	components being referred to in that sentence are	
20	referring to those components in the previous	01:52:12
21	sentence?	
22	A I do.	
23	Q Okay. Let's look at a different exhibit	
24	for a minute.	
25	Before we set the Madison exhibit aside,	01:52:55
		Page 85

1	just for the record, I don't think I mentioned that	01:52:57
2	Madison '273 is marked as Hulu Exhibit 1051 in both	
3	the '846 and '637 IPR proceedings. Is that	
4	consistent with your understanding, Mr. Adams?	
5	A It is.	01:53:18
6	(Exhibit 13 marked for identification.)	
7	BY MR. BERG:	
8	Q So I've introduced Exhibit 13. Can you	
9	let me know when you have access to that, please.	
10	A I have access to it now.	01:53:39
11	Q What is Exhibit 13?	
12	A It is United States Patent 5,931,901	
13	entitled "Programmed Music On Demand From The	
14	Internet."	
15	Q And is this a patent that you reviewed in	01:54:01
16	preparation for today's deposition?	
17	A It is.	
18	Q And will you understand if I refer to this	
19	patent as "the Wolfe reference"?	
20	A Yes.	01:54:13
21	Q And can you describe at a high level what	
22	the Wolfe reference is directed to?	
23	A Yes.	
24	MR. SPRENGER: I can.	
25	/ / / /	
		Page 86

1	BY MR. BERG:	01:54:29
2	Q And I can point you to paragraph	
3	starting at paragraph 97 of the '846 declaration if	
4	that's helpful.	
5	A Yes, that's where I'm looking at right	01:54:38
6	now.	
7	So it's a system for delivering music and	
8	targetted advertising messages to Internet-based	
9	subscribers. And the idea is to disseminate media	
10	without cost to the user or the subscriber of the	01:54:56
11	system. And the idea is that that would be	
12	supported by targetted advertising to, I guess, fund	
13	the service.	
14	Q Now, in your years of experience with	
15	media streaming systems, have you ever dealt with	01:55:25
16	targetted advertisements?	
17	A Yes, I have.	
18	Q And according to your understanding, what	
19	are the benefits associated with using targetted	
20	advertisements?	01:55:45
21	MR. SPRENGER: Objection to form.	
22	THE WITNESS: There are a number of them.	
23	A lot of advertisers believe that a user would be	
24	more receptive to an advertisement that they have	
25	interest in. For example, you would provide an ad	01:56:05
		Page 87

1	for a diaper to a somebody who was just starting	01:56:12
2	a family and maybe the ad to the sports car to	
3	somebody who is a bit older, had plenty of funds.	
4	BY MR. BERG:	
5	Q And were those benefits of targetted	01:56:32
6	advertisements well known at the you know, in the	
7	'90s and early 2000s?	
8	A Yes. I believe they were.	
9	Q Could you go to paragraph 124 of your '846	
10	declaration, please.	01:57:26
11	A Yes. I'm looking at that now.	
12	Q Great. And, actually, before I ask you	
13	questions about paragraph 124, I neglected to	
14	confirm with respect to my questions about Madison	
15	and Wolfe that those would apply also to the '637	01:57:45
16	declaration.	
17	So with respect to the testimony you	
18	offered today with respect to Madison '273, would	
19	that would those opinions apply equally to your	
20	opinions in the '846 IPR and in the '637 IPR?	01:58:02
21	A That can we break that question down a	
22	little bit into pieces?	
23	Q Sure. Let me walk through that a little	
24	more slowly. So let's go back up. I apologize for	
25	making you jump back and forth here, but let's go	01:58:26
		Page 88

1	back up to paragraph 91 of your declaration.	01:58:29
2	A Okay.	
3	Q So do you recall a few minutes ago I asked	
4	you a series of questions regarding the Madison '273	
5	reference?	01:58:43
6	A I do.	
7	Q And as a part of that, we looked through	
8	these paragraphs 91 to 96 of your declaration or at	
9	least some of those paragraphs, correct?	
10	A We looked through some of them, yes.	01:59:02
11	Q And we also reviewed some aspects in the	
12	Madison '273 reference itself, correct?	
13	MR. SPRENGER: Objection to form.	
14	THE WITNESS: Yes.	
÷ •		
15	BY MR. BERG:	01:59:19
		01:59:19
15	BY MR. BERG:	01:59:19
15 16	BY MR. BERG: Q And you offered testimony regarding the	01:59:19
15 16 17	BY MR. BERG: Q And you offered testimony regarding the Madison '273 reference in the context of the '846	01:59:19
15 16 17 18	BY MR. BERG: Q And you offered testimony regarding the Madison '273 reference in the context of the '846 IPR proceeding, correct?	
15 16 17 18 19	BY MR. BERG: Q And you offered testimony regarding the Madison '273 reference in the context of the '846 IPR proceeding, correct? A I did.	
15 16 17 18 19 20	<pre>BY MR. BERG: Q And you offered testimony regarding the Madison '273 reference in the context of the '846 IPR proceeding, correct? A I did. Q And would that testimony also apply to the</pre>	
15 16 17 18 19 20 21	<pre>BY MR. BERG: Q And you offered testimony regarding the Madison '273 reference in the context of the '846 IPR proceeding, correct? A I did. Q And would that testimony also apply to the '637 IPR proceeding?</pre>	
15 16 17 18 19 20 21 22	<pre>BY MR. BERG: Q And you offered testimony regarding the Madison '273 reference in the context of the '846 IPR proceeding, correct? A I did. Q And would that testimony also apply to the '637 IPR proceeding? A I do not see any reason that it wouldn't,</pre>	
15 16 17 18 19 20 21 22 23	<pre>BY MR. BERG: Q And you offered testimony regarding the Madison '273 reference in the context of the '846 IPR proceeding, correct? A I did. Q And would that testimony also apply to the '637 IPR proceeding? A I do not see any reason that it wouldn't, but I can't be sure. But I don't have any reason to</pre>	

1	you just a couple of questions about the Wolfe	01:59:57
2	reference.	
3	Do you recall that?	
4	A Yes.	
5	Q And would your answers regarding those	02:00:02
б	questions also be the same if I asked them to you in	
7	the context of your '637 declaration?	
8	A Again, I believe they would, not having	
9	any reason to think otherwise. But, you know, I	
10	can't be sure.	02:00:24
11	Q I understand.	
12	Okay. Let's go to paragraph 124.	
13	A Yep.	
14	Q And I'll just note that the same paragraph	
15	appears in paragraph 121 of the '637 declaration.	02:00:43
16	Do you see that?	
17	A I'm just going to bring that up side by	
18	side. Paragraph 121 I think you said?	
19	Q Yes.	
20	A Yes. I believe that's the same paragraph.	02:01:10
21	Q So here you talk about network layer three	
22	of the OSI model and network and layer seven of	
23	the OSI model, which is the application layer.	
24	Can you explain for the record what you	
25	mean by the network layer, layer three, of the OSI	02:01:29
		Page 90

1	model?	02:01:36
2	A Yes. The OSI model describes a model	
3	that's useful for network description of networks	
4	and how they how they operate. And it consists	
5	of seven layers, although the layers may be	02:01:53
6	subdivided starting at the bottom of the physical	
7	layer, moving up through the data link layer, to the	
8	network layer, which is the one I refer to here.	
9	And then at pretty much the top of that stack is	
10	called the application layer.	02:02:15
11	Q And do the various layers of the OSI model	
12	work together?	
13	MR. SPRENGER: Objection to form.	
14	THE WITNESS: They do with limitations.	
15	The limitation is that layer three, for example,	02:02:39
16	talks to layer four above it and layer two below it	
17	but does not talk to other layers. Equally, the	
18	application layer only talks to layer six	
19	immediately below it.	
20	BY MR. BERG:	02:03:00
21	Q And so layer six, for example, would talk	
22	to layer seven and also layer five; is that correct?	
23	A That's correct.	
24	Q And layer five in turn would talk to layer	
25	six and also to layer four; is that correct?	02:03:13
		Page 91

1	A Yes.	02:03:18
2	Q And then, as I think you mentioned, layer	
3	four would talk to layer three, as well as layer	
4	five; is that correct?	
5	A Correct.	02:03:28
6	Q And so through that kind of chain of	
7	communication, various layers from layer one all the	
8	way to layer seven can be can work in a single	
9	kind of a system; is that correct?	
10	A They are interconnected. I have to also	02:03:48
11	point out that upper layers request services from	
12	lower layers rather than the other way around. So	
13	the network layer can't send a message via the other	
14	layers to the application layer requesting	
15	something. The model is that the upper layers	02:04:06
16	request services from lower layers.	
17	Q So taking the example of, you know	
18	well, let me strike that.	
19	During your time at Time Warner, you	
20	worked on some video on demand systems that operated	02:04:33
21	over the Internet, correct?	
22	MR. SPRENGER: Objection to form.	
23	THE WITNESS: No. Actually, the VOD	
24	systems that I worked on used private networks.	
25		
		Page 92

1	BY MR. BERG:	02:05:01
2	Q So, in the case of those VOD systems that	
3	you worked on, from the time a user made a request	
4	until that user was finished watching whatever video	
5	asset they had requested, which layers of the OSI	02:05:24
6	model would have been involved in creating that	
7	result or allowing the user to watch that video	
8	asset?	
9	MR. SPRENGER: Objection to form.	
10	THE WITNESS: It would vary, but I'll give	02:05:49
11	you the typical case.	
12	BY MR. BERG:	
13	Q Sure. That would be great.	
14	A Which is that the user is actually using	
15	an application, and that application would use	02:06:08
16	typically all of the layers below it to enable a	
17	connection to the server. And that that would	
18	that would be the model. So there would be, in	
19	other words, a full seven-layer stack at the client	
20	device and also at the server device.	02:06:36
21	Q Let's go to paragraph 162 of your '846	
22	report.	
23	A Yes.	
24	Q Now, do you see that there's a in this	
25	section on claim 7, there are a few paragraphs, 162	02:07:31
		Page 93

1	through 166; is that correct?	02:07:39
2	A Yes, I see that.	
3	Q And do you agree with me that those same	
4	paragraphs are reproduced in the '637 report at	
5	paragraphs 154 through 158?	02:07:57
6	A I'm just looking.	
7	That appears to be the case and certainly	
8	agrees with my memory of it.	
9	Q Okay. So, looking at the '846 declaration	
10	again.	02:08:35
11	A Yeah.	
12	Q This is referring to a claim limitation in	
13	claim 7 that recites "generating a settlement,"	
14	correct?	
15	A Yes. Claim 7, "generating a settlement	02:08:51
16	for sharing between at least two parties," and so	
17	on.	
18	Q Okay. Now, just feel free to glance	
19	through this section. I'm looking particularly at	
20	the very last sentence in the section in paragraph	02:09:13
21	166 where it says "Again, a POSITA would not	
22	understand that the program itself in Wolfe prepares	
23	bills."	
24	So my question is, do you understand that	
25	generating a settlement requires preparing a bill?	02:09:36
		Page 94

1 MR. SPRENGER: Objection to form. 02:09:45 2 THE WITNESS: I believe that settlement requires -- you know, in a financial sense, 3 4 settlement requires some kind of financial payment. 5 I believe that is what is meant by "settlement" 02:10:05 here. And normally, that would be by preparing a 6 7 bill. It would be, you know, first requested by 8 preparing a bill or an invoice and submitting it. 9 BY MR. BERG: And in your opinion, to meet this claim 02:10:23 10 0 limitation, that bill or settlement needs to be 11 prepared by the system and not by a person; is that 12 correct? 13 MR. SPRENGER: Objection to form. 14 15 THE WITNESS: No. All I'm saying here is 02:10:39 16 that Wolfe does not disclose as part of the system 17 preparing the bill or the invoice. Specifically, I say "Wolfe simply states 18 19 that the information is being collected for 20 preparing a bill and then is silent as to the 02:11:01 system calculating the bill." 21 22 BY MR. BERG: 23 0 And then in paragraph 166 you explain how 24 a POSITA would understand who prepares the bill, 25 correct? Or who calculates the royalty fees, I 02:11:18 Page 95

-		00.11.04
1	guess, as you say here?	02:11:24
2	MR. SPRENGER: Objection to form.	
3	THE WITNESS: Yes. I understand that the	
4	royalty fee here I give the example used by a	
5	person to prepare the actual invoice or bill. But	02:11:42
6	it's not in the scope of Wolfe as to how that's	
7	done.	
8	BY MR. BERG:	
9	Q So, in other words, Wolfe is just silent	
10	as to who prepares the bill. It could be the system	02:12:03
11	or it could be some person; is that correct?	
12	A No, it's not. Again, I'll come back to	
13	this sentence where Wolfe is silent as to the system	
14	calculating the bill. In other words, it's not	
15	within the scope of the Wolfe system but outside of	02:12:27
16	the scope of it.	
17	Q Is it silent as to whether or not a person	
18	prepares the bill?	
19	A Yes, it is.	
20	Q Okay. But you admit that the information	02:12:42
21	that is gathered that you recite here in paragraph	
22	165 tracks billable events, right?	
23	MR. SPRENGER: Objection to form.	
24	THE WITNESS: I believe that the	
25	information collected can be used to generate an	02:13:07
		Page 96

1	invoice. And as such, yeah, the events that are	02:13:12
2	tracked can be used to prepare a bill.	
3	BY MR. BERG:	
4	Q Let's go down to paragraph 173.	
5	A Okay.	02:13:55
6	Q So, in this section, you are discussing	
7	claim 10 of the '846 patent, correct?	
8	A Yes.	
9	Q And your opinions here in this section go	
10	from paragraph 171 down through 176.	02:14:20
11	Do you see that?	
12	A Yes, I do.	
13	Q And do you see that those same paragraphs	
14	are duplicated in your '637 declaration from	
15	paragraph 163 to 168?	02:14:43
16	A Let me just check.	
17	Yeah. I believe there is a slight	
18	difference in references. That just jumped out at	
19	me so I'll point that out. But I believe the	
20	content of this is the same. Again, to my memory.	02:15:21
21	Q When you say there's a slight difference	
22	between the references, are you referring to the	
23	citations to the patents, meaning the '846 patent on	
24	the one hand and the '637 patent on the other hand?	
25	MR. SPRENGER: Objection to form.	02:15:47
		Page 97

1	THE WITNESS: Yes. There is that. But,	02:15:47
2	also, there's a reference to the report here, which	
3	is different as well.	
4	BY MR. BERG:	
5	Q Sorry. Can you point out that difference	02:16:01
6	for me just so I see it clearly?	
7	A In 171, for the '846 declaration, it says	
8	"As set forth in Section XI.C."	
9	Q I see.	
10	A Whereas, I think it's just X Roman	02:16:27
11	numeral X.C in the other declaration.	
12	Q I see. Okay.	
13	A Yeah. That's all.	
14	Q Okay. Great.	
15	So, just for consistency, let's stick with	02:16:45
16	the '846 declaration.	
17	A Okay.	
18	Q You have in paragraph 172 some claim	
19	language. And then I think you kind of summarize	
20	some of that claim language here in 173. It may be	02:17:16
21	easiest, just so you have the full claim language in	
22	mind, if you turn over to the '846 patent itself and	
23	just take a look at claim 10 for just a second so	
24	that you have that full claim language in mind.	
25	A Okay. I'll do that.	02:17:56
		Page 98

1	I've got it open. Okay. I have it.	02:17:56
2	Q Okay. Have you had a chance to review	
3	that language?	
4	A I will read through it.	
5	Yes, I've read through it.	02:18:44
6	Q So this claim talks about monitoring the	
7	level of service, correct?	
8	A Yes.	
9	Q And what do you understand by that is	
10	meant by level of service?	02:19:06
11	A It would be, for example, packet loss,	
12	latency. These are things that refer to the level	
13	of service. These would be indicators. But	
14	basically how good the service is.	
15	Q And, when you say "how good the service	02:19:31
16	is," like from the from the viewer's perspective?	
17	A Not necessarily. I think, actually, in	
18	the context of this claim, this limitation, I	
19	believe it's more likely to be looking at things	
20	like packet loss in the network. Now, that will	02:19:56
21	directly translate into the user's perception of the	
22	quality of the service or the level of service.	
23	Q And what's the mechanism by which a	
24	streaming server can monitor packet loss, for	
25	example?	02:20:23
		Page 99

1	A Actually, in the example given in the	02:20:29
2	patent, in the specification of the patent, which I	
3	quote in 173, they're a component, which is	
4	delivering the service, that's the multimedia	
5	switch, is monitoring the media stream and the	02:20:47
6	status of switch systems.	
7	Q Okay. So let me ask this question then:	
8	How does the quote that you have here from the	
9	patent relate to monitoring level of service?	
10	A Well, for example, the MMS may detect an	02:21:28
11	imminent failure of one or more communication	
12	devices, such as a stream caster. That's the media	
13	server in this case. And so it could be that the	
14	the component delivering the stream is about to fail	
15	or is failing. So that would indicate the level of	02:22:05
16	services either about to degrade or has already	
17	degraded.	
18	Q So going back to the packet loss example	
19	that you provided earlier, would one way of	
20	determining if failure was imminent in a switch be	02:22:25
21	to be if you observed mass packet loss?	
22	MR. SPRENGER: Objection to form.	
23	THE WITNESS: Not necessarily. Imminent	
24	failure might be detected more by seeing some other	
25	condition in the MMS. Maybe it's running out of	02:22:49
		Page 100

1	memory or it's CPU bound or something like that.	02:22:56
2	The example of packet loss is more when	
3	it's actually started to fail where it cannot	
4	potentially issue all the packets that are needed	
5	to support the media stream in the given amount of	02:23:15
б	time.	
7	BY MR. BERG:	
8	Q In a typical streaming setup around this	
9	time, how would a streaming server detect packet	
10	loss? Like, what's the mechanism for that?	02:23:30
11	A In a typical implementation at this time,	
12	I'm not sure that a streaming server would	
13	necessarily detect packet loss.	
14	Q Which entity in a streaming system would	
15	be capable of detecting packet loss?	02:24:01
16	MR. SPRENGER: Objection to form.	
17	THE WITNESS: Well, the it could be one	
18	of the components that could detect packet loss	
19	would be the client. If there is some sequencing of	
20	packets in the network, then the client could detect	02:24:28
21	packet loss.	
22	BY MR. BERG:	
23	Q And could a client alert the streaming	
24	server that it was experiencing packet loss?	
25	A We're talking about typical systems of the	02:24:44
		Page 101

1	time, correct?	02:24:47
2	Q Yeah, correct.	
3	A No. It typically would not.	
4	Q How would a system at that time respond to	
5	experiencing packet loss?	02:25:06
6	A It might abort the stream and retry would	
7	be a typical behavior.	
8	Q We've talked before about the concept of	
9	fail over, right?	
10	MR. SPRENGER: Objection to form.	02:25:28
11	THE WITNESS: When you say "before," can	
12	you be specific about that?	
13	BY MR. BERG:	
14	Q Sure. I don't think we've talked about it	
15	during our deposition today, but in at least one of	02:25:39
16	the other two depositions that we've had together	
17	we've talked about the concept of fail over, right?	
18	A Yeah. That's correct. But not today.	
19	Q And what does "fail over" mean?	
20	A It's a very broad term. But typically,	02:25:54
21	the understanding of fail over is, for example, if I	
22	have a power outage and the electricity from the	
23	grid goes down, then a fail over system might use a	
24	local battery-based system to allow the power supply	
25	in the house to continue without interruption.	02:26:24
		Page 102

1	Although, fail over doesn't necessarily	02:26:28
2	imply there is no interruption, but it if one	
3	system fails, another system takes over.	
4	Q For example, I mean, if we go back to the	
5	ASX files reference, do you have that handy?	02:26:43
6	A I do indeed. Let me just jump to that.	
7	And this was Exhibit 10 I believe?	
8	Q I think that sounds about right. Yeah,	
9	that's right.	
10	A Yeah.	02:27:20
11	Q So there's a section in here on page 5	
12	called "Server or Protocol Rollover." And it says	
13	that, you know, you can set this up so that it	
14	automatically rolls over to a different server,	
15	protocol, or path if failure occurs. And then it	02:27:40
16	provides some examples of how to do this.	
17	Is this an example of fail over in the	
18	context of streaming media?	
19	MR. SPRENGER: Objection to form.	
20	THE WITNESS: It does have some of that.	02:27:57
21	Let me be specific.	
22	I believe the way this works is that if a	
23	request is made to the first line, which would be	
24	the ASF file, "keister.asf," if that request	
25	failed, then it would try instead the next file,	02:28:30
		Page 103

1	"asfname.asf." I believe, though, that it's only	02:28:33
2	in this case rolling over from trying to start	
3	playing a file, and if it can't play it, then it	
4	will roll over to the second one. I don't believe,	
5	to my understanding of this, that it's actually	02:28:55
6	there's a monitoring mechanism here.	
7	In other words, if you started playing	
8	"keister.asf," I think that's then that's	
9	considered success in this case.	
10	BY MR. BERG:	02:29:17
11	Q I understand.	
12	A Even if you didn't complete playing it.	
13	Q Right. Right.	
14	Let's go to paragraph 193 of your report.	
15	A Okay. Of the '846 report?	02:29:44
16	Q Of the '846 report, yes.	
17	Just by way of housekeeping, do you see	
18	that the substance of paragraph 193 in the '846	
19	declaration is also repeated in paragraph 180 of the	
20	'637 declaration?	02:30:22
21	A Let me just have a look here.	
22	What was the reference?	
23	Q I was looking at paragraph 193 in the '637	
24	and paragraph oh, excuse me, paragraph 193 in the	
25	'846 and paragraph 180 in the '637.	02:31:02
		Page 104

1	A Okay.	02:31:05
2	Yes. Those appear to be the same. Yeah,	
3	190 and 193 in '846 and 180 in '637. Yeah. I	
4	think those are the same.	
5	Q So let's stick with 193 of '846.	02:31:51
6	A Okay.	
7	Q I note that claim 1 recites the	
8	transmission of a file that includes two pieces of	
9	information, and one is an identification of a	
10	resource to facilitate streaming, and the other is	02:32:07
11	an identification of an advertising server; is that	
12	correct?	
13	A Yes.	
14	Q For your analysis of claim 1, did you	
15	understand that the resource and the advertising	02:32:22
16	server must be two separate servers?	
17	MR. SPRENGER: Objection. Form.	
18	THE WITNESS: I don't believe they must	
19	be, but they can be.	
20	BY MR. BERG:	02:32:39
21	Q Mr. Adams, do you expect to supplement	
22	your '846 report at any point?	
23	A I have no plan to at this time.	
24	Q Do you expect to supplement your '637	
25	report at any point?	02:33:24
		Page 105

1	A Again, I have no plan at this time to do	02:33:26
2	so.	
3	Q Sitting here today, do you plan to review	
4	any additional materials?	
5	A No.	02:33:35
6	MR. SPRENGER: Objection to form.	
7	BY MR. BERG:	
8	Q Have your opinions changed at all as a	
9	result of today's deposition?	
10	A No, I don't believe they have.	02:33:47
11	Q Are your opinions regarding the '846 IPR	
12	fully contained in your '846 declaration?	
13	A Yes, I believe so.	
14	Q And are your opinions regarding the '637	
15	IPR fully contained in your '637 declaration?	02:34:03
16	A Yes, I believe they are.	
17	Q Okay. In that case, I have no further	
18	questions at this time, subject to any redirect from	
19	your counsel.	
20	MR. SPRENGER: Okay. Why don't we take	02:34:25
21	a why don't we go off record.	
22	THE VIDEOGRAPHER: Going off the record.	
23	The time is 2:34 p.m.	
24	(Recess taken.)	
25	THE VIDEOGRAPHER: Back on the record.	02:46:17
		Page 106

1	The time is 2:46 p.m.	02:46:19
2	MR. SPRENGER: Okay. We have no further	
3	questions for Mr. Adams. So I think that concludes	
4	the deposition.	
5	MR. BERG: I think I'm all questioned out.	02:46:35
6	THE VIDEOGRAPHER: This concludes today's	
7	deposition of Michael Adams. The number of media	
8	unit was three and will be retained by Veritext	
9	Legal Solutions. The time is 2:46 p.m. We're off	
10	the record.	02:46:49
11	(TIME NOTED: 2:46 P.M.)	
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1	DECLARATION UNDER PENALTY OF PERJURY
2	
3	I, MICHAEL ADAMS, the witness herein, declare under
4	penalty of perjury that I have read the foregoing in its
5	entirety; and that the testimony contained therein, as
6	corrected by me, is a true and accurate transcription of
7	my testimony elicited at said time and place.
8	
9	Executed this day of 2021, at
10	·································
11	(City) (State)
12	
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16	
17	MICHAEL ADAMS
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	Varitant Lagal Solutions
REPORTER'S CERTIFICATION

I, Leslie Johnson, a Certified Shorthand Reporter of the State of California, do hereby certify:

5 That the foregoing proceedings were taken б before me at the time and place herein set forth; that 7 any witnesses in the foregoing proceedings, prior to testifying, were administered an oath; that a record of 8 9 the proceedings was made by me using machine shorthand 10 which was thereafter transcribed under my direction; 11 that the foregoing transcript is a true record of the 12 testimony given.

Further, that if the foregoing pertains to the original transcript of a deposition in a Federal Case, before completion of the proceedings, review of the transcript [X] was [] was not requested. I further certify I am neither financially interested in the action nor a relative or employee of any attorney or any party to this action.

IN WITNESS WHEREOF, I have this date subscribed my name.

Dated: November 1, 2021

deslie Johnson

24 LESLIE JOHNSON

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25 CSR No. 11451, RPR, CCRR

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Veritext Legal Solutions 866 299-5127

1	KEVIN SPRENGER, ESQ.
2	ksprenger@daignaultiyer.com
3	November 1, 2021
4	RE: HULU, LLC VS. SITO MOBILE R&D IP, LLC
5	OCTOBER 22, 2021, MICHAEL ADAMS, JOB NO. 4833213
6	The above-referenced transcript has been
7	completed by Veritext Legal Solutions and
8	review of the transcript is being handled as follows:
9	Per CA State Code (CCP 2025.520 (a)-(e)) - Contact Veritext
10	to schedule a time to review the original transcript at
11	a Veritext office.
12	Per CA State Code (CCP 2025.520 (a)-(e)) - Locked .PDF
13	Transcript - The witness should review the transcript and
14	make any necessary corrections on the errata pages included
15	below, notating the page and line number of the corrections.
16	The witness should then sign and date the errata and penalty
17	of perjury pages and return the completed pages to all
18	appearing counsel within the period of time determined at
19	the deposition or provided by the Code of Civil Procedure.
20	Waiving the CA Code of Civil Procedure per Stipulation of
21	Counsel - Original transcript to be released for signature
22	as determined at the deposition.
23	Signature Waived - Reading & Signature was waived at the
24	time of the deposition.
25	
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1	_X_Federal R&S Requested (FRCP 30(e)(1)(B)) - Locked .PDF
2	Transcript - The witness should review the transcript and
3	make any necessary corrections on the errata pages included
4	below, notating the page and line number of the corrections.
5	The witness should then sign and date the errata and penalty
6	of perjury pages and return the completed pages to all
7	appearing counsel within the period of time determined at
8	the deposition or provided by the Federal Rules.
9	Federal R&S Not Requested - Reading & Signature was not
10	requested before the completion of the deposition.
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1	RE: HULU, LLC VS. SITO MOBILE R	&D IP	, LLC
2	MICHAEL ADAMS, JOB NO. 4833213		
3	E R R A T A S	ΗE	ΕT
4	PAGE LINE CHANGE		
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24	WITNESS	D	ate
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#### Federal Rules of Civil Procedure

#### Rule 30

(e) Review By the Witness; Changes.

(1) Review; Statement of Changes. On request by the deponent or a party before the deposition is completed, the deponent must be allowed 30 days after being notified by the officer that the transcript or recording is available in which:
(A) to review the transcript or recording; and
(B) if there are changes in form or substance, to sign a statement listing the changes and the reasons for making them.

(2) Changes Indicated in the Officer's Certificate. The officer must note in the certificate prescribed by Rule 30(f)(1) whether a review was requested and, if so, must attach any changes the deponent makes during the 30-day period.

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Veritext Legal Solutions represents that the foregoing transcript is a true, correct and complete transcript of the colloquies, questions and answers as submitted by the court reporter. Veritext Legal Solutions further represents that the attached exhibits, if any, are true, correct and complete documents as submitted by the court reporter and/or attorneys in relation to this deposition and that the documents were processed in accordance with our litigation support and production standards.

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