

UNITED STATES PATENT AND TRADEMARK OFFICE

---

BEFORE THE PATENT TRIAL AND APPEAL BOARD

---

LIFECORE FITNESS, LLC d/b/a ASSAULT FITNESS,  
Petitioner,

v.

WOODWAY USA, INC.,  
Patent Owner.

---

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)<sup>1</sup>

---

Before MEREDITH C. PETRAVICK, NEIL T. POWELL, and  
AMEE A. SHAH, *Administrative Patent Judges*.

SHAH, *Administrative Patent Judge*.

ORDER  
Setting Oral Argument  
*37 C.F.R. § 42.70*

---

<sup>1</sup> This Order addresses issues that are the same in each of these proceedings. We issue one Order to be entered in each proceeding. The parties are not authorized to use this style caption unless later permitted.

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

## I. ORAL ARGUMENT

### *A. Time and Format*

Oral arguments for IPR2023-00836, IPR2023-00843, and IPR2023-00849 will commence at 9:00 AM Eastern Time on July 24, 2024, at the USPTO Headquarters, located on the ninth floor of Madison Building East, 600 Dulany Street, Alexandria, Virginia.<sup>2</sup> The Board will provide a court reporter for the hearing, and the reporter's transcript will constitute the official record of the hearing.<sup>3</sup>

Petitioner will have a total of one hundred twenty (120) minutes to present argument for these proceedings and Patent Owner will have a total of one hundred twenty (120) minutes to respond. Petitioner will open the hearing by presenting its case regarding the challenged claims for which the Board instituted. Thereafter, Patent Owner will respond to Petitioner's argument. Petitioner may reserve rebuttal time to respond to arguments presented by Patent Owner. In accordance with the Consolidated Trial Practice Guide<sup>4</sup> ("CTPG"), issued in November 2019, Patent Owner may request to reserve time for a brief sur-rebuttal. *See* CTPG 83. Although the

---

<sup>2</sup> The U.S. Patent and Trademark Office ("USPTO") is concerned with the health and safety of all of its stakeholders, and will continue to follow all applicable health guidance. Prior to arriving at any USPTO office location, please consult the following to verify entry requirements:  
<https://www.uspto.gov/coronavirus>.

<sup>3</sup> If there are any concerns about disclosing confidential information, the parties must contact the Board at [Trials@uspto.gov](mailto:Trials@uspto.gov) at least ten (10) business days before the hearing date.

<sup>4</sup> Available at <https://www.uspto.gov/TrialPracticeGuideConsolidated>.

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

hearings for these proceedings are consolidated, the proceedings are not consolidated.

The parties may request a pre-hearing conference in advance of the hearing. *See Id.* at 82. “The purpose of the pre-hearing conference is to afford the parties the opportunity to preview (but not argue) the issues to be discussed at the hearing, and to seek the Board’s guidance as to particular issues that the panel would like addressed by the parties.” *Id.* If either party desires a pre-hearing conference, the parties should jointly contact the Board at Trials@uspto.gov at least seven (7) business days before the hearing date to request a conference call for that purpose.

#### *B. Demonstratives*

As set forth in 37 C.F.R. § 42.70(b), demonstratives shall be served on opposing counsel at least seven (7) business days before the hearing date.<sup>5</sup> Demonstratives shall be filed as exhibits at least two (2) business days before the hearing date.

Demonstratives are not a mechanism for making new arguments. Demonstratives also are not evidence, and will not be relied upon as evidence. Rather, demonstratives are visual aids to a party’s oral presentation regarding arguments and evidence previously presented and discussed in the papers. Accordingly, demonstratives shall be clearly marked with the words “DEMONSTRATIVE EXHIBIT – NOT EVIDENCE” in the footer. *See Dell Inc. v. Acceleron, LLC*, 884 F.3d 1364, 1369 (Fed. Cir. 2018) (holding that the Board is obligated under its own

---

<sup>5</sup> The parties may stipulate to an alternative schedule for exchanging demonstratives without seeking leave from the Board.

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

regulations to dismiss untimely argument “raised for the first time during oral argument”). “[N]o new evidence may be presented at the oral argument.” CTPG 85; *see also St. Jude Med., Cardiology Div., Inc. v. The Bd. of Regents of the Univ. of Mich.*, IPR2013-00041, Paper 65, 2–3 (PTAB Jan. 27, 2014) (explaining that “new” evidence includes evidence already of record but not previously discussed in any paper of record).

Furthermore, because of the strict prohibition against the presentation of new evidence or arguments at a hearing, it is strongly recommended that each demonstrative include a citation to a paper in the record, which allows the Board to easily ascertain whether a given demonstrative contains “new” argument or evidence or, instead, contains only that which is developed in the existing record.

Due to the nature of the Board’s consideration of demonstratives and the opportunity afforded for the parties to reach an agreement without involving the Board, the Board does not anticipate that objections to demonstratives are likely to be sustained. Nevertheless, to the extent that a party objects to the propriety of any demonstrative, the parties shall meet and confer in good faith to resolve any objections to demonstratives prior to filing the objections with the Board. If such objections cannot be resolved, the parties may file any objections to demonstratives with the Board no later than the time of the hearing. The objections shall identify with particularity which portions of the demonstratives are subject to objection (and should include a copy of the objected-to portions) and include a one (1) sentence statement of the reason for each objection. No argument or further explanation is permitted. The Board will consider any objections, and may

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

reserve ruling on the objections.<sup>6</sup> Any objection to demonstratives that is not timely presented will be considered waived.

Finally, the parties are reminded that each presenter should identify clearly and specifically each paper (e.g., by slide or screen number for a demonstrative) referenced during the hearing to ensure the clarity and accuracy of the court reporter's transcript and for the benefit of all participants appearing electronically. Further, each presenter must make clear which proceeding is under discussion at any given time during their presentation.

### *C. Presenting Counsel*

The Board generally expects lead counsel for each party to be present at the hearing. *See* CTPG 11. Any counsel of record may present the party's argument.

### *D. Remote Attendance Requests*

Members of the public may request to listen to this hearing. If resources are available, the Board generally expects to grant such requests. If either party objects to the Board granting such requests, for example, because confidential information may be discussed, the party must notify the Board at PTABHearings@uspto.gov at least ten (10) business days prior to the hearing date.

---

<sup>6</sup> If time permits, the Board may schedule a conference call with the parties to discuss any filed objections.

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

*E. Audio/Visual Equipment Requests*

Any special requests for audio-visual equipment should be directed to PTABHearings@uspto.gov. A party may also indicate any special requests related to appearing at a video hearing, such as a request to accommodate visual or hearing impairments, and indicate how the PTAB may accommodate the special request. Any special requests must be presented in a separate communication at least five (5) business days before the hearing date.

*F. Legal Experience and Advancement Program*

The Board has established the “Legal Experience and Advancement Program,” or “LEAP,” to encourage advocates with less legal experience to argue before the Board to develop their skills. The Board defines a LEAP practitioner as a patent agent or attorney having three (3) or fewer substantive oral arguments in any federal tribunal, including PTAB.<sup>7</sup>

The parties are encouraged to participate in the Board’s LEAP program. Either party may request that a qualifying LEAP practitioner participate in the program and conduct at least a portion of the party’s oral argument. The Board will grant up to fifteen (15) minutes of additional argument time to that party, depending on the length of the proceeding and the PTAB’s hearing schedule. A party should submit a request, no later than

---

<sup>7</sup> Whether an argument is “substantive” for purposes of determining whether an advocate qualifies as a LEAP practitioner will be made on a case-by-case basis with considerations to include, for example, the amount of time that the practitioner argued, the circumstances of the argument, and whether the argument concerned the merits or ancillary issues.

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

at least five (5) business days before the oral hearing, by email to the Board at PTABHearings@uspto.gov.<sup>8</sup>

The LEAP practitioner may conduct the entire oral argument or may share time with other counsel, provided that the LEAP practitioner is offered a meaningful and substantive opportunity to argue before the Board. The party has the discretion as to the type and quantity of oral argument that will be conducted by the LEAP practitioner.<sup>9</sup> Moreover, whether the LEAP practitioner conducts the argument in whole or in part, the Board will permit more experienced counsel to provide some assistance to the LEAP practitioner, if necessary, during oral argument, and to clarify any statements on the record before the conclusion of the oral argument. Importantly, the Board does not draw any inference about the importance of a particular issue or issues, or the merits of the party's arguments regarding that issue, from the party's decision to have (or not to have) a LEAP practitioner argue.

In instances where an advocate does not meet the LEAP eligibility requirements, due to the number of "substantive" oral hearing arguments, but nonetheless has a basis for considering themselves to be in the category of advocates that this program is intended to assist, the Board encourages argument by such advocates during oral hearings. Even though additional

---

<sup>8</sup> Additionally, a LEAP Verification Form shall be submitted by the LEAP practitioner, confirming eligibility for the program. A combined LEAP Practitioner Request for Oral Hearing Participation and Verification Form is available on the LEAP website, [www.uspto.gov/leap](http://www.uspto.gov/leap).

<sup>9</sup> Examples of the issues that a LEAP practitioner may argue include claim construction argument(s), motion(s) to exclude evidence, or patentability argument(s) including, e.g., analyses of prior art or objective indicia of non-obviousness.

IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

argument time will not be provided when the advocate does not qualify for LEAP, a party may share argument time among counsel and the Board will permit the more experienced counsel to provide some assistance, if necessary, during oral argument, and to clarify any statements on the record before the conclusion of the oral argument.

All practitioners appearing before the Board shall demonstrate the highest professional standards. All practitioners are expected to have a command of the factual record, the applicable law, and Board procedures, as well as the authority to commit the party they represent.

## II. ORDER

Accordingly, it is

ORDERED that the parties' request for oral argument is *granted* subject to the conditions set forth in this Order; and

FURTHER ORDERED that oral argument for these proceedings shall take place beginning at 9:00 AM Eastern Time on July 24, 2024 at the USPTO Headquarters, located on the ninth floor of Madison Building East, 600 Dulany Street, Alexandria, Virginia and proceed in the manner set forth herein.



IPR2023-00836 (Patent 9,039,580 B1)  
IPR2023-00843 (Patent 10,561,884 B2)  
IPR2023-00849 (Patent 10,799,745 B2)

FOR PETITIONER:

John M. Halan  
Andrew B. Turner  
Rebecca J. Cantor  
Kyle G. Konz  
BROOKS KUSHMAN P.C.  
jhalan@brookskushman.com  
aturner@brookskushman.com  
rcantor@brookskushman.com  
kkonz@brookskushman.com

FOR PATENT OWNER:

Richard J. McKenna  
Kadie M. Jelenchick  
FOLEY & LARDNER LLP  
rmckenna@foley.com  
kjelenchick@foley.com