

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC
Petitioner

v.

PERFORMANCE PRICING HOLDINGS, LLC
Patent Owner

Case No. CBM2016-00049
Patent No. 7,089,195

PATENT OWNER PERFORMANCE PRICING HOLDINGS, LLC'S
NOTICE OF APPEAL

NOTICE IS HEREBY GIVEN that Performance Pricing Holdings LLC (Patent Owner), hereby appeals to the United States Court of Appeals for the Federal Circuit from the Final Written Decision in CBM2016-00049 that was entered on September 13, 2017 (Paper 37), and from all underlying findings, orders, decisions, rulings, and opinions in those Covered Business Method proceedings before the Patent Trial and Appeal Board.

Patent Owner further states, per 37 C.F.R. § 90.2(a)(3)(ii), that the issues presented on this appeal include, but are not limited to: The decision of the Patent Trial and Appeal Board in the underlying proceeding that claims 1-20 of U.S. Patent No. 7,089,195 are unpatentable under 35 U.S.C. § 101 and, along with any appealable finding, conclusion, or determination related in any way to that decision, and any other appealable issues decided adversely to Patent Owner in any orders, decisions, rulings, or opinions in CBM2016-00049.

A copy of this Notice of Appeal is being filed with the Patent Trial and Appeal Board, and a copy of this Notice of Appeal, plus the required docketing fees are being filed with the Clerk's office of the United States Court of Appeals for the Federal Circuit.

Dated: November 10, 2017

Respectfully submitted,

/Anthony G. Simon, Reg. No. 40,813/
Anthony G. Simon, Reg. No. 40,813
Anthony R. Friedman, Reg. No. 69,962
The Simon Law Firm, P.C.
800 Market Street, Suite 1700
St. Louis, Missouri 63101
(314) 241-2929
asimon@simonlawpc.com
afriedman@simonlawpc.com

Attorneys for Patent Owner
Performance Pricing Holdings, LLC

CERTIFICATE OF FILING AND SERVICE

I hereby certify that, in addition to being filed electronically with the Patent Trial and Appeal Board's filing system with the original version of the foregoing PATENT OWNER PERFORMANCE PRICING HOLDING, LLC'S NOTICE OF APPEAL forwarded via Federal Express on this 10th day of November, 2017 with the Director of the United States Patent and Trademark Office, at the following address:

Director of the United States Patent and Trademark Office
c/o: Office of the General Counsel
Madison Building East, 10B20
600 Dulany Street
Alexandria, VA 22314-5793

I further certify that a true and correct copy of the foregoing PATENT OWNER PERFORMANCE PRICING HOLDINGS LLC'S NOTICE OF APPEAL was filed with the Clerk's Office of the United States Court of Appeals for the Federal Circuit along with the filing fee by CM/ECF on this 10th day of November, 2017.

I further certify that a true and correct copy of the foregoing PATENT OWNER PERFORMANCE PRICING HOLDINGS, LLC'S NOTICE OF APPEAL was served on this 10th day of November, 2017 by electronic mail on counsel for Petitioner at the following address listed below:

Aaron Maurer
Reg. No. 4,911
AMaurer@wc.com
David Krinsky
Reg. No. 72,339
DKrinsky@wc.com
Williams & Connolly LLP
725 Twelfth Street, N.W.
Washington, D.C. 20005
Phone: (202) 434-5282
Fax: (202) 434-5029

Dated: November 10, 2017

Respectfully submitted,

Performance Pricing Holdings, LLC

/Anthony G. Simon, Reg. No. 40,813/
Anthony G. Simon, Reg. No. 40,813
Anthony R. Friedman, Reg. No. 69,962
The Simon Law Firm, P.C.
800 Market Street, Suite 1700
St. Louis, Missouri 63101
(314) 241-2929
asimon@simonlawpc.com
afriedman@simonlawpc.com