

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF FLORIDA**

**Case No.: 16-cv-81676-KAM/WPD**

**ELECTRONIC COMMUNICATION  
TECHNOLOGIES, LLC,**

Plaintiff,

v.

**THE PEP BOYS - MANNY, MOE & JACK  
D/B/A THE PEP BOYS,**

Defendant.

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**AMENDED COMPLAINT FOR PATENT INFRINGEMENT AND  
DEMAND FOR JURY TRIAL**

Plaintiff Electronic Communication Technologies, LLC (“Plaintiff” or “ECT”), by and through its undersigned counsel, brings this complaint for Patent Infringement against Defendant THE PEP BOYS - MANNY, MOE & JACK D/B/A THE PEP BOYS (“Defendant” or “Pep Boys”), and in support alleges as follows:

**NATURE OF THE LAWSUIT**

1. This is an action for patent infringement by Defendant of: U.S. Pat. No. 9,373,261, invented by Scott A. Horstemeyer, entitled Secure Notification Messaging With User Option to Communicate with Delivery or Pickup Representative issued on June 21, 2016 (the “261 Patent” attached as **Exhibit A**) arising under the patent laws of the United States. *See*, 35 U.S.C. §§ 1 et seq.

**JURISDICTION AND VENUE**

2. This Court has original and exclusive subject matter jurisdiction pursuant to: 28 U.S.C. § 1331; 28 U.S.C. § 1338; and, 35 U.S.C. § 271.

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3. This Court has personal jurisdiction over Defendant pursuant to, *inter alia*, Fla. Stat. § 48.193 (the “Florida Long Arm Statute”), as Defendant: a) operates, conducts, engages in, and carries on business in Florida and/or has an office or agency in Florida; b) has committed one or more tortious acts within Florida; c) and is engaged in substantial and not isolated activity within Florida; and d) has purposely availed itself of the laws, services and/or other benefits of the State of Florida and therefore should reasonably anticipate being hailed into one or more of the courts within the State of Florida.

**PLAINTIFF**

4. Plaintiff ECT is a Florida Limited Liability Company with a principal place of business located in Boynton Beach, Palm Beach County, Florida.

5. Plaintiff has engaged the undersigned attorneys and agreed to pay them a reasonable fee.

**DEFENDANT**

6. On information and belief, Defendant THE PEP BOYS - MANNY, MOE & JACK D/B/A THE PEP BOYS is a Pennsylvania Business Corporation with a registered agent at 3111 West Allegheny Avenue, Philadelphia, Pennsylvania, 19132.

**THE ‘261 PATENT**

7. Over a decade ago, the escalation of online purchasers and the use of order confirmations and shipment notification messages presented unique problems for online retailers. Online retailers like Defendant were increasingly faced with customer account break-ins, loss of products that were ordered and shipped to hacker addresses and maybe the most important - the loss of customer’s trust.

8. Mr. Horstemeyer innovated many unique solutions to minimize hacker's impacts when mimicking order confirmations and shipment notification emails (the hacker's methods are known as "phishing").

9. More specifically, with respect to the '261 Patent, Mr. Horstemeyer invented methods and systems to enable online retailers to assist their customers in determining the difference between trusted and non-trusted shipment and order confirmation emails.

10. The '261 Patent has a priority date relating back to 2003 and addresses systems and methods for retailers and their associated customers to avoid "phishing" scams. The innovations allow confidential customer supplied information to be used within the retailer's communications to verify authenticity.

11. Providing customer verifiable information within shipment and order confirmations helps to stop or at least reduce fraud associated with the illegal mimicking of order and shipment confirmation emails.

12. Online retailers engaging in electronic communication via order confirmations and shipment notifications needed a means to help the customers "verify" and know the difference between an authentic communication or a fake "phishing" communication (impersonating the online retailer).

13. The U.S. Patent office determined that Mr. Horstemeyer's inventions are both novel and useful and granted Mr. Horstemeyer's assignees the right to exclude others from practicing the inventions, to recover at least a reasonable royalty for infringement of the patent, and where the infringement is willful to recover treble damages.

14. Plaintiff owns all right, title and interests in, and has standing to sue for infringement of the '261 Patent.

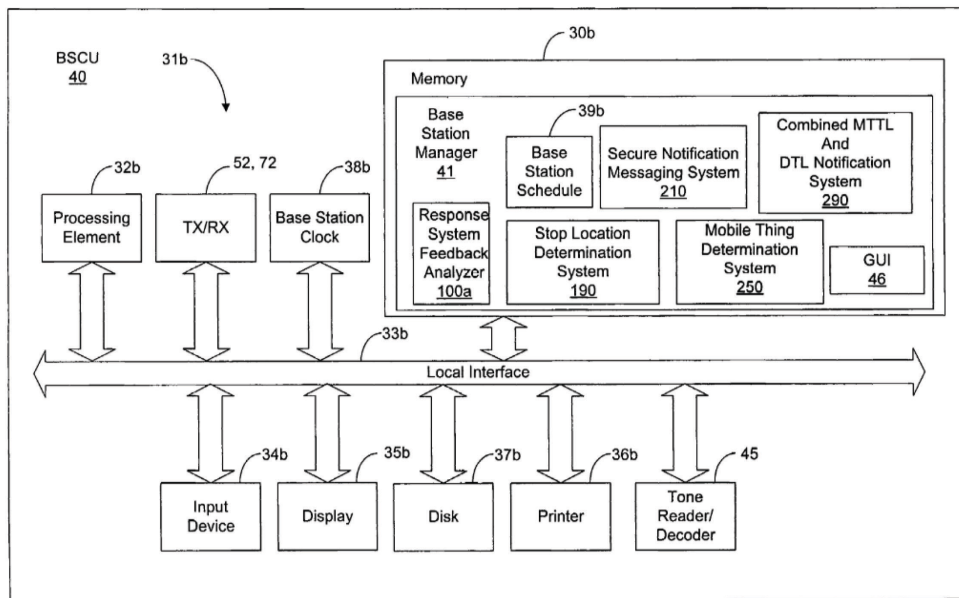
**DEFENDANT’S INFRINGEMENT**

15. The automated messaging features of Defendant’s Order Confirmation and also its Shipping Confirmation online systems infringe Claim 11 of the ‘261 Patent.

16. Defendant also contributes to and induces the infringement of methods and functions covered within the ‘261 Patent.

17. Defendant uses the patented systems and methods to authenticate information sent to customers when orders are processed for shipping or when shipped.

18. A diagram of one of the exemplary embodiments of the ‘261 Patent is below:



**FIG. 3**

19. Defendant includes customer information within notifications/messages to provide confidence to the notification-receiving party that the order confirmation and or shipment notification is from Defendant (the proper authorized source) and if more information about the shipment is needed, the links may be trusted and used within the confirmation or notification.

20. Defendant has and willfully continues its infringement of the ‘261 Patent in at least the following representative manner:

<p>Claim 11 An automated notification system, comprising:</p> <p>one or more transceivers designed to communicate data; one or more memories; one or more processors; and computer program code stored in the one or more memories and executed by the one or more processors, the computer program code comprising:</p> <p>code that enables a first party associated with a personal communication device (PCD) to input or select authentication information for use in connection with a subsequent notification communication session involving advance notice of a delivery or pickup of a good or service at a stop location by a mobile thing (MT);</p>	<p>Defendant uses an automated order confirmation and shipment (“automated notification”) to send customers updated shipment information when products are being prepared for picked up and when products are shipped.</p> <p>Defendant’s automated notification systems comprises, one or more transceivers designed to communicate data, one or more memories, one or more processors, and computer program code that is stored within one or more memories and executed by one or more processors, Defendant’s computer program code comprises:</p> <p>Defendant’s online code allows mobile customers to input personalized authentication information to be used at a future time when products are picked up and notifications emails are sent back to the customer.</p> <p>Defendant stores authentication information including a combination of these items; billing person’s name, the credit card billing address, billing person’s telephone number, Rewards No# (if available), pickup location or shipment address are collectively used to authenticate the Defendant communications about their product being picked-up and shipped is an authenticated email from Defendant. When customers need to respond and enter account, login or different credit card(s) information they know the actual Defendant website is authentic/safe/trusted by reviewing and responding to the message contents.</p> <p><b>PICK-UP LOCATION</b> Pep Boys Philadelphia 3118 West Allegheny Ave Philadelphia, PA 19132 (215) 221-6305</p> <p><a href="#">Map It</a></p> <p>Estimated Pick-up Date: 09/24/2016 <a href="#">Pick-up Instructions</a></p> <hr/> <p>Order Date: 09/23/2016 Order Number: <b>943014124</b></p> <p><b>CUSTOMER INFORMATION:</b> [Redacted] Phone: 561 [Redacted] Email: [Redacted]@com Rewards No#:</p> <p><b>BILLING INFORMATION:</b> [Redacted] Delray Beach FL 33414</p>
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<p>code that causes storage of the authentication information;</p>	<p>Defendant uses code to capture and store customer authentication information when (a.) users set up accounts, (b.) when users modify account information or (c.) when they purchase products from the Defendant website;</p>
<p>code that monitors location or travel information in connection with the MT;</p>	<p>Defendant uses computer program code to monitor products when moved from inventory, packaging, labeling, fulfillment, waiting to be picked up, picked up by a carrier, when the product leaves Defendant and is in route to the customer's address;</p>
<p>code that causes initiation of the notification communication session to the PCD with the one or more transceivers, in advance of arrival of the MT at the stop location, based at least in part upon the location or travel information associated with the MT;</p>	<p>Defendant uses computer program code to determine and initiate notifications to mobile users (personal communication devices) using transceivers such as email and electronic data communication systems, when the customer's product(s) are purchased and now designated for shipment; in advance of the courier vehicle arriving at fulfillment areas to pickup shipments/products. Each order is monitored through fulfillment processes including packaging and labeling and cut-off courier pickup times that vary based on fulfillment locations. Courier pickup times (cut off) and also the packages being scanning into vehicles are monitored by Defendant. The customer's order and shipment confirmation are based in part, that their product is being fulfilled and in advance of being picked up by the courier.</p> <p>In some cases, customers are also informed of subsequent "shipment notification" that will inform them – you're the product is shipped and is in-route to their delivery address.</p>
<p>code that, during the notification communication session, provides the authentication information to the PCD that indicates to the first party that the notification communication session was initiated by an authorized source; and</p>	<p>Defendant's computer program code retrieves the authentication information including billing person's name, the credit card billing address, billing person's telephone number, Rewards No# (if available), pickup location or shipment address are collectively used to authenticate the shipment and order confirmation email was initiated by Defendant (the authorized source), and</p>

	<p>Order Date: 09/23/2016 Order Number: 943014124</p> <p><b>CUSTOMER INFORMATION:</b> [REDACTED] Phone: 561 [REDACTED] Email: [REDACTED].com Rewards No#:</p> <p><b>BILLING INFORMATION:</b> [REDACTED] Delray Beach FL 33414</p>
<p>code that, during the notification communication session, enabling the first party to select whether or not to engage in a communication session with a second party having access to particulars of the pickup or delivery.</p>	<p>Defendant’s computer program code sends shipment confirmation emails and embeds links within the notification to allow customers to get account information, get information about current orders such as when it will be shipped or if it has been shipped or to cancel order, the website and to customer service representatives – for additional information about the product(s). The link takes customers back directly to the item and account access for determining if the order was correct, shipped, backordered, etc. . .</p> <p>Order Date: 09/23/2016 Order Number: 943014124</p> <p><b>CUSTOMER INFORMATION:</b> [REDACTED] Phone: 561 [REDACTED] Email: [REDACTED].com Rewards No#:</p> <p><b>BILLING INFORMATION:</b> [REDACTED] Delray Beach FL 33414</p> <p><b>PICK-UP LOCATION</b> Pep Boys Philadelphia 3118 West Allegheny Ave Philadelphia, PA 19132 (215) 221-6305</p> <p><a href="#">Map It</a></p> <p>Estimated Pick-up Date: 09/24/2016 <a href="#">Pick-up Instructions</a></p>

21. Defendant’s automated notification system is not a staple article or commodity of commerce suitable for substantial noninfringing use.

22. All conditions precedent to bringing the action have occurred or have been waived.

**COUNT I - INFRINGEMENT OF THE '261 PATENT**

23. Plaintiff realleges paragraphs 1-22, as fully and completely as if set forth verbatim herein.

24. Defendant has infringed at least Claim 11 of the '261 Patent by the activities referred to in this Complaint in violation of 35 U.S.C. § 271(a).

25. Defendant's activities alleged in this Count have been without license permission or authorization from Plaintiff.

26. The activities of Defendant as set forth in this Count have been to the injury, detriment and irreparable harm of Plaintiff.

**WHEREFORE**, Plaintiff demands judgment, prays for relief against Defendant, and respectfully requests that the Court:

- A. enter a finding of infringement against Defendant under '261 Patent;
- B. award in favor of Plaintiff and against Defendant as Plaintiff may have suffered, but in to event less than a reasonably royalty pursuant to 35 U.S.C. § 284;
- C. award in favor of Plaintiff and against Defendant an enhancement of damages;
- D. find that this is an exceptional case;
- E. enter an injunction preliminarily and permanently enjoining infringement;
- F. award Plaintiff its attorneys' fees against Defendant under 35 U.S.C. § 285;
- G. award Plaintiff its costs against Defendant; and,
- H. award in favor of Plaintiff and against Defendant such other further relief as is just, fair or equitable.

**DEMAND FOR JURY TRIAL**

Plaintiff demands a trial by jury on all claims so triable.



DATED: December 19, 2016

Respectfully submitted,

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**Attorneys for Plaintiff,**

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**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that a true and correct copy of the foregoing was served via the methods indicated below this day December 19, 2016 on all counsel or parties of record on the service list indicated below:

By: s/ Peter A. Koziol  
Peter A. Koziol

**SERVICE LIST**

***Electronic Communication Technologies, LLC v. Pep Boys – Manny, Moe & Jack***

**CASE NO.: 16-cv-81676-KAM/WPD**

**United States District Court, Southern District of Florida**

**CM/ECF**

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