

**IN THE UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF TEXAS
WACO DIVISION**

ADVANCED TRANSACTIONS, LLC,

Plaintiff,

v.

STAPLES, INC.,

Defendant.

Case No. 6:23-cv-00718

Jury Trial Demanded

COMPLAINT FOR PATENT INFRINGEMENT

Plaintiff Advanced Transactions, LLC (“Advanced Transactions”) files this Complaint against Staples, Inc. for infringement of United States Patent Nos. 7,065,555; 7,386,594; 7,693,950; 7,979,057; 8,150,736; 8,175,519; 9,747,608; and 10,783,529 (the “Patents-in-Suit”), and alleges as follows:

NATURE OF THE ACTION

1. This is an action for patent infringement arising under the patent laws of the United States, 35 U.S.C. §§ 1 *et seq.*

THE PARTIES

2. Advanced Transactions is a limited liability company organized under laws of the State of Georgia with its principal place of business situated at the Day Building, Suite 230, 4725 Peachtree Corners Circle, Peachtree Corners, GA 30092.

3. On information and belief, defendant Staples, Inc. is a corporation organized and existing under the laws of the state of Delaware with a principal place of business at 500 Staples Drive, Framingham, Massachusetts, 01702-4474.

4. On information and belief, Staples, Inc. may be served with process through its registered agent, CT Corporation System, 350 North Saint Paul Street, Dallas, Texas, 75201 or anywhere it may be found.

5. Staples, Inc. has been authorized to do business in the State of Texas and the Western District of Texas since at least December 7, 2022, under Texas SoS File Number 0804848375.

6. On information and belief, Staples, Inc. (hereinafter “Staples” or “Defendant”) sells and offers to sell products and services throughout Texas, including in this judicial district, as well as throughout the United States, and introduces products and services that perform infringing processes into the stream of commerce knowing that they would be used, offered for sale, or sold in this judicial district and elsewhere in the United States.

7. On information and belief, Staples has made, used, offered to sell and/or sold products and services, including the following specifically accused products and services: (1) Staples Marketing Emails;¹ (2) Staples Mobile Apps;² (3) Staples Gift Cards

¹ See <https://www.staples.com/hc?id=dbb94c10-973c-478b-a078-00e58f66ba32>.

² See e.g., <https://apps.apple.com/app/id376393873> and https://play.google.com/store/apps/details?id=app.staples&referrer=utm_campaign

and e-Gift Cards;³ (4) the Staples website;⁴ (5) Staples online shopping services;⁵ (6) Staples in-store shopping services;⁶ (7) Staples Rewards;⁷ (8) Staples Weekly Ads;⁸ (9) current or legacy products or services, which use, or have used, one or more of the foregoing products and services as a component product or component service; (10) combinations of products and/or services comprising, in whole or in part, two or more of the foregoing products and services; and (11) all other current or legacy products and services imported, made, used, sold, or offered for sale by Staples that operate, or have operated in a substantially similar manner as the above-listed products and services. (As used herein, one or more of the foregoing products and services are individually and collectively referred to as the accused “Staples Marketing Products and Services”).

8. On information and belief, Staples, as well as the hardware and software components comprising the Staples Marketing Products and Services and/or that enable the Staples Marketing Products and Services to operate, including but not limited to servers, server software, webserver software, webserver hardware, email

%3DEmail%2520Footer%26trackingcode%3Dmahjqulr%26utm_source%3DMktg-OrderConf%26utm_medium%3DEmail%26utm_content%3DFooter.

³ See https://www.staples.com/Gift-Cards/cat_SC5857

⁴ See <https://stores.staples.com/search>.

⁵ See <https://www.staples.com/cc/sparq/cart?viewcart=true>.

⁶ See, e.g., <https://stores.staples.com/search>.

⁷ See, e.g., <https://www.staples.com/grs/rewards/programoverview>.

⁸ See, e.g., <https://www.staplesconnect.com/weeklyad>.

server hardware, email server software, website client software, mobile computing device client application software, networked communications hardware, network routers, network switches, network hubs, WIFI access point hardware, WIFI access point software, point-of-sale hardware, point-of-sale software, back-end hardware, back-end software, cloud-based software, cloud-based hardware, and other hardware and software computing systems and components (individually and collectively referred to herein as the accused “Staples Marketing System”), directly infringes or induces others to infringe, either literally and/or under the doctrine of equivalents, at least one claim of each of the Patents-in-Suit.

JURISDICTION AND VENUE

9. This Court has personal jurisdiction over Staples because it committed and continues to commit acts of infringement in this judicial district in violation of 35 U.S.C. §§ 271(a) and (b). In particular, on information and belief, Staples (i) has made, used, offered to sell access to, and/or sold access to the accused Staples Marketing Products and Services in the Western District of Texas and continues to do so, (ii) has made, used, offered to sell access to, and/or sold access to the Staples Marketing System in the Western District of Texas and continues to do so, and (iii) has induced its customers, including those located in the Western District of Texas, to use the Staples Marketing Products and Services and the Staples Marketing System and continues to do so.

10. On information and belief, Staples is subject to the Court’s jurisdiction because it regularly conducts and solicits business, or otherwise engages in other

persistent courses of conduct in this judicial district, and/or derives substantial revenue from the use, sale, and distribution of goods and services, including but not limited to the accused Staples Marketing Products and Services provided to individuals and businesses in the Western District of Texas.

11. On information and belief, Staples infringes the patent-in-suit in the Western District of Texas, at least, by making, using, offering to sell access to, and/or selling access to the accused Staples Marketing Products and Services, by its making, using, offering to sell access to, and/or selling access to the Staples Marketing System, and by inducing others to use the accused Staples Marketing Products and Services and the Staples Marketing System.

12. On information and belief, Staples is an office supplies retailer in the United States and operates 1,037 stores across 45 states and online at Staples.com.

13. Indeed, on information and belief, Staples operates at least 25 retail stores in the State of Texas alone (*see* <https://stores.staples.com/tx>), with retail stores throughout this judicial district, including in San Antonio and Midland, among others.

14. On information and belief, the accused Staples Marketing Products and Services and/or the Staples Marketing System are made, used, sold and offered for sale by Staples, or its agents, at Staples retail stores, including those retail stores located in the Western District of Texas.

15. On information and belief, Staples customers located in the Western District of Texas have obtained access to and used the accused Staples Marketing

Products and Services and/or the Staples Marketing System while located in the Western District of Texas.

16. The Court has personal jurisdiction over Staples at least because it has continuous business contacts in the State of Texas and in the Western District of Texas; Staples has engaged in business activities including transacting business in the Western District of Texas and purposefully directing its business activities, including the sale or offer for sale of the Staples Marketing Products and Services to the Western District of Texas to aid, abet, or contribute to the infringement of third parties in the Western District of Texas.

17. This Court has personal jurisdiction over Staples because, *inter alia*, Staples, on information and belief: (1) has committed acts of patent infringement in this Western District of Texas; (2) maintains a regular and established place of business in the Western District of Texas; (3) has substantial, continuous, and systematic contacts with this State and the Western District of Texas; (4) owns, manages, and operates facilities in this State and the Western District of Texas; (5) enjoys substantial income from its operations and sales in this State and the Western District of Texas; (6) employs Texas residents in this State and the Western District of Texas, and (7) solicits business using the Staples Marketing Products and Services and Staples Marketing System in this State and the Western District of Texas.

LinkedIn search results for "staples" in Austin, TX. The page shows 48 results. The top results are:

- Kelly Cramer** - 3rd+
Area Vice President, Vertical Markets, Facility Solutions at Staples
Austin, Texas Metropolitan Area
Current: Area Vice President, Vertical Markets at **Staples**
Action: Message
- Sarah Bahm** - 3rd+
B2B Sales Consultant at Staples
Austin, TX
Current: Sales Consultant at **Staples**
Action: Message
- Michael Van der Meer** - 3rd+
Sales Leader | Coach | Mentor | B2B Sales
Austin, TX
Current: Regional Sales Manager at **Staples**
Action: Message
- Angie Joyner** - 3rd+
Procurement Services & Sales
Austin, Texas Metropolitan Area
Current: National Account Director - Property Management/BSC at **Staples**
Action: Message
- Anusha Radhakrishnan** - 3rd+
Software Engineer at Staples
Austin, TX
Current: Software Engineer II at **Staples**
Action: Message
- Philip A. Dau** - 3rd+
Business Development Manager at Staples
Austin, TX
Action: Connect
- Brian Staples** - 3rd+
Digital Marketing Services Provider
Austin, TX
Current: CEO at **Staples** Consulting
Provides services - Marketing Consulting, IT Consulting, Cybersecurity, Computer Networking, Telecommunications
Action: Follow
- Siddharth Gupta** - 3rd+
Software Engineer
Austin, TX
Current: Software Engineer 2 at **Staples**
Action: Message
- LinkedIn Member**
Associate at Staples
Austin, TX

18. Venue is proper pursuant to 28 U.S.C. §§ 1391(b), (c), (d) and/or 1400(b) and the Federal Circuit's decision in *In re Monolithic Power Sys.*, 50 F.4th 157 (Fed. Cir. 2022), at least because Staples has regular and established places of business in this district, has multiple employees based out of this district as listed on LinkedIn, has transacted business in this district, has directly committed acts of patent infringement in this district, and has induced one or more customers visiting Staples locations within this district to use the Staples Marketing Products and Services and Staples Marketing System.

United States Patent No. 7,065,555

19. On June 20, 2006, the USPTO duly and legally issued United States Patent No. 7,065,555 ("the '555 patent") entitled "System and Method Related to Generating and Tracking an Email Campaign" to inventors Michael G. Foulger, Thomas R. Chipperfield, Jeremy S. Cooper, and Andrew C. Storms.

20. The '555 patent is presumed valid under 35 U.S.C. § 282.

21. Advanced Transactions owns all rights, title, and interest in the '555 patent.

22. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the '555 patent.

23. The '555 patent relates to, among other things, a method and system for generating and tracking an email campaign.

24. The claimed invention(s) of the '555 patent sought to solve problems with, and improve upon, existing marketing and market research and analysis systems. For example, the '555 patent states:

The ability to market a product or service to individuals who are accessible on the Internet is becoming increasingly important. Effective ways of contacting these individuals are being sought. For instance, to market to these individuals, email may be sent to the individuals over the Internet, to provide information related to the product or service. Email systems exist today for sending email to a target set of email addresses for purposes such as marketing, information acquisition, and otherwise. A system for sending email to a number of email targets for such purposes may be called an email campaign.

Present email campaigns may suffer from difficulties in locating a pool of relevant individuals to be contacted. In a small email campaign, each email sent is critical to the success of the campaign, and needs to be carefully created. In other situations, large numbers of individuals to be contacted may have been found. This may result in increased difficulty in tailoring the large number of required email messages to the individuals for more effective contact.

Furthermore, once an email campaign has been initiated, difficulties in measuring success of the email campaign are presented. Effective ways for determining whether email recipients have received email from the email campaign have been sought. Also, effective ways for allowing the email recipients to provide feedback have also been sought. It may be desirable for the email recipients to be able to respond with feedback, and for the quantity and content of the responses to be monitored and tracked.

See '555 Specification at col. 1, ll. 15-43.

25. The '555 patent then states:

In light of the foregoing, what is needed is an efficient way to create and track a email campaign.

See '555 Specification at col. 1, ll. 44-45.

26. The invention(s) claimed in the '555 patent solves various technological problems inherent in the then-existing existing marketing and market research and analysis systems to, among other things, function more efficiently.

United States Patent No. 7,386,594

27. On June 10, 2008, the USPTO duly and legally issued United States Patent No. 7,386,594 ("the '594 patent") entitled "System and method related to generating an email campaign" to inventors Michael G. Foulger, Thomas R. Chipperfield, Jeremy S. Cooper, and Andrew C. Storms.

28. The '594 patent is presumed valid under 35 U.S.C. § 282.

29. Advanced Transactions owns all rights, title, and interest in the '594 patent.

30. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the '594 patent.

31. The '594 patent relates to, among other things, a method and system for generating an email campaign.

32. The specification of the '594 patent is the same as the '555 patent specification, and solves the problems recited above and described in the '555 patent specification.

United States Patent No. 7,693,950

33. On April 6, 2010, the USPTO duly and legally issued United States Patent No. 7,693,950 ("the '950 patent") entitled "System and Method Related to Generating

and Tracking an Email Campaign” to inventors Michael G. Foulger, Thomas R. Chipperfield, Jeremy S. Cooper, and Andrew C. Storms.

34. The '950 patent is presumed valid under 35 U.S.C. § 282.

35. Advanced Transactions owns all rights, title, and interest in the '950 patent.

36. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the '950 patent.

37. The '950 patent relates to, among other things, a method and system for generating and tracking an email campaign.

38. The specification of the '950 patent is the same as the '555 patent specification, and solves the problems recited above and described in the '555 patent specification.

United States Patent No. 7,979,057

39. On July 12, 2011, the USPTO duly and legally issued United States Patent No. 7,979,057 (“the '057 patent”) entitled “Third-Party Provider Method and System” to inventors Luis M. Ortiz and Kermit D. Lopez.

40. The '057 patent is presumed valid under 35 U.S.C. § 282.

41. Advanced Transactions owns all rights, title, and interest in the '057 patent.

42. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the '057 patent.

43. The '057 patent relates to, among other things, novel marketing and commercial transaction systems.

44. The claimed invention(s) of the '057 patent sought to solve problems with, and improve upon, existing marketing and merchandizing systems. For example, the '057 patent states:

The present invention is generally related to electronic hand held devices (hereinafter referred to as "hand held devices") and electronic commerce ("E-commerce"). The present invention is also related to hand held devices, such as a Personal Digital Assistant (PDA), wireless telephone, pager, or other mobile computing and storage device adapted for use in E-commerce. The present invention is also related to wireless and wireline computer networks. The present invention is additionally related to the fields of electronic cash, credit, award, incentive, and/or product management usable with/for retail establishments, organizations, and customers. The present invention is also related to merchandising systems and systems for generating and redeeming negotiable economic credits and/or data (*e.g.*, electro[nic] product discount coupons and other negotiable economic credits, such as enterprise awards, cash, credit, etc.).

See '057 Specification at col. 1, ll. 18-33.

45. The '057 patent then states:

The recent shift in the consumer electronics industry from an emphasis on analog technology to a preference for digital technology is largely based on the fact that the former generally limits the user to a role of a passive recipient of information, while the latter is interactive and allows the user to control what, when, and how he or she receives and manipulates certain information.

This shift in focus has resulted in the development and increasingly widespread use of, for example, a hand held digital device generically referred to as a "personal digital assistant" (PDA). These hand held devices are becoming increasingly popular for storing and maintaining information. Hand held devices, such as PDAs, may be connected to a desktop personal computer, networks or other PDAs via infrared, direct wire, or wireless communication links.

See '057 Specification at col. 1, ll. 35-49.

46. The '057 patent then states:

PDA's are increasingly being utilized to access information from remote computer networks, such as the "World Wide Web" and the "Internet," both terms well known in the computer networking arts. PDA users can, for example, download e-mail from the Internet to the PDA. Web sites also exist that permit PDA users to access and download software that may be run on the PDA. For example, some web sites offer information to PDA's in the form of compressed news articles, stock quotes, and other data obtained from a wide variety of other electronic web-based sources.

Based on the foregoing, it can be appreciated that a large number of users of hand held devices, such as PDA's, pagers and mobile telephony are increasingly relying on such devices to maintain and transmit a variety of personal and business information.

See '057 Specification at col. 2, ll. 13-27.

47. The '057 patent then states:

Discount coupons have long been distributed by manufacturers to merchandise their products and by retail stores or establishments to attract consumers to their particular stores. Discount coupons are a type of negotiable economic credit frequently utilized by enterprises for marketing products and services to the public. Enterprise awards, such as frequent flyer miles, are also negotiable economic credits relied upon by enterprises for marketing purposes.

Coupons are typically distributed to attract customers to engage in commercial transactions. Such coupons are effective if utilized by a sufficiently high percentage of customers. Utilizing this gauge, free-standing inserts are not very effective. Their redemption rate is presently approximately 2.8 percent and dropping.

Typically, coupons are physically collected at stores and credit is provided to the customer purchasing the corresponding product. The coupons are generally bundled and forwarded to a clearing house and then to a redemption center for sorting and counting. Reports are eventually forwarded to the manufacturers issuing the coupons in order to eventually generate a credit to the stores redeeming the coupons. It may unfortunately take several months before a store is reimbursed for coupons under present coupon redemption/processing methods.

Another problem with coupons is a significant misredemption rate of between 20 and 30 percent as a result of misidentification and outright fraud. The misredemption problem is exacerbated by the enormous amount of time, usually

a number of months, that it takes to reimburse the retail stores for the discount given the customer.

See '057 Specification at col. 2, ll. 28-57.

48. The '057 patent then states:

Attempts have been made to address such problems. Such attempts, however, have resulted in additional problems, while not fully addressing the problems described above. For example, some companies have implemented a product specific micro-marketing system tied to a product point of selection and proprietary hardware in the form of an alerting platform attached to a grocery cart. A consumer within a retail establishment presses a button on the grocery cart alerting platform to select an electronic coupon when a coupon is graphically displayed at the exact product location within the retail establishment. The customer and the cart must be located at the point of selection to access the coupon. Such a micro-marketing system is proprietary in nature and requires a customer to retrieve a coupon only from the point of selection within the store. Thus, because of the proprietary nature of the system, the coupons, the alerting platform and other proprietary hardware cannot be utilized at other retail establishments. Further, the enterprise associated with the retail establishment is burdened by the maintenance, replacement, and repair of the proprietary hardware attached to the retail establishment's shopping carts due to use, abuse, the weather and so forth. Other systems known in the art utilize smart cards and card readers/writers at point of product selection for obtaining coupon data. Such systems, however, force the user to retrieve data at the point of product selection (*i.e.* point of selection), thereby tying their shopping activities to a proprietary system.

Accordingly, alternatives are needed to traditional mass marketing and couponing techniques, and proprietary, point of selection type systems. A need exists for non-, or solely-, proprietary, based systems that are flexible, efficient and consumer friendly. Further a need exists for credit devices that are not completely owned by the enterprise or retail establishment, but owned by the customers themselves and which can be utilized at other retail establishments and enterprises. Such a device and associated systems and methods, should be ubiquitous in nature to avoid the problems inherently associated with prior micro-marketing systems.

It has become apparent to the present inventors that the ability to acquire, store and use negotiable economic credits, such as coupons, on hand held devices would free users of the time consuming tasks of clipping, organizing and redeeming traditional paper coupons or credits (*e.g.*, frequent flier redemption via paper-based request), and the problems associated with proprietary micro-marketing systems. It has also become apparent to the present inventors that for

merchandisers and manufacturers, such hand held devices could be utilized to effectively market, compile and negotiate credit exchanges/redemption much more efficiently than the traditional paper processing methods or proprietary-based micro-marketing systems and methods.

See '057 Specification at col. 2, l. 58 - col. 3, l 43.

49. The '057 patent then states:

It is believed that aspects of the invention presently described herein solve the traditional problems associated with negotiable economic credits, including coupons, cash, credit and enterprise awards, and the problems associated with proprietary-based marketing systems thereof, while addressing an area of user control that has not yet been considered, anticipated, or utilized by coupon/credit merchandisers and manufacturers, namely, the increasing number of individuals who rely on hand held devices, such as PDAs, to maintain and store personal and business information.

See '057 Specification at col. 3, ll. 44-53.

50. The invention(s) claimed in the '057 patent solves various technological problems inherent in the then-existing marketing and merchandizing systems to, among other things, (1) function more efficiently, (2) allow customers to become more actively engaged in retail marketing campaigns, (3) reduce the complexity, costs, and other problems associated with prior art marketing and merchandizing systems, (4) improve the security inherent in prior art marketing and merchandizing systems, and (5) improve accessibility and adoption of marketing and merchandizing systems over prior art marketing and merchandizing systems.

United States Patent No. 8,150,736

51. On April 3, 2012, the USPTO duly and legally issued United States Patent No. 8,150,736 (“the ‘736 patent”) entitled “Global Electronic Commerce System” to inventors Michel Horn and Thomas Scott Manaugh.

52. The ‘736 patent is presumed valid under 35 U.S.C. § 282.

53. Advanced Transactions owns all rights, title, and interest in the ‘736 patent.

54. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the ‘736 patent.

55. The ‘736 patent relates to, among other things, a novel electronic shopping system.

56. The claimed invention(s) of the ‘736 patent sought to solve problems with, and improve upon, existing electronic shopping systems. For example, the ‘736 patent states:

The field of this invention is global sale of products and services using electronic means of (a) communications, (b) data storage and retrieval, (c) taking of orders, (d) fulfillment, (e) transfers of payments, and (f) providing customer service after the sale. Both business-to-business and business-to-consumer sales are effectuated.

See ‘736 Specification at col. 1, ll. 21-26.

57. The ‘736 patent then states:

The present invention is a system for use by even small manufacturers to meet a long-felt need to sell their products to Buyers around the world. The term “manufacturers” is meant to include manufacturers or authorized distributors for manufacturers; and the term “Buyers” is meant to include both individuals and organizations, including other manufacturers.

A complete system, termed a Global Store, is disclosed, a system that overcomes barriers to global trade of language, culture, and nationality. The Global Store integrates communications and database software technologies, hardware infrastructure, and operating methods to market and sell products from manufacturers around the globe to Buyers in a multitude of locales around the globe. Stated another way, The Global Store assembles and operates various subsystems to provide the infrastructure for manufacturers to use a new channel of global commerce, a Virtual Channel.

See '736 Specification at col. 1, ll. 27-43.

58. The '736 patent then states:

A confluence of recognized needs and new technologies now sets the stage for a revolutionary change in how manufacturers bring their products to markets around the world.

Advances in communications and information technology and their associated standards have made geography a much less salient factor in trade than in prior years. Electronic communications at the speed of light enables one to purchase a product on the other side of the world as quickly as across the street – even more quickly should one decide to walk across that street to make the purchase. Furthermore, increasing use of English as a *de facto* language of commerce and increasing access to good, real-time translation technology will inevitably lower language barriers.

The Global Store system, described here, is a method that integrates revolutionary and evolutionary developments into a new system of global trade in the Virtual Channel. Only in the very recent past have the following compelling trends and powerful developments conjoined to permit the construction and operation of a complete and integrated system of global trade to meet long-felt needs:

- 1) a quickly growing population of Internet users around the world who are ready to shop online 24 hours per day and 365 days per year,
- 2) Websites to provide specialized functions such as online payments, online currency conversion tables, universal tax tables, and parcel tracking,
- 3) third-party fulfillment services to support regional and global distribution,
- 4) “pull” online marketing that allows customers greater opportunities to customize the products they purchase, as compared with the “push”

marketing of ready-made products that is characteristic of brick-and-mortar retail channels,

- 5) international agreements to eliminate tariffs on imports,
- 6) globalization of sources of supply,
- 7) efficiencies and economies of scale resulting from consolidation of marketing functions across markets,
- 8) establishment of ubiquitous delivery services,
- 9) availability of escrow services to assuage concerns of online Buyers about completing purchases after shopping baskets are filled,
- 10) growth in telecommuting to work and in home-based internet businesses, allowing participants to avoid driving and, thereby, less occasion to stop at brick-and-mortar stores to shop,
- 11) increased global travel and increased access to information from around the world using wide-band communications, thereby increasing interest in products from far-away locales,
- 12) consolidation of warehousing and distribution centers for quicker and more efficient fulfillment of orders,
- 13) manufacturers' need to retain brand control by offering increasing levels of customer support from a single point,
- 14) technology to implement Web-based multi-language global marketing systems using newly invoked international standards, locale-specific stored SQL procedures, integrated multi-locale Web-based relational data bases, and Unicode, and
- 15) integration of manufacturers' Business-to-Consumer sales with their Business-to-Business strategies for procuring supplies, offering a means to couple direct online customer sales with procurements, thus completing the transition to a completely integrated "Pull" model: A custom product is created to satisfy a Buyer's needs, and suppliers are enabled to provide necessary Business-to-Business products and services on a timely basis.

See '736 Specification at col. 2, l. 16 - col. 3, l. 17.

59. The '736 patent then states:

Pent-up pressures for globalization have produced numerous examples of conventional e-commerce businesses attempting to expand globally. These businesses generally meet the challenge to provide information in multiple languages and across cultures by cloning Websites from one locale to another—reproducing some of the design of the original Website and some of the content. This multi-headed e-commerce approach is a crude interim step that fails to meet the emerging needs of manufacturers who desire global sales. Loss of the efficiencies and economies of a truly global approach make the prices of their products less competitive than should be possible, and there is the additional problem of entering and maintaining current and accurate information across multiple databases.

In conventional e-commerce it is not uncommon for the unscrupulous to sell brand name goods through Websites when they are not authorized to do so. In response, manufacturers desire to maintain better control of prices, marketing information about their products, sales, fulfillment, and customer service—all in a global context and, ideally, from a single integrated site.

Buyers are reluctant to make international purchases when they fear that they will have no practical recourse if they pay for a product but either do not receive it or find the product is not acceptable. What is needed for a hesitant Buyer is an escrow service that will complete settlement only after the product has been successfully delivered and the Buyer is satisfied.

Many conventional e-commerce Websites have sought to sell products globally, but few if any have made a serious commitment to globalization by providing good translations in multiple languages. (So far, machine translations are so lacking in accuracy and idiomatic expression that they are likely to inspire mirth rather than confidence in a Buyer.) Furthermore, no site offers products of a multitude of manufacturers along with customer support across more than one language, support that is needed for Buyers to be well informed about international shipping, duties, warranties, currency conversion, repair centers, and other issues important to Buyers.

Conventionally, for both e-commerce and brick-and-mortar businesses, separate databases are established to support production, marketing, sales, and accounting. Information changes in one business database often are not reflected in all of the other databases. Further information vital to a customer, such as parcel tracking, would require leaving the e-commerce site to access such a service on yet another system. Customer support is critically lacking in brick-and-mortar businesses and also is missing in most e-commerce businesses. What is missing is the ability to

place in the hands of the customer the ability to go to a single location and, interactively, to obtain an answer to a question pertaining to a product or to an order.

Departing from conventional e-commerce approaches, the ideal e-commerce model, from the manufacturers' viewpoint, is to sell globally using a system allowing

- 1) a single database of product descriptions in common format to be translated for Buyers across different languages,
- 2) Buyers to come to a single, authorized Global Store with a single Web URL address,
- 3) global sales across many locales using an information system operating in a multitude of languages to provide product information assembled for each specific locale,
- 4) a generalized, reliable approach to shipping, currency conversion, settlements, and customer support,
- 5) global sales without losing brand control,
- 6) minimal delays in bringing new products to market or old products to new markets,
- 7) the manufacturer to take orders for custom-made products, using a "pull" method,
- 8) fulfillment from a plurality of strategically-located fulfillment centers around the Globe, and
- 9) Buyers to get information on the Buyers' transaction history and to find links to manufacturer's support from a single Website.

See '736 Specification at col. 3, l. 18 - col. 4, l. 26.

60. The '736 patent then states:

The Global Store system uses a multi-version database to provide a new way of providing language/locale-specific marketing information and sales of products to Buyers around the globe. Prior art, as seen in patents cited below, provide opportunities for Buyers to (a) view a product and be referred to a seller or (b)

view and purchase a product over the Internet, with or without use of a referrer Website. However, no prior art takes advantage of (a) multi-version, locale-specific innovations in marketing, (b) use of Referral Websites from a multitude of locales, combined with (c) other Ancillary Resources to offer truly global sales over the Internet.

See '736 Specification at col. 4, ll. 51-61.

61. The '736 patent then states:

Prior art has not solved the problem of marketing globally from a single-point. Major players in global e-commerce (*e.g.*, AOL, Yahoo, and Amazon) have adopted a country-by-country or a region-by-region strategy in order to adapt to Buyers' languages and cultures.

In a statement quoted in a Wall Street Journal article, 8/01/2000, a Yahoo executive declared that Yahoo would consider itself unsuccessful if Yahoo were considered an American company two years from then. Yahoo and other e-commerce companies have discovered that their widely recognized brand names are, in themselves, not sufficient for attracting global e-commerce business. Buyers have been found, however, to be attracted to e-commerce sites that cater to local interests and culture. Stated another way, Buyers are more comfortable and confident about buying from a business they do not perceive as foreign.

Needed is a system to provide culture-sensitive and language-adapted marketing, sales, and customer service content to Buyers, doing so in a way that takes advantage of the efficiencies and economies of using a single point of operations. Prior art, described as follows, fails to meet that criterion:

See '736 Specification at col. 4, l. 63 – col. 5, l. 18.

62. The '736 patent then states:

Also disclosed are other innovations not seen in the Wong patent, the Chelliah *et al* patent, or in other prior art:

- (1) a clear and efficient way to categorize products to be displayed to Buyers,
- (2) an order-taking shopping cart subsystem that encourages Buyers to complete a purchase transaction by keeping products selected for purchase in the Buyer's view and by interactively involving the Buyer in a purchasing process, and

- (3) a means to provide comprehensive customer service information from a single convenient point.

Accommodating Buyers using a diversity of languages and additional needed innovations are discussed below in the context of related prior art.

See '736 Specification at col. 5, l. 53-67.

63. The '736 patent then states:

By placing marketing information about products in the Global Store with its multi-language, single, logical, searchable database, a manufacturer can engage in marketing efforts worldwide on the Internet in a multitude of different languages and adapted to various cultures and countries. It has become obvious during the past several years that manufacturers around the world need a global marketing method in order to stay competitive and to optimize their profitability. Use of the Global Store will allow manufacturers advantageously to meet their long felt need to tap into the global market to expand their customer bases, increase sales, and benefit from economies of scale.

Furthermore, use of marketing resources in the Global Store meets the objective for manufacturers to access global marketing efforts without losing control over their marketing—place, presentation, price, promotions, and policies of service. Thereby, manufacturers may build a worldwide brand name based on authentic products, ethical representations, fair prices, and good service to Buyers.

See '736 Specification at col. 13, l. 3-22.

64. The '736 patent then states:

Another object of this invention is to provide manufacturers with a much more efficient and responsive feedback mechanism for adjusting marketing and production schedules. For example, immediate feedback that a new line of skis was selling briskly in South America during May would prompt a ski manufacturer to start adding marketing and production resources for the new line's introduction to Buyers in North America in October.

Another object of the Global Store is to provide better controls over quality of products and services. A complete system of controls spans the Virtual Channel from start (adding a manufacturer's product into a global, multi-version product database) to end (the expiration of an escrow period during which a Buyer may request a refund if a delivered product is not satisfactory).

Another object of the Global Store is to help manufacturers satisfy Buyers' needs for customer service. In order to serve as an alternative to use of the Legacy Channel, the Global Store matches and, where possible, exceeds the level of service that Buyers find in the Legacy Channel.

See '736 Specification at col. 13, ll. 23-43.

65. The '736 patent then states:

Another object of this invention is for manufacturers to be able to provide Buyers with adequate information to make buying decisions. Many prospective Buyers will not complete a transaction unless they know not only the cost of the item but also the total price, including shipping fees, *etc.* The present invention overcomes this barrier by providing a comprehensive, integrated system whereby Buyers from all over the world can get complete information about product, price (stated in the Buyer's currency), and delivery prior to making the buying decision. Furthermore, the use of a single marketing information database allows the manufacturer easily to control and communicate accurate information about product availability in inventory, service availability, warranties, and return policies.

Another object of this invention is to improve the probability a Buyer will complete a purchase transaction after the Buyer has selected a product for purchase. With conventional art, products are placed in a "shopping cart." Unfortunately, that cart often is later abandoned with no purchase made. The invention disclosed here includes an improved shopping cart design, an improvement that facilitates a Buyer's decision to complete a purchase transaction by

- 1) establishing immediately an interactive relationship with the Buyer by opening a new frame that shows a shopping cart (titled "Open-Frame Interactive Shopping Cart") and asking the Buyer to answer certain questions that appear in the frame before the Buyer proceeds to checkout or returns to shopping,
- 2) maintaining interactive contact by with the Buyer by keeping a minimized, restorable shopping cart visible on the Buyer's computer screen during the entire time when the Buyer is viewing products after a product has been selected,
- 3) providing total costs for a purchase, including shipping charges, immediately after the Buyer has selected a product, and

- 4) prominently offering the option for the Buyer of making an immediate purchase.

An important advantage here is the immediate assumption that the purchase will be made plus the visual reminder that the Buyer has made a selection and that the product is ready for purchase. This approach overcomes the disadvantage of prior art in which the Buyer is implicitly told that the Buyer need only “think about” completing the purchase “later.” That implicit message is poor sales technique. It is best to have the Buyer complete the transaction as soon as possible, before the Buyer forgets about the perceived benefits of the product, gets distracted, or hesitates because of second thoughts.

See '736 Specification at col. 13, l. 57- col. 14, l. 37.

66. The '736 patent then states:

The invention disclosed here includes an efficient universal method of organizing and displaying product categories for selection by Buyers. Using sequential drop-down menus and a clearly organized hierarchy, a Buyer quickly and intuitively navigates among thousands of possible categories of products to select a desired category. The process is easily understood, powerful, and efficient.

See '736 Specification at col. 14, ll. 44-50.

67. The invention(s) claimed in the '736 patent solves various technological problems inherent in the then-existing electronic shopping systems to, among other things, (1) function more efficiently; (2) increase the pool of customers who interact with such systems; (3) overcome barriers to transaction carried out by such systems related to language, culture, and nationality; (4) establish new or improved integrations within such systems related to communications, databases, and hardware subsystems; (5) improve the methods by which such systems market and sell products; (6) help such systems to leverage economies of scale and become more competitive; (7) allow such systems to provide more timely and accurate information; (8) improve the comfort, confidence, and trust amongst customers and potential customers of such systems; (9)

streamline and better coordinate the operations of such systems with respect to customer support, marketing, sales, shipping, and accounting; (10) improve brand control within such systems; (11) expand the selection of products available for purchase through such systems; (12) improve the order-taking processes of such systems; (13) accommodate a broader range of customers and potential customers using such systems; (14) increase sales through the use of such systems; (15) improve the quality, organization, and presentation of information accessible to the customers and potential customers of such systems; (16) improve the probability that a customer or potential customer will complete a purchase transaction through such systems; and (17) reduce the complexity, costs, and other problems associated with such systems.

United States Patent No. 8,175,519

68. On May 8, 2012, the USPTO duly and legally issued United States Patent No. 8,175,519 (“the ‘519 patent”) entitled “Third-Party Provider Method and System” to inventors Luis M. Ortiz and Kermit D. Lopez.

69. The ‘519 patent is presumed valid under 35 U.S.C. § 282.

70. Advanced Transactions owns all rights, title, and interest in the ‘519 patent.

71. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the ‘519 patent.

72. The ‘519 patent relates to, among other things, novel marketing and commercial transaction systems.

73. The specification of the '519 patent is the same as the '057 patent specification and addresses and solves the problems recited above and described in the '057 patent specification.

United States Patent No. 9,747,608

74. On August 29, 2017, the USPTO duly and legally issued United States Patent No. 9,747,608 ("the '608 patent") entitled "Third-Party Provider Method and System" to inventors Luis M. Ortiz and Kermit D. Lopez.

75. The '608 patent is presumed valid under 35 U.S.C. § 282.

76. Advanced Transactions owns all rights, title, and interest in the '608 patent.

77. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the '608 patent.

78. The '608 patent relates to, among other things, novel marketing and commercial transaction systems.

79. The specification of the '608 patent is the same as the '057 patent specification and addresses and solves the problems recited above and described in the '057 patent specification.

United States Patent No. 10,783,529

80. On September 22, 2020, the USPTO duly and legally issued United States Patent No. 10,783,529 ("the '529 patent") entitled "Third-Party Provider Method and System" to inventors Luis M. Ortiz and Kermit D. Lopez.

81. The '529 patent is presumed valid under 35 U.S.C. § 282.

82. Advanced Transactions owns all rights, title, and interest in the '529 patent.

83. Advanced Transactions has not granted Staples an approval, an authorization, or a license to the rights under the '529 patent.

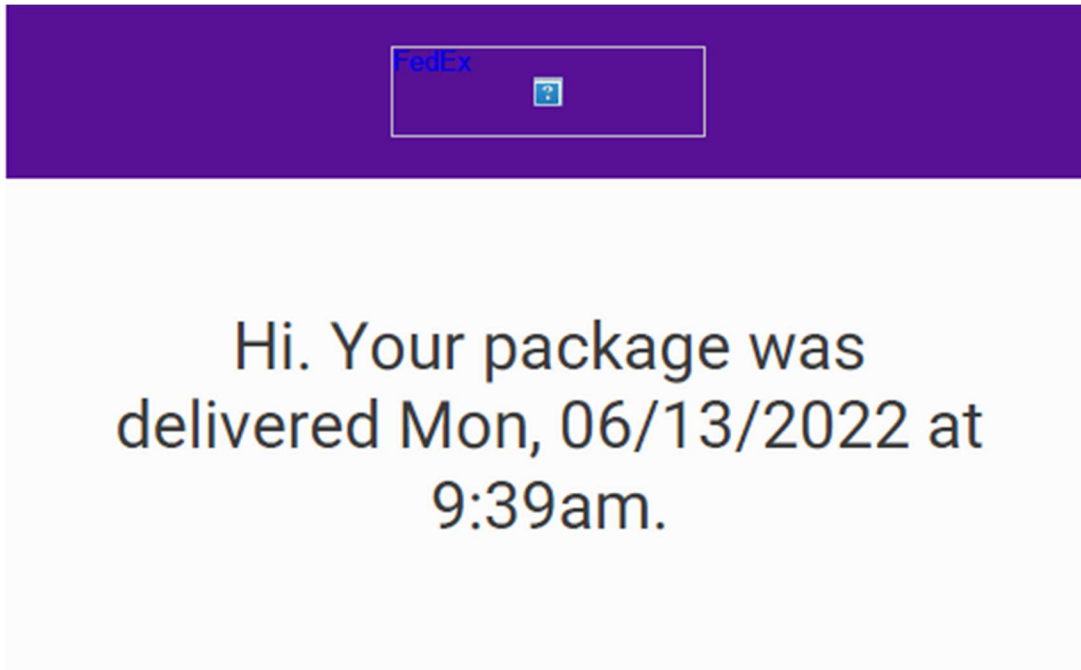
84. The '529 patent relates to, among other things, novel marketing and commercial transaction systems.

85. The specification of the '529 patent is the same as the '057 patent specification and addresses and solves the problems recited above and described in the '057 patent specification.

STAPLES' PRIOR KNOWLEDGE OF THE PATENTS-IN-SUIT

86. On or about June 9, 2022, counsel for Advanced Transactions sent a letter (the "June 2022 Notice Letter," attached hereto as Exhibit A) via Federal Express to John Lederer in his capacity as Chief Executive Officer and Interim President of Staples, Inc. The June 2022 Notice Letter was sent to Staples, along with a draft of the instant Complaint, for the express purpose of acquainting Staples with Advanced Transactions' patent portfolio, including but not limited to Patents-in-Suit, prior to any enforcement action relating to Staples' Marketing Products and Services. The June 2022 Notice Letter invited Staples to participate in discussions regarding a license to allow its continued use of Advanced Transactions' patented technologies. The June 2022 Notice Letter requested a response on or before June 17, 2022.

87. On information and belief, on or about June 3, 2022, Mr. Lederer received a copy of the June 2022 Notice Letter on behalf of Staples.



Delivered to 500 STAPLES DR, FRAMINGHAM, MA 01702

OBTAIN PROOF OF DELIVERY

TRACKING NUMBER	777103051139
FROM	Williams Lea 535 8th Ave., 4th Floor NEW YORK, NY, US, 10018
TO	Staples, Inc. John Lederer 500 Staples Drive FRAMINGHAM, MA, US, 01702
REFERENCE	2206163
SHIPPER REFERENCE	2206163

88. By email and letter dated July 7, 2023, counsel for Advanced Transactions followed up on the June 2022 Notice Letter with a new letter to Mr. Lederer by both email and Federal Express (“the July 2023 Notice Letter,” attached hereto as Exhibit B),

along with a draft of the instant complaint, and again invited a licensing discussion. The July 2023 Notice Letter once again put Staples on notice of its infringement of the Patents-in-Suit, informed Staples that Advanced Transactions has granted numerous licenses to its portfolio, and stated that Advanced Transactions was willing to litigate if Staples did not respond as Advanced Transactions had done in eight other cases mentioned in the letter. The July 2023 Notice Letter requested a response on or before July 21, 2023.

89. On information and belief, on or about July 7, 2023, Mr. Lederer received a copy of the July 2023 Notice Letter on behalf of Staples.



October 16, 2023

Dear Customer,

The following is the proof-of-delivery for tracking number: 772691032196

Delivery Information:

Status:	Delivered	Delivered To:	
Signed for by:	G.WATSON	Delivery Location:	500 STAPLES DR
Service type:	FedEx Priority Overnight		
Special Handling:	Deliver Weekday		FRAMINGHAM, MA, 01702
		Delivery date:	Jul 11, 2023 10:26

Shipping Information:

Tracking number:	772691032196	Ship Date:	Jul 10, 2023
		Weight:	

Recipient:
 John Lederer/CEO, Staples, Inc
 500 Staples Dr
 FRAMINGHAM, MA, US, 01702

Shipper:
 Chandran B Iyer, Daignault Iyer LLP
 8618 Westwood Center Drive
 Suite 150
 VIENNA, VA, US, 22182

Reference 20019.001/Staples

90. As of the date of the filing of the instant Complaint, neither Staples nor Mr. Lederer has responded to either the June 2022 Notice Letter or the July 2023 Notice Letter.

91. Staples has been aware of the Patents-in-Suit since at least the June 2022 Notice Letter and has continued to willfully infringe, thereby warranting enhanced damages and attorneys fees as set forth more fully below.

CLAIMS FOR RELIEF

Count I – Infringement of United States Patent No. 7,065,555


92. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

93. On information and belief, Staples (or those acting on its behalf) made, used, sold, imported and/or offered to sell the Staples Marketing Products, and Services; and made, used, sold, sold access to, imported, offered to sell and/or offered to sell access to the Staples Marketing System in the United States that infringed (literally and/or under the doctrine of equivalents) at least claim 1 of the '555 patent.

94. On information and belief, one or more components of the Staples Marketing System (*e.g.*, an email server operated by Staples) employs and provides a method for conducting an email campaign.

Staples <staples@connected.staples.com> [Unsubscribe](#) 11:35 AM (2 hours ago) ☆ ↶ ⋮
to me ▾

We're so glad you're here!




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♥ In stock sanitizer, wipes, and masks available on Staples.com.



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Scroll to get to know us.


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Exclusions apply.

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Shop now


BE REWARDED Start earning benefits today with Staples Rewards. [Join for free](#)

 <p>Up to 5% back in rewards*</p>	 <p>Member exclusive deals</p>	 <p>Free, fast delivery, \$35 minimum**</p>
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Find a location 

IDEAS, INSIGHTS AND MORE 

STAY CONNECTED



*Up to 5% back in rewards excludes postage and phone/gift cards.

**Rewards Members receive free delivery, with \$35 minimum for orders purchased on staples.com or by phone at 1-800-333-3330. Exclusions apply. Eligible items only. Handling fees may apply for select items. Standard Staples delivery policies apply. Excludes orders made at directmail.staples.com, staples.com/services/printing, weddings.staples.com, staplespromotionalproducts.com, and third-party websites linked to staples.com. For complete terms & conditions, see staples.com/rewards.

Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

See e.g., screenshot of email received from Staples email server.

Staples' U.S. Privacy Notice ^

PRIVACY NOTICE

Effective Date: July 1, 2021

Version 3.0

This Privacy Notice describes our handling of Personal Information in connection with your activities in our locations or your use of our websites, mobile applications, or the services we provide. By visiting our locations, websites, or mobile applications or using our services, you hereby consent to these terms.

"Personal Information" refers to information that identifies you or that can be reasonably linked to you as an individual. We encourage you to read this Privacy Notice which describes how we collect, use, share, and protect your Personal Information, and the choices you have regarding your Personal Information.

1. Personal Information Collected and How We Collect It

Types of Personal Information that we may collect:

- Name and contact information such as postal address, email address, and phone number
- Digital information, including your device IDs, browsing history, referring URL, browser, operating system, and other activity on our websites or mobile apps (such as your activity on our site, including text entered and mouse movements)
- Your transaction information, including purchases of products and services
- Payment card number and other payment information
- Your Account Number or Loyalty Program ID

In certain situations, we may also collect things like:

- Driver's license number (for example, if you return a product)
- Location information (such as when you ask us to tell you about nearby stores or use our digital properties)
- Demographic and preference information (to help find products or services that may be of interest to you)
- Survey responses, chat sessions, and feedback (regarding products/services purchased, customer service interactions, and your customer experience)
- Advertising interactions (such as cookie IDs, device advertising IDs, which ad was served, and the URLs where the ads are served when you interact with our emails or online/mobile ads)
- Voice and CCTV recordings (for example, for quality assurance when contacting our call centers, or when visiting locations that use security cameras)
- School affiliation (based on program participation)
- Photos or graphic images and files (if you receive product deliveries or request certain services from us)
- Employer name and business contact information (if your company has a business relationship with us)
- Your postal mail (if you participate in that program with us)

We receive Personal Information from the following:

- **Information You Provide Us Directly.** We collect Personal Information from you directly, for example, in connection with a purchase (in-person or via our websites or mobile apps), a service, a promotion/event, a customer service request, a survey, or an application for a membership program. When using our mobile apps, we may also ask you to grant us access to the camera, photo library, or microphone on your mobile device to enable certain features such as scanning bar codes and speech-enabled search.
- **Information Collected Through Automated Technologies.** We and our third party service providers may use cookies, tags, web beacons and other technologies on our web properties and mobile applications to track and collect some Personal Information made available through your activity on our sites/apps, such as shopping/search activity and other interactions with our online services. We also use cookies to enable core site functionality, to analyze website usage so that we can measure and improve services and performance, and to serve ads that are relevant to your interests. Cookies "remember" your device/browser when you return to a website and make your experience more user-friendly and allow us to better understand how our websites are used to improve the experience.

If you use a mobile device, your device may share location information (when you enable location services) with our websites, mobile applications, services, or our service providers. For example, precise geo-location can be used to help you find our nearby locations.

- **Information We Receive from Other Parties.** We may obtain information about you from other sources for purposes such as prospecting, marketing, fraud detection, and/or enhancing the information you have provided, such as validating address formats.

Our sites and mobile applications may allow you to sign-in to our digital property using a social media network login and we may also include other social media features, such as a "share this" button. In these cases, we may receive information from the social media network, including your profile information, picture, user ID associated with your social media account, and other information you permit the social media network to share with third parties. The data we receive from these social media networks is dependent upon their policies and your privacy settings on that third party site. You should always review and, if necessary, adjust your privacy settings on these websites and services before utilizing these features.

Minors

Our programs, websites and mobile applications are not directed toward minors under 16 years of age. We do not knowingly collect, share, or sell the Personal Information of minors.

* * *

Mobile Apps

If you have granted our mobile apps access to your device's camera, microphone, location, etc., you may revoke such access by configuring the permissions located in your device's "Settings".

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

Cookies

If you want to prevent your browser from accepting cookies, if you want to be informed whenever a cookie is stored on your computer or if you want to delete cookies from your computer, please make the necessary changes in your Internet browser settings, typically under the sections "Help" or "Internet Options". See links below:

- Internet Explorer : <https://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-9>
- FireFox : <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- Chrome : <https://support.google.com/chrome/answer/95647>
- Safari : <https://www.apple.com/legal/privacy/en-ww/cookies/>

Please note that if you clear all cookies on your browser, or use a different browser or computer, you will need to complete the opt-out procedure again.

To opt out from flash cookies, please go to: <http://www.adobe.com/privacy/opt-out.html>.

Cookies are pieces of information that are transferred from websites to your computer's hard drive, and they may serve a variety of purposes. Web beacons, flash cookies and other similar technologies may also be used for these purposes. For example, cookies "remember" your device/browser when you return to a website and make your experience more user-friendly. Cookies are also used to allow companies to better understand how their websites are used to improve their services.

The below chart outlines different types of cookies, how they are used, and the potential impact if the cookies are disabled:

Cookie Type	Purpose	Potential impact if disabled
Session Cookies	Used to support website functionality	Access to website content and features may be limited
Preference Cookies	Used to remember user preferences from one visit to the next	Preference will need to be reset on each visit to the website. This may also disable the ability have websites "remember" you at time of login
Advertising Cookies	Used to serve you advertisements that may be relevant to you and your interests	Advertisements will still be displayed but will be more random and may be less relevant to you and your interests
Security Cookies	Used as a component of a website's general security and user authentication processes	Access to website and features may be limited

Some of our web properties provide a cookie consent manager to help you control your cookie preferences.

Do Not Track

Some browsers have a "Do Not Track" feature that lets you send a request to websites to not track your online activities. Like many other companies, our web properties do not process those requests.

b. To Change or Correct Your Personal Information

You can request that inaccuracies pertaining to your Personal Information be corrected.

You may contact us with changes as described in the **How to Contact Us** section. To prevent unauthorized changes, we may ask for certain information to verify your identity before we process such requests.

We may not fulfill your request in some cases, for example, if it requires a disproportionate technical or practical cost or effort or if it conflicts with our legal obligations or business requirements.

See, e.g., <https://www.staples.com/hc?id=dbb94c10-973c-478b-a078-00e58f66ba32>.

95. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of receiving an email target database.

Create account

First name*

Required

Last name*

Email*

Required

Password*

Required





8 characters minimum, case sensitive, no spaces.

Your password does not meet all criteria

Must contain 3 of the 4 criteria below:

- Uppercase letter
- Lowercase letter
- Number
- Special character

Join Staples Rewards - it's free! [View all benefits](#)

 UP TO 5% BACK in rewards on purchases	 FREE DELIVERY no minimum
 \$2 BACK IN REWARDS on recycled ink & toner cartridges	 EXCLUSIVE DEALS for Members only

Sign me up for free Rewards

I already have a Rewards number

No, thanks

Already have an account?
[Sign in](#)

[Create account](#)

See e.g., <https://www.staples.com/idm/com/createaccount>.


Staples <staples@connected.staples.com> [Unsubscribe](#) 11:35 AM (2 hours ago) ☆ ↶ ⋮
to me ▾

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Now you'll be the first to know about special offers, exclusive coupons and more.
Scroll to get to know us.

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Exclusions apply.
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 Up to 5% back in rewards*	 Member exclusive deals	 Free, fast delivery, \$35 minimum**
--	---	---

See our Weekly Ad 	Get your coupons 	Find a location 
---	--	---

IDEAS, INSIGHTS AND MORE 
STAY CONNECTED     

*Up to 5% back in rewards excludes postage and phone/gift cards.

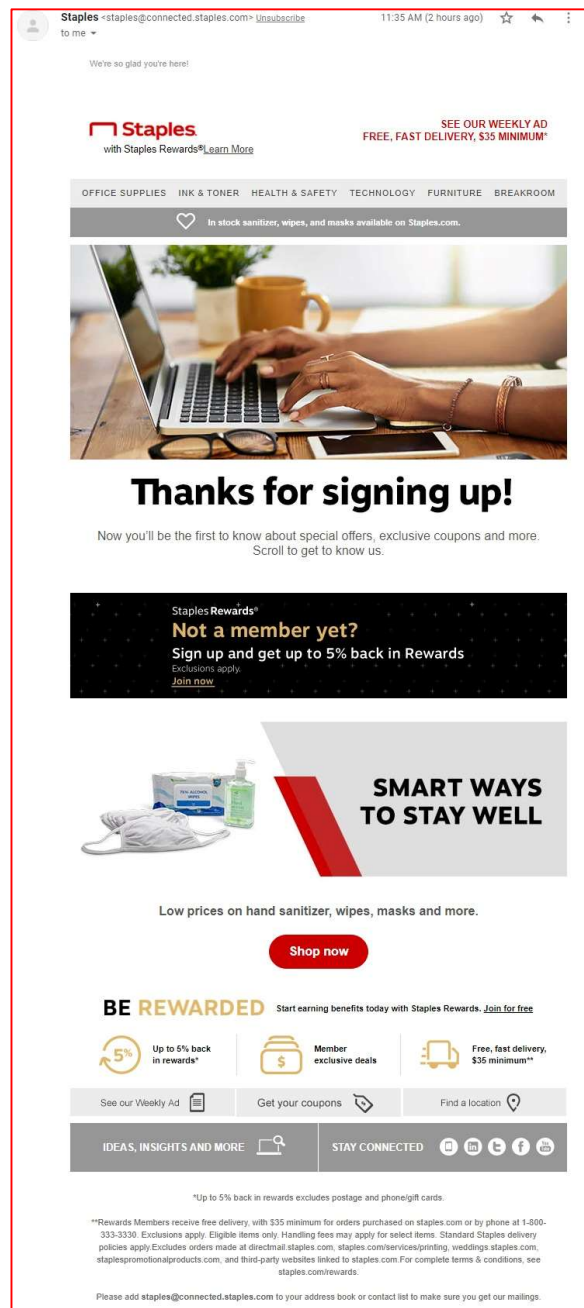
**Rewards Members receive free delivery, with \$35 minimum for orders purchased on staples.com or by phone at 1-800-333-3330. Exclusions apply. Eligible items only. Handling fees may apply for select items. Standard Staples delivery policies apply. Excludes orders made at directmail.staples.com, staples.com/services/printing, weddings.staples.com, staplespromotionalproducts.com, and third-party websites linked to staples.com. For complete terms & conditions, see staples.com/rewards.

Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

35

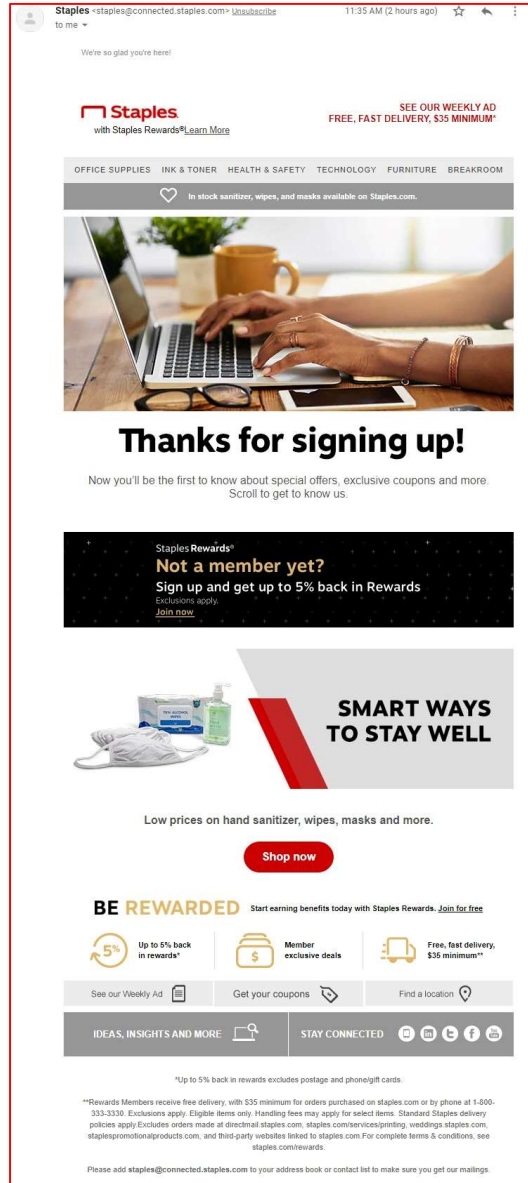
See e.g., screenshot of email received from Staples email server.

96. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of generating an email campaign template related to at least one email target in the received email target database.



See e.g., screenshot of personalized email received from Staples email server.

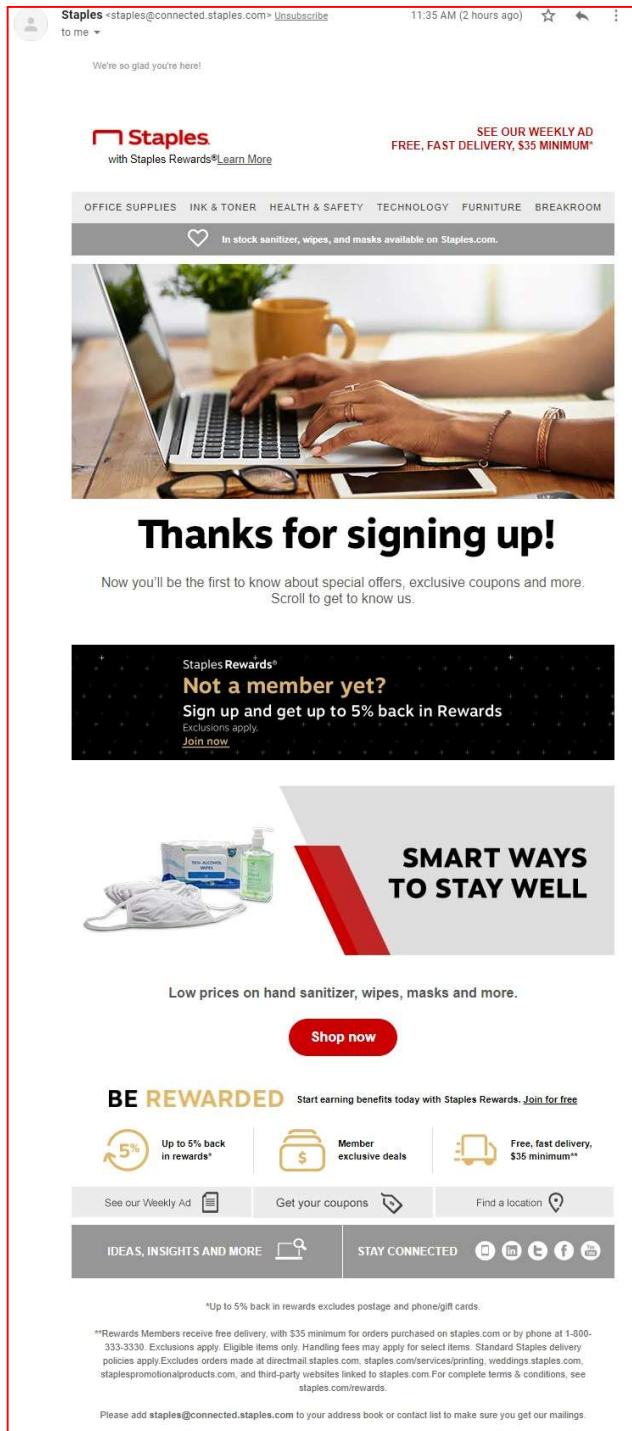
97. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of generating an email campaign template related to at least one email target in the received email target database, wherein the step of generating an email campaign template related to at least one email target in the received email target database comprises the step of generating a message template.



See e.g., screenshot of email received from Staples email server.

98. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of generating an email campaign template related to at least one email target in the received email target database, wherein the step of generating an email campaign template related to at least one email target in the received email target

database comprises the step of generating a configuration file to contain data related to each of the at least one email target, (*e.g.*, images, links, and/or text relating to the intended recipient of the email) wherein the data is insertable in the generated message template.



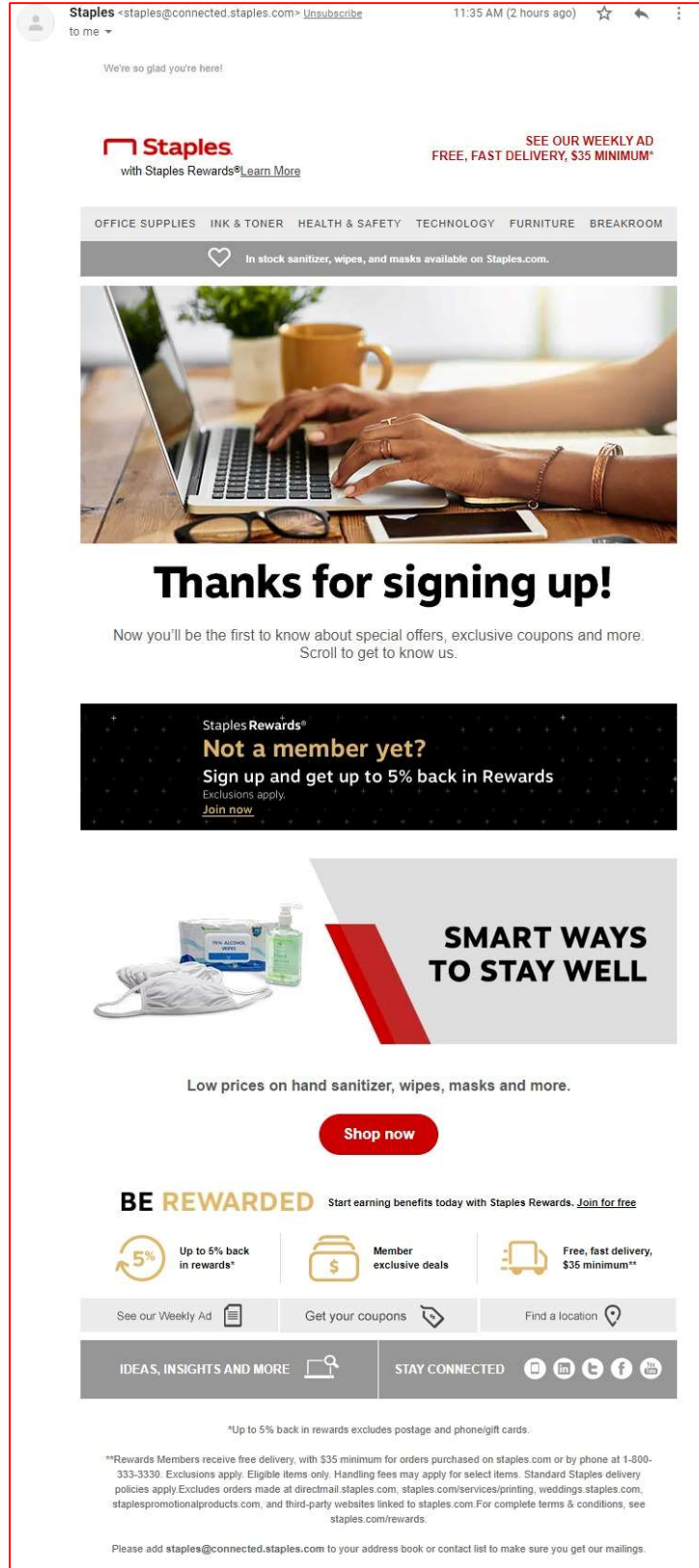
See e.g., screenshot of email received from Staples email server. See also code excerpt from the same email:


```

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JR/3mj/qvBzFjPZQ12bRhZ6HnhJoQ/h1/YZJ2SxAp3nrCa1Dhb3k4fRlyE8myryYDUHb0_WCv-q=
E" name=3D"click_offset_1"><img src=3D"http://media.staples.com/email/templ=

```

99. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of sending to each of the at least one email target a corresponding custom email, (*e.g.*, the email reproduced below) wherein the custom email is formed from the email campaign template.



See e.g., screenshot of email received from Staples email server.

100. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of tracking the custom email (e.g., through the code reproduced below) sent to each of the at least one email target.

Staples' U.S. Privacy Notice ^

PRIVACY NOTICE

Effective Date: July 1, 2021

Version 3.0

This Privacy Notice describes our handling of Personal Information in connection with your activities in our locations or your use of our websites, mobile applications, or the services we provide. By visiting our locations, websites, or mobile applications or using our services, you hereby consent to these terms.

"Personal Information" refers to information that identifies you or that can be reasonably linked to you as an individual. We encourage you to read this Privacy Notice which describes how we collect, use, share, and protect your Personal Information, and the choices you have regarding your Personal Information.

1. Personal Information Collected and How We Collect It

Types of Personal Information that we may collect:

- Name and contact information such as postal address, email address, and phone number
- Digital information, including your device IDs, browsing history, referring URL, browser, operating system, and other activity on our websites or mobile apps (such as your activity on our site, including text entered and mouse movements)
- Your transaction information, including purchases of products and services
- Payment card number and other payment information
- Your Account Number or Loyalty Program ID

In certain situations, we may also collect things like:

- Driver's license number (for example, if you return a product)
- Location information (such as when you ask us to tell you about nearby stores or use our digital properties)
- Demographic and preference information (to help find products or services that may be of interest to you)
- Survey responses, chat sessions, and feedback (regarding products/services purchased, customer service interactions, and your customer experience)
- Advertising interactions (such as cookie IDs, device advertising IDs, which ad was served, and the URLs where the ads are served when you interact with our emails or online/mobile ads)
- Voice and CCTV recordings (for example, for quality assurance when contacting our call centers, or when visiting locations that use security cameras)
- School affiliation (based on program participation)
- Photos or graphic images and files (if you receive product deliveries or request certain services from us)
- Employer name and business contact information (if your company has a business relationship with us)
- Your postal mail (if you participate in that program with us)

We receive Personal Information from the following:

- **Information You Provide Us Directly.** We collect Personal Information from you directly, for example, in connection with a purchase (in-person or via our websites or mobile apps), a service, a promotion/event, a customer service request, a survey, or an application for a membership program. When using our mobile apps, we may also ask you to grant us access to the camera, photo library, or microphone on your mobile device to enable certain features such as scanning bar codes and speech-enabled search.
- **Information Collected Through Automated Technologies.** We and our third party service providers may use cookies, tags, web beacons and other technologies on our web properties and mobile applications to track and collect some Personal Information made available through your activity on our sites/apps, such as shopping/search activity and other interactions with our online services. We also use cookies to enable core site functionality, to analyze website usage so that we can measure and improve services and performance, and to serve ads that are relevant to your interests. Cookies "remember" your device/browser when you return to a website and make your experience more user-friendly and allow us to better understand how our websites are used to improve the experience.

If you use a mobile device, your device may share location information (when you enable location services) with our websites, mobile applications, services, or our service providers. For example, precise geo-location can be used to help you find our nearby locations.

- **Information We Receive from Other Parties.** We may obtain information about you from other sources for purposes such as prospecting, marketing, fraud detection, and/or enhancing the information you have provided, such as validating address formats.

Our sites and mobile applications may allow you to sign-in to our digital property using a social media network login and we may also include other social media features, such as a "share this" button. In these cases, we may receive information from the social media network, including your profile information, picture, user ID associated with your social media account, and other information you permit the social media network to share with third parties. The data we receive from these social media networks is dependent upon their policies and your privacy settings on that third party site. You should always review and, if necessary, adjust your privacy settings on these websites and services before utilizing these features.

Minors

Our programs, websites and mobile applications are not directed toward minors under 16 years of age. We do not knowingly collect, share, or sell the Personal Information of minors.

* * *

Mobile Apps

If you have granted our mobile apps access to your device's camera, microphone, location, etc., you may revoke such access by configuring the permissions located in your device's "Settings".

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

Cookies

If you want to prevent your browser from accepting cookies, if you want to be informed whenever a cookie is stored on your computer or if you want to delete cookies from your computer, please make the necessary changes in your Internet browser settings, typically under the sections "Help" or "Internet Options". See links below:

- Internet Explorer : <https://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-9>
- FireFox : <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- Chrome : <https://support.google.com/chrome/answer/95647>
- Safari : <https://www.apple.com/legal/privacy/en-ww/cookies/>

Please note that if you clear all cookies on your browser, or use a different browser or computer, you will need to complete the opt-out procedure again.

To opt out from flash cookies, please go to: [//www.adobe.com/privacy/opt-out.html](http://www.adobe.com/privacy/opt-out.html).

Cookies are pieces of information that are transferred from websites to your computer's hard drive, and they may serve a variety of purposes. Web beacons, flash cookies and other similar technologies may also be used for these purposes. For example, cookies "remember" your device/browser when you return to a website and make your experience more user-friendly. Cookies are also used to allow companies to better understand how their websites are used to improve their services.

The below chart outlines different types of cookies, how they are used, and the potential impact if the cookies are disabled:

Cookie Type	Purpose	Potential impact if disabled
Session Cookies	Used to support website functionality	Access to website content and features may be limited
Preference Cookies	Used to remember user preferences from one visit to the next	Preference will need to be reset on each visit to the website. This may also disable the ability have websites "remember" you at time of login
Advertising Cookies	Used to serve you advertisements that may be relevant to you and your interests	Advertisements will still be displayed but will be more random and may be less relevant to you and your interests
Security Cookies	Used as a component of a website's general security and user authentication processes	Access to website and features may be limited

Some of our web properties provide a cookie consent manager to help you control your cookie preferences.

Do Not Track

Some browsers have a "Do Not Track" feature that lets you send a request to websites to not track your online activities. Like many other companies, our web properties do not process those requests.

b. To Change or Correct Your Personal Information

You can request that inaccuracies pertaining to your Personal Information be corrected.

You may contact us with changes as described in the **How to Contact Us** section. To prevent unauthorized changes, we may ask for certain information to verify your identity before we process such requests.

We may not fulfill your request in some cases, for example, if it requires a disproportionate technical or practical cost or effort or if it conflicts with our legal obligations or business requirements.

See, e.g., https://www.staples.com/hc?id=dbb94c10-973c-478b-a078-00e58f66b_a32.


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Sign up and get up to 5% back in Rewards
Exclusions apply.
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- Member exclusive deals
- Free, fast delivery, \$35 minimum**

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*Up to 5% back in rewards excludes postage and phone/gift cards.
**Rewards Members receive free delivery, with \$35 minimum for orders purchased on staples.com or by phone at 1-800-333-3330. Exclusions apply. Eligible items only. Handling fees may apply for select items. Standard Staples delivery policies apply. Excludes orders made at directmail.staples.com, staples.com/services/printing, weddings.staples.com, staples.promotionalproducts.com, and third-party websites linked to staples.com. For complete terms & conditions, see staples.com/rewards.
Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

See e.g., screenshot of email received from Staples email server. See also code excerpt from the same emails:

```
</tr><img src=3D"http://link.connected.staples.com/ss/o/6ZE6KrHd50RUv7rSk2h=
s9Q/3mj/qvBzfjPZQ12bRhZ6HnhJoQ/ho.gif" alt=3D"" width=3D"1" height=3D"1" bo
rder=3D"0" style=3D"height:1px !important;width:1px !important;border-width=
:0 !important;margin-top:0 !important;margin-bottom:0 !important;margin-rig
ht:0 !important;margin-left:0 !important;padding-top:0 !important;padding-b=
ottom:0 !important;padding-right:0 !important;padding-left:0 !important;"/>=
<!-- header --><tr><td><table width=3D"100%" cellpadding=3D"0" cellspacing=
=3D"0"><tr><td class=3D"plr-0 pb-15" style=3D"padding:0 25px 30px;"><table =
width=3D"100%" cellpadding=3D"0" cellspacing=3D"0"><tr><th class=3D"tflex v=
a-m" width=3D"211" align=3D"left" style=3D"vertical-align:middle !important=
;"><table width=3D"100%" cellpadding=3D"0" cellspacing=3D"0"><tr><td class=
=3D"pb-6 plr-15 bb-01 ta-c"><a style=3D"text-decoration:none;" href=3D"http=
://link.connected.staples.com/ss/c/A-l89nqdf2xZSU4Kf7wesRY5GLx_HCWmTSKQj0Cp=
90o1WgTrs6s055yI1b_RNIxf6en84WFJUYGfMGZjxFSAjhnJICJDcFCvopxL33HsDFMWIeVsMkl=
hSEIaHH5cpecBLb_Y8U-8FLVZcSZeM_w1e5_LznmeS_h9Ra0M7Z0pnbQsbtqXHqWyFnwlpSjfuV=
JR/3mj/qvBzfjPZQ12bRhZ6HnhJoQ/h1/YZJ2SxAp3nrCa1Dhb3k4fRlyE8myryYDUHb0_WCv-q=
E" name=3D"click_offset_1"><img src=3D"http://media.staples.com/email/templ=
```

101. On information and belief, Staples directly infringed at least claim 1 of the '555 patent in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and making, using, selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

102. Advanced Transactions has been damaged by Staples' infringement and suffered damages as a result of this infringement.

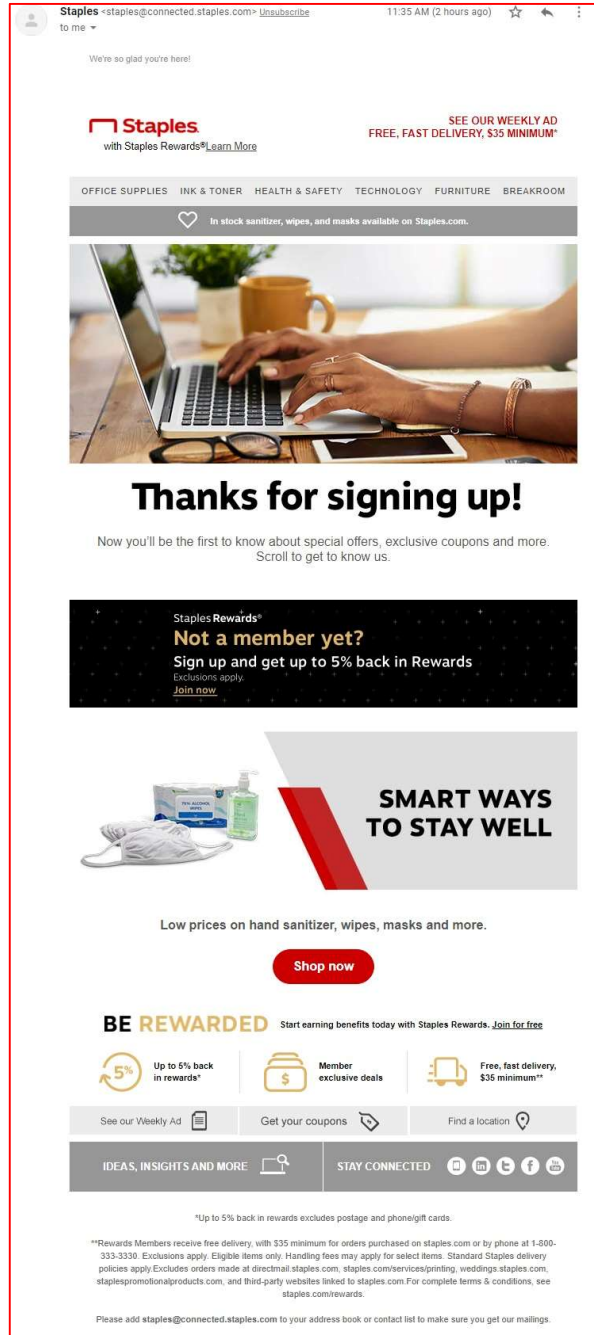
Count II - Infringement of United States Patent No. 7,386,594

103. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

104. On information and belief, Staples (or those acting on its behalf) made, used, sold, imported and/or offered to sell the Staples Marketing Products, and

Services; and made, used, sold, sold access to, imported, offered to sell and/or offered to sell access to the Staples Marketing System in the United States that infringed (literally and/or under the doctrine of equivalents) at least claim 1 of the '594 patent.

105. On information and belief, one or more components of the Staples Marketing System, (*e.g.*, Staples email servers), employs and provides a method for conducting an email campaign.



See e.g., screenshot of email received from Staples email server.

Staples' U.S. Privacy Notice**PRIVACY NOTICE**

Effective Date: July 1, 2021

Version 3.0

This Privacy Notice describes our handling of Personal Information in connection with your activities in our locations or your use of our websites, mobile applications, or the services we provide. By visiting our locations, websites, or mobile applications or using our services, you hereby consent to these terms.

"Personal Information" refers to information that identifies you or that can be reasonably linked to you as an individual. We encourage you to read this Privacy Notice which describes how we collect, use, share, and protect your Personal Information, and the choices you have regarding your Personal Information.

1. Personal Information Collected and How We Collect It

Types of Personal Information that we may collect:

- Name and contact information such as postal address, email address, and phone number
- Digital information, including your device IDs, browsing history, referring URL, browser, operating system, and other activity on our websites or mobile apps (such as your activity on our site, including text entered and mouse movements)
- Your transaction information, including purchases of products and services
- Payment card number and other payment information
- Your Account Number or Loyalty Program ID

In certain situations, we may also collect things like:

- Driver's license number (for example, if you return a product)
- Location information (such as when you ask us to tell you about nearby stores or use our digital properties)
- Demographic and preference information (to help find products or services that may be of interest to you)
- Survey responses, chat sessions, and feedback (regarding products/services purchased, customer service interactions, and your customer experience)
- Advertising interactions (such as cookie IDs, device advertising IDs, which ad was served, and the URLs where the ads are served when you interact with our emails or online/mobile ads)
- Voice and CCTV recordings (for example, for quality assurance when contacting our call centers, or when visiting locations that use security cameras)
- School affiliation (based on program participation)
- Photos or graphic images and files (if you receive product deliveries or request certain services from us)
- Employer name and business contact information (if your company has a business relationship with us)
- Your postal mail (if you participate in that program with us)

We receive Personal Information from the following:

- **Information You Provide Us Directly.** We collect Personal Information from you directly, for example, in connection with a purchase (in-person or via our websites or mobile apps), a service, a promotion/event, a customer service request, a survey, or an application for a membership program. When using our mobile apps, we may also ask you to grant us access to the camera, photo library, or microphone on your mobile device to enable certain features such as scanning bar codes and speech-enabled search.
- **Information Collected Through Automated Technologies.** We and our third party service providers may use cookies, tags, web beacons and other technologies on our web properties and mobile applications to track and collect some Personal Information made available through your activity on our sites/apps, such as shopping/search activity and other interactions with our online services. We also use cookies to enable core site functionality, to analyze website usage so that we can measure and improve services and performance, and to serve ads that are relevant to your interests. Cookies "remember" your device/browser when you return to a website and make your experience more user-friendly and allow us to better understand how our websites are used to improve the experience.

If you use a mobile device, your device may share location information (when you enable location services) with our websites, mobile applications, services, or our service providers. For example, precise geo-location can be used to help you find our nearby locations.

- **Information We Receive from Other Parties.** We may obtain information about you from other sources for purposes such as prospecting, marketing, fraud detection, and/or enhancing the information you have provided, such as validating address formats.

Our sites and mobile applications may allow you to sign-in to our digital property using a social media network login and we may also include other social media features, such as a "share this" button. In these cases, we may receive information from the social media network, including your profile information, picture, user ID associated with your social media account, and other information you permit the social media network to share with third parties. The data we receive from these social media networks is dependent upon their policies and your privacy settings on that third party site. You should always review and, if necessary, adjust your privacy settings on these websites and services before utilizing these features.

Minors

Our programs, websites and mobile applications are not directed toward minors under 16 years of age. We do not knowingly collect, share, or sell the Personal Information of minors.

* * *

Mobile Apps

If you have granted our mobile apps access to your device's camera, microphone, location, etc., you may revoke such access by configuring the permissions located in your device's "Settings".

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

Cookies

If you want to prevent your browser from accepting cookies, if you want to be informed whenever a cookie is stored on your computer or if you want to delete cookies from your computer, please make the necessary changes in your Internet browser settings, typically under the sections "Help" or "Internet Options". See links below:

- Internet Explorer : <https://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie-9>
- FireFox : <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- Chrome : <https://support.google.com/chrome/answer/95647>
- Safari : <https://www.apple.com/legal/privacy/en-ww/cookies/>

Please note that if you clear all cookies on your browser, or use a different browser or computer, you will need to complete the opt-out procedure again.

To opt out from flash cookies, please go to: [//www.adobe.com/privacy/opt-out.html](http://www.adobe.com/privacy/opt-out.html).

Cookies are pieces of information that are transferred from websites to your computer's hard drive, and they may serve a variety of purposes. Web beacons, flash cookies and other similar technologies may also be used for these purposes. For example, cookies "remember" your device/browser when you return to a website and make your experience more user-friendly. Cookies are also used to allow companies to better understand how their websites are used to improve their services.

The below chart outlines different types of cookies, how they are used, and the potential impact if the cookies are disabled:

Cookie Type	Purpose	Potential impact if disabled
Session Cookies	Used to support website functionality	Access to website content and features may be limited
Preference Cookies	Used to remember user preferences from one visit to the next	Preference will need to be reset on each visit to the website. This may also disable the ability have websites "remember" you at time of login
Advertising Cookies	Used to serve you advertisements that may be relevant to you and your interests	Advertisements will still be displayed but will be more random and may be less relevant to you and your interests
Security Cookies	Used as a component of a website's general security and user authentication processes	Access to website and features may be limited

Some of our web properties provide a cookie consent manager to help you control your cookie preferences.

Do Not Track

Some browsers have a "Do Not Track" feature that lets you send a request to websites to not track your online activities. Like many other companies, our web properties do not process those requests.

b. To Change or Correct Your Personal Information

You can request that inaccuracies pertaining to your Personal Information be corrected.

You may contact us with changes as described in the **How to Contact Us** section. To prevent unauthorized changes, we may ask for certain information to verify your identity before we process such requests.

We may not fulfill your request in some cases, for example, if it requires a disproportionate technical or practical cost or effort or if it conflicts with our legal obligations or business requirements.

See, e.g., <https://www.staples.com/hc?id=dbb94c10-973c-478b-a078-00e58f66ba32>.

106. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of receiving an email target database.

Create account

First name*

Required

Last name*

Email*

Required

Password*

Required





8 characters minimum, case sensitive, no spaces.

Your password does not meet all criteria

Must contain 3 of the 4 criteria below:

- Uppercase letter
- Lowercase letter
- Number
- Special character

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 \$2 BACK IN REWARDS on recycled ink & toner cartridges	 EXCLUSIVE DEALS for Members only

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I already have a Rewards number

No, thanks


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[Create account](#)


See e.g., <https://www.staples.com/idm/com/createaccount>.


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 Up to 5% back in rewards*	 Member exclusive deals	 Free, fast delivery, \$35 minimum**
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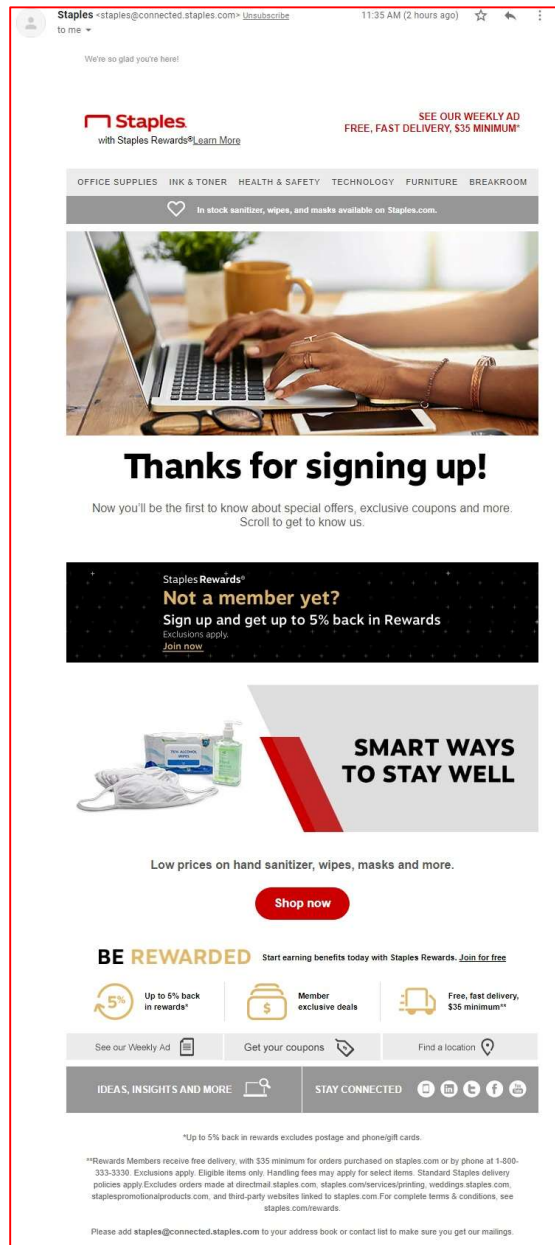
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*Up to 5% back in rewards excludes postage and phone/gift cards.
**Rewards Members receive free delivery, with \$35 minimum for orders purchased on staples.com or by phone at 1-800-333-3330. Exclusions apply. Eligible items only. Handling fees may apply for select items. Standard Staples delivery policies apply. Excludes orders made at directmail.staples.com, staples.com/services/printing, weddings.staples.com, staplespromotionalproducts.com, and third-party websites linked to staples.com. For complete terms & conditions, see staples.com/rewards.
Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

See e.g., screenshot of email received from Staples email server.

107. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of generating an email campaign template (e.g., the template used to generate the email reproduced below) related to at least one email target in the received email target database.



See e.g., screenshot of email received from Staples email server.

108. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of generating an email campaign template related to at least one email target (*e.g.*, the intended recipient of the email reproduced below) in the received email target database, wherein the step of generating an email campaign template related to at least one email target in the received email target database comprises the step of generating a message template.


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*Up to 5% back in rewards excludes postage and phone/gift cards.
**Rewards Members receive free delivery, with \$35 minimum for orders purchased on staples.com or by phone at 1-800-333-3330. Exclusions apply. Eligible items only. Handling fees may apply for select items. Standard Staples delivery policies apply. Excludes orders made at directmail.staples.com, staples.com/services/printing, weddings.staples.com, staples.promotionalproducts.com, and third-party websites linked to staples.com. For complete terms & conditions, see staples.com/rewards.
Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

55

See e.g., screenshot of email received from Staples email server.

109. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of generating an email campaign template related to at least one email target in the received email target database, wherein the step of generating an email campaign template related to at least one email target in the received email target database comprises the step of generating a configuration file to contain data related to each of the at least one email target, wherein the data is insertable in the generated message template.


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- Member exclusive deals
- Free, fast delivery, \$35 minimum**

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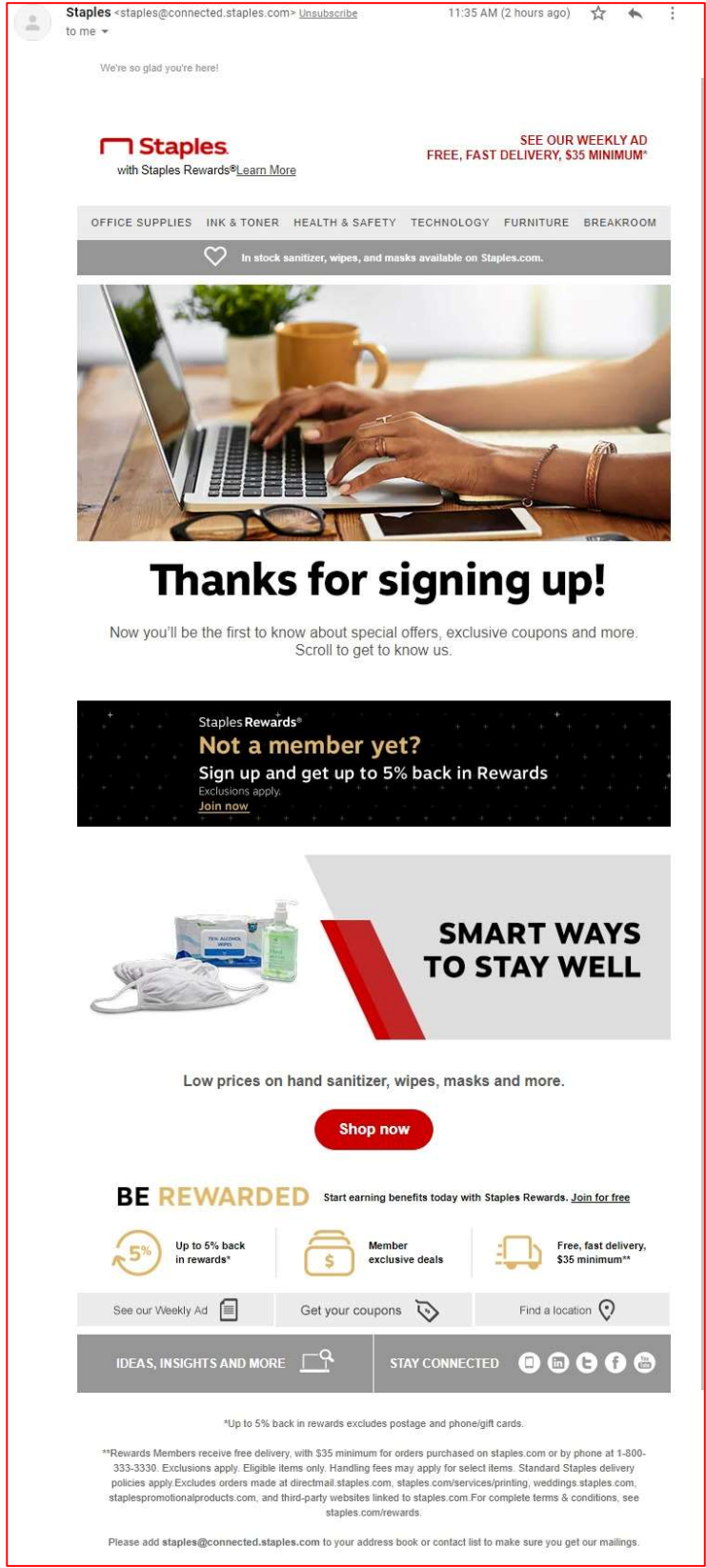
IDEAS, INSIGHTS AND MORE STAY CONNECTED

*Up to 5% back in rewards excludes postage and phone/gift cards.
**Rewards Members receive free delivery, with \$35 minimum for orders purchased on staples.com or by phone at 1-800-333-3330. Exclusions apply. Eligible items only. Handling fees may apply for select items. Standard Staples delivery policies apply. Excludes orders made at directmail.staples.com, staples.com/services/printing, weddings.staples.com, staplespromotionalproducts.com, and third-party websites linked to staples.com. For complete terms & conditions, see staples.com/rewards.
Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

See e.g., screenshot of email received from Staples email server. See also code excerpt from the same email:

```
</tr><img src=3D"http://link.connected.staples.com/ss/o/6ZE6KrHd50RUv7rSk2h=
s9Q/3mj/qvBzFjPZQ12bRhZ6HnhJoQ/ho.gif" alt=3D"" width=3D"1" height=3D"1" bo
rder=3D"0" style=3D"height:1px !important;width:1px !important;border-width=
:0 !important;margin-top:0 !important;margin-bottom:0 !important;margin-rig
ht:0 !important;margin-left:0 !important;padding-top:0 !important;padding-b
ottom:0 !important;padding-right:0 !important;padding-left:0 !important;"/>=
<!-- header --><tr><td><table width=3D"100%" cellpadding=3D"0" cellspacing=
=3D"0"><tr><td class=3D"plr-0 pb-15" style=3D"padding:0 25px 30px;"><table =
width=3D"100%" cellpadding=3D"0" cellspacing=3D"0"><tr><th class=3D"tflex v=
a-m" width=3D"211" align=3D"left" style=3D"vertical-align:middle !important=
;"><table width=3D"100%" cellpadding=3D"0" cellspacing=3D"0"><tr><td class=
=3D"pb-6 plr-15 bb-01 ta-c"><a style=3D"text-decoration:none;" href=3D"http=
://link.connected.staples.com/ss/c/A-l89nqdf2xZSU4Kf7wesRY5GLx_HCWmTSKQj0Cp=
90o1WgTrs6s055yI1b_RNIxf6en84WFJUYGfMGZjxFSAjhnJICJDcFCvopxL33HsDFMWIeVsMkl=
hSEIaHH5cpecBLb_Y8U-8FLVZcSZEM_w1e5_LznmeS_h9Ra0M7Z0pnbQsbtqXHqWyFnwlpSjfuV=
JR/3mj/qvBzFjPZQ12bRhZ6HnhJoQ/h1/YZJ2SxAp3nrCa1Dhb3k4fRlyE8myryYDUHb0_WCv-q=
E" name=3D"click_offset_1"><img src=3D"http://media.staples.com/email/templ=
```

110. On information and belief, one or more components of the Staples Marketing System employs and provides a method for conducting an email campaign, comprising the step of sending to each of the at least one email target a corresponding custom email, wherein the custom email is formed from the email campaign template.



See e.g., screenshot of email received from Staples email server.

111. On information and belief, Staples directly infringed at least claim 1 of the '594 patent in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and making, using, selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

112. Advanced Transactions has been damaged by Staples' infringement and suffered damages as a result of this infringement.

Count III - Infringement of United States Patent No. 7,693,950

113. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

114. On information and belief, Staples (or those acting on its behalf) made, used, sold, imported and/or offered to sell the Staples Marketing Products, and Services; and made, used, sold, sold access to, imported, offered to sell and/or offered to sell access to the Staples Marketing System in the United States that infringed (literally and/or under the doctrine of equivalents) at least claim 21 of the '950 patent.

115. On information and belief, one or more components of the Staples Marketing System (*e.g.*, Staples email servers) employs and provides a method for producing a custom email template.

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Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

See e.g., screenshots of personalized email received from Staples email server.

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PRIVACY NOTICE

Effective Date: July 1, 2021

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This Privacy Notice describes our handling of Personal Information in connection with your activities in our locations or your use of our websites, mobile applications, or the services we provide. By visiting our locations, websites, or mobile applications or using our services, you hereby consent to these terms.

"Personal Information" refers to information that identifies you or that can be reasonably linked to you as an individual. We encourage you to read this Privacy Notice which describes how we collect, use, share, and protect your Personal Information, and the choices you have regarding your Personal Information.

1. Personal Information Collected and How We Collect It

Types of Personal Information that we may collect:

- Name and contact information such as postal address, email address, and phone number
- Digital information, including your device IDs, browsing history, referring URL, browser, operating system, and other activity on our websites or mobile apps (such as your activity on our site, including text entered and mouse movements)
- Your transaction information, including purchases of products and services
- Payment card number and other payment information
- Your Account Number or Loyalty Program ID

In certain situations, we may also collect things like:

- Driver's license number (for example, if you return a product)
- Location information (such as when you ask us to tell you about nearby stores or use our digital properties)
- Demographic and preference information (to help find products or services that may be of interest to you)
- Survey responses, chat sessions, and feedback (regarding products/services purchased, customer service interactions, and your customer experience)
- Advertising interactions (such as cookie IDs, device advertising IDs, which ad was served, and the URLs where the ads are served when you interact with our emails or online/mobile ads)
- Voice and CCTV recordings (for example, for quality assurance when contacting our call centers, or when visiting locations that use security cameras)
- School affiliation (based on program participation)
- Photos or graphic images and files (if you receive product deliveries or request certain services from us)
- Employer name and business contact information (if your company has a business relationship with us)
- Your postal mail (if you participate in that program with us)

We receive Personal Information from the following:

- **Information You Provide Us Directly.** We collect Personal Information from you directly, for example, in connection with a purchase (in-person or via our websites or mobile apps), a service, a promotion/event, a customer service request, a survey, or an application for a membership program. When using our mobile apps, we may also ask you to grant us access to the camera, photo library, or microphone on your mobile device to enable certain features such as scanning bar codes and speech-enabled search.
- **Information Collected Through Automated Technologies.** We and our third party service providers may use cookies, tags, web beacons and other technologies on our web properties and mobile applications to track and collect some Personal Information made available through your activity on our sites/apps, such as shopping/search activity and other interactions with our online services. We also use cookies to enable core site functionality, to analyze website usage so that we can measure and improve services and performance, and to serve ads that are relevant to your interests. Cookies "remember" your device/browser when you return to a website and make your experience more user-friendly and allow us to better understand how our websites are used to improve the experience.

If you use a mobile device, your device may share location information (when you enable location services) with our websites, mobile applications, services, or our service providers. For example, precise geo-location can be used to help you find our nearby locations.

- **Information We Receive from Other Parties.** We may obtain information about you from other sources for purposes such as prospecting, marketing, fraud detection, and/or enhancing the information you have provided, such as validating address formats.

Our sites and mobile applications may allow you to sign-in to our digital property using a social media network login and we may also include other social media features, such as a "share this" button. In these cases, we may receive information from the social media network, including your profile information, picture, user ID associated with your social media account, and other information you permit the social media network to share with third parties. The data we receive from these social media networks is dependent upon their policies and your privacy settings on that third party site. You should always review and, if necessary, adjust your privacy settings on these websites and services before utilizing these features.

Minors

Our programs, websites and mobile applications are not directed toward minors under 16 years of age. We do not knowingly collect, share, or sell the Personal Information of minors.

* * *

Mobile Apps

If you have granted our mobile apps access to your device's camera, microphone, location, etc., you may revoke such access by configuring the permissions located in your device's "Settings".

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

Cookies

If you want to prevent your browser from accepting cookies, if you want to be informed whenever a cookie is stored on your computer or if you want to delete cookies from your computer, please make the necessary changes in your Internet browser settings, typically under the sections "Help" or "Internet Options". See links below:

- Internet Explorer : <https://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-9>
- FireFox : <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- Chrome : <https://support.google.com/chrome/answer/95647>
- Safari : <https://www.apple.com/legal/privacy/en-ww/cookies/>

Please note that if you clear all cookies on your browser, or use a different browser or computer, you will need to complete the opt-out procedure again.

To opt out from flash cookies, please go to: <http://www.adobe.com/privacy/opt-out.html>.

Cookies are pieces of information that are transferred from websites to your computer's hard drive, and they may serve a variety of purposes. Web beacons, flash cookies and other similar technologies may also be used for these purposes. For example, cookies "remember" your device/browser when you return to a website and make your experience more user-friendly. Cookies are also used to allow companies to better understand how their websites are used to improve their services.

The below chart outlines different types of cookies, how they are used, and the potential impact if the cookies are disabled:

Cookie Type	Purpose	Potential impact if disabled
Session Cookies	Used to support website functionality	Access to website content and features may be limited
Preference Cookies	Used to remember user preferences from one visit to the next	Preference will need to be reset on each visit to the website. This may also disable the ability have websites "remember" you at time of login
Advertising Cookies	Used to serve you advertisements that may be relevant to you and your interests	Advertisements will still be displayed but will be more random and may be less relevant to you and your interests
Security Cookies	Used as a component of a website's general security and user authentication processes	Access to website and features may be limited

Some of our web properties provide a cookie consent manager to help you control your cookie preferences.

Do Not Track

Some browsers have a "Do Not Track" feature that lets you send a request to websites to not track your online activities. Like many other companies, our web properties do not process those requests.

b. To Change or Correct Your Personal Information

You can request that inaccuracies pertaining to your Personal Information be corrected.

You may contact us with changes as described in the **How to Contact Us** section. To prevent unauthorized changes, we may ask for certain information to verify your identity before we process such requests.

We may not fulfill your request in some cases, for example, if it requires a disproportionate technical or practical cost or effort or if it conflicts with our legal obligations or business requirements.

See, e.g., <https://www.staples.com/hc?id=dbb94c10-973c-478b-a078-00e58f66ba32>.

116. On information and belief, one or more components of the Staples Marketing System (e.g., Staples email servers) employs and provides a method for conducting an email campaign, comprising the step of receiving, at the computing device, email addresses for a plurality of target recipients of custom email messages.

Create account

First name*

Required

Last name*

Email*

Required

Password*

Required





8 characters minimum, case sensitive, no spaces.

Your password does not meet all criteria

Must contain 3 of the 4 criteria below:

- Uppercase letter
- Lowercase letter
- Number
- Special character

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 \$2 BACK IN REWARDS on recycled ink & toner cartridges	 EXCLUSIVE DEALS for Members only

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I already have a Rewards number

No, thanks


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[Create account](#)

See e.g., <https://www.staples.com/idm/com/createaccount>.

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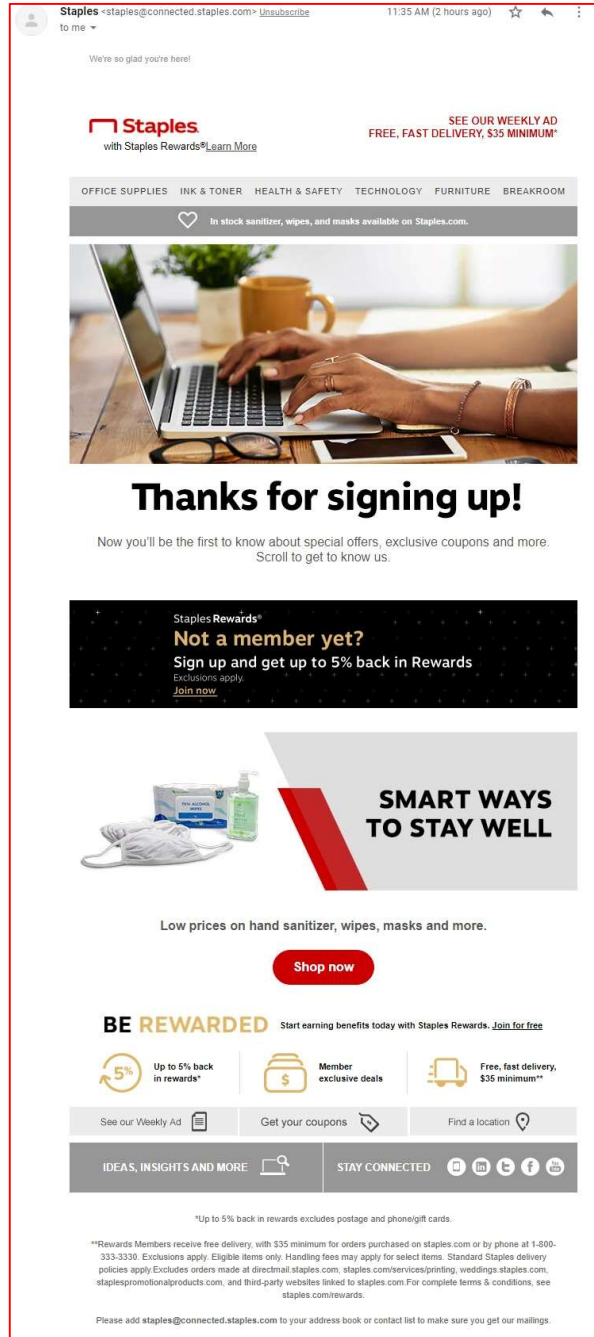
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Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

65

See e.g., screenshots of personalized email received from Staples email server.

117. On information and belief, one or more components of the Staples Marketing System (*e.g.*, Staples email servers) employs and provides a method for producing a custom email template comprising the step of producing at the computing device, as the custom email template, a configuration file and a message file.




See e.g., screenshots of personalized email received from Staples email server.

118. On information and belief, one or more components of the Staples Marketing System (e.g., Staples email servers) employs and provides a method for producing a custom email template comprising wherein the configuration file includes,

for each of the plurality of target recipients, data related to the target recipient and a custom uniform resource locator unique to the target recipient.

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Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.


See e.g., screenshots of personalized email received from Staples email server. See also code excerpts from the same email:

```
</tr><img src=3D"http://link.connected.staples.com/ss/o/6ZE6KrHd50RUv7rSk2h=
s9Q/3mj/qvBzFjPZQ12bRhZ6HnhJoQ/ho.gif" alt=3D"" width=3D"1" height=3D"1" bo
rder=3D"0" style=3D"height:1px !important;width:1px !important;border-width=
:0 !important;margin-top:0 !important;margin-bottom:0 !important;margin-rig
ht:0 !important;margin-left:0 !important;padding-top:0 !important;padding-b=
ottom:0 !important;padding-right:0 !important;padding-left:0 !important;"/>=
<!-- header --><tr><td><table width=3D"100%" cellpadding=3D"0" cellspacing=
=3D"0"><tr><td class=3D"plr-0 pb-15" style=3D"padding:0 25px 30px;"/><table =
width=3D"100%" cellpadding=3D"0" cellspacing=3D"0"><tr><th class=3D"tflex v=
a-m" width=3D"211" align=3D"left" style=3D"vertical-align:middle !important=
;"/><table width=3D"100%" cellpadding=3D"0" cellspacing=3D"0"><tr><td class=
=3D"pb-6 plr-15 bb-01 ta-c"><a style=3D"text-decoration:none;" href=3D"http=
://link.connected.staples.com/ss/c/A-l89nqdf2xZSU4Kf7wesRY5GLx_HCWmTSKQj0Cp=
90o1WgTrs6s055yI1b_RNIxf6en84WFJUYGfMGZjxFSAjhnJICJDcFCvopxL33HsDFMWIeVsMkl=
hSEIaHH5cpecBLb_Y8U-8FLVZcSZeM_w1e5_LznmeS_h9Ra0M7Z0pnbQsbtqXHqWyFnwlpSjfuV=
JR/3mj/qvBzFjPZQ12bRhZ6HnhJoQ/h1/YZJ2SxAp3nrCa1Dhb3k4fRlyE8myryYDUHb0_WCv-q=
E" name=3D"click_offset_1"><img src=3D"http://media.staples.com/email/templ=
```

119. On information and belief, one or more components of the Staples Marketing System (e.g., Staples email servers) employs and provides a method for producing a custom email template comprising of the step wherein the message file includes a textual message for each of the custom email messages.

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Please add staples@connected.staples.com to your address book or contact list to make sure you get our mailings.

See e.g., screenshots of personalized email received from Staples email server.

120. On information and belief, one or more components of the Staples Marketing System (*e.g.*, Staples email servers) employs and provides a method for producing a custom email template comprising the step wherein the message file includes a plurality of custom tags configured to receive, for each target recipient, the data related to the target recipient and an executable link configured to receive the custom uniform resource locator unique to the target recipient.

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See e.g., screenshots of personalized email received from Staples email server.

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1. Personal Information Collected and How We Collect It

Types of Personal Information that we may collect:

- Name and contact information such as postal address, email address, and phone number
- Digital information, including your device IDs, browsing history, referring URL, browser, operating system, and other activity on our websites or mobile apps (such as your activity on our site, including text entered and mouse movements)
- Your transaction information, including purchases of products and services
- Payment card number and other payment information
- Your Account Number or Loyalty Program ID

In certain situations, we may also collect things like:

- Driver's license number (for example, if you return a product)
- Location information (such as when you ask us to tell you about nearby stores or use our digital properties)
- Demographic and preference information (to help find products or services that may be of interest to you)
- Survey responses, chat sessions, and feedback (regarding products/services purchased, customer service interactions, and your customer experience)
- Advertising interactions (such as cookie IDs, device advertising IDs, which ad was served, and the URLs where the ads are served when you interact with our emails or online/mobile ads)
- Voice and CCTV recordings (for example, for quality assurance when contacting our call centers, or when visiting locations that use security cameras)
- School affiliation (based on program participation)
- Photos or graphic images and files (if you receive product deliveries or request certain services from us)
- Employer name and business contact information (if your company has a business relationship with us)
- Your postal mail (if you participate in that program with us)

We receive Personal Information from the following:

- **Information You Provide Us Directly.** We collect Personal Information from you directly, for example, in connection with a purchase (in-person or via our websites or mobile apps), a service, a promotion/event, a customer service request, a survey, or an application for a membership program. When using our mobile apps, we may also ask you to grant us access to the camera, photo library, or microphone on your mobile device to enable certain features such as scanning bar codes and speech-enabled search.
- **Information Collected Through Automated Technologies.** We and our third party service providers may use cookies, tags, web beacons and other technologies on our web properties and mobile applications to track and collect some Personal Information made available through your activity on our sites/apps, such as shopping/search activity and other interactions with our online services. We also use cookies to enable core site functionality, to analyze website usage so that we can measure and improve services and performance, and to serve ads that are relevant to your interests. Cookies "remember" your device/browser when you return to a website and make your experience more user-friendly and allow us to better understand how our websites are used to improve the experience.

If you use a mobile device, your device may share location information (when you enable location services) with our websites, mobile applications, services, or our service providers. For example, precise geo-location can be used to help you find our nearby locations.

- **Information We Receive from Other Parties.** We may obtain information about you from other sources for purposes such as prospecting, marketing, fraud detection, and/or enhancing the information you have provided, such as validating address formats.

Our sites and mobile applications may allow you to sign-in to our digital property using a social media network login and we may also include other social media features, such as a "share this" button. In these cases, we may receive information from the social media network, including your profile information, picture, user ID associated with your social media account, and other information you permit the social media network to share with third parties. The data we receive from these social media networks is dependent upon their policies and your privacy settings on that third party site. You should always review and, if necessary, adjust your privacy settings on these websites and services before utilizing these features.

Minors

Our programs, websites and mobile applications are not directed toward minors under 16 years of age. We do not knowingly collect, share, or sell the Personal Information of minors.

* * *

Mobile Apps

If you have granted our mobile apps access to your device's camera, microphone, location, etc., you may revoke such access by configuring the permissions located in your device's "Settings".

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

Cookies

If you want to prevent your browser from accepting cookies, if you want to be informed whenever a cookie is stored on your computer or if you want to delete cookies from your computer, please make the necessary changes in your Internet browser settings, typically under the sections "Help" or "Internet Options". See links below:

- Internet Explorer : <https://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-9>
- FireFox : <https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>
- Chrome : <https://support.google.com/chrome/answer/95647>
- Safari : <https://www.apple.com/legal/privacy/en-ww/cookies/>

Please note that if you clear all cookies on your browser, or use a different browser or computer, you will need to complete the opt-out procedure again.

To opt out from flash cookies, please go to: [//www.adobe.com/privacy/opt-out.html](http://www.adobe.com/privacy/opt-out.html).

Cookies are pieces of information that are transferred from websites to your computer's hard drive, and they may serve a variety of purposes. Web beacons, flash cookies and other similar technologies may also be used for these purposes. For example, cookies "remember" your device/browser when you return to a website and make your experience more user-friendly. Cookies are also used to allow companies to better understand how their websites are used to improve their services.

The below chart outlines different types of cookies, how they are used, and the potential impact if the cookies are disabled:

Cookie Type	Purpose	Potential impact if disabled
Session Cookies	Used to support website functionality	Access to website content and features may be limited
Preference Cookies	Used to remember user preferences from one visit to the next	Preference will need to be reset on each visit to the website. This may also disable the ability have websites "remember" you at time of login
Advertising Cookies	Used to serve you advertisements that may be relevant to you and your interests	Advertisements will still be displayed but will be more random and may be less relevant to you and your interests
Security Cookies	Used as a component of a website's general security and user authentication processes	Access to website and features may be limited

Some of our web properties provide a cookie consent manager to help you control your cookie preferences.

Do Not Track

Some browsers have a "Do Not Track" feature that lets you send a request to websites to not track your online activities. Like many other companies, our web properties do not process those requests.

b. To Change or Correct Your Personal Information

You can request that inaccuracies pertaining to your Personal Information be corrected.

You may contact us with changes as described in the **How to Contact Us** section. To prevent unauthorized changes, we may ask for certain information to verify your identity before we process such requests.

We may not fulfill your request in some cases, for example, if it requires a disproportionate technical or practical cost or effort or if it conflicts with our legal obligations or business requirements.

See, e.g., <https://www.staples.com/hc?id=dbb94c10-973c-478b-a078-00e58f66ba32>.

121. On information and belief, Staples directly infringed at least claim 21 of the '950 patent in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and making, using,

selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

122. Advanced Transactions has been damaged by Staples' infringement and suffered damages as a result of this infringement.

Count IV - Infringement of United States Patent No. 7,979,057

123. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

124. On information and belief, Staples (or those acting on its behalf) (i) makes, uses, sells, imports and/or offers to sell the Staples Marketing Products, and Services; (ii) makes, uses, sells, sells access to, imports, offers to sell and/or offers to sell access to the Staples Marketing System; and (iii) induces its customers to use the Staples Marketing Products and Services and the Staples Marketing System, in the United States that infringe (literally and/or under the doctrine of equivalents) at least claim 1 of the '057 patent.

125. On information and belief, one or more components of the Staples Marketing System employs and provides a method for processing negotiable economic credits, (*e.g.*, Staples Coupons, Staples Rewards, Staples Payment Wallet, Staples Gift Cards, *etc.*) through a wireless hand held device, (*e.g.*, a smart phone with the Staples App installed).

The image is a screenshot of a web browser displaying the Staples website. The browser's address bar shows the URL www.staples.com/sbd/cre/marketing/mobile-application/. The website header includes a search bar, the Staples logo with the tagline "that was easy:", and navigation links for "WELCOME, PLEASE SIGN IN YOUR ACCOUNT", "Track Order", "Order by Item #", "Easy Reorder", "Store Locator", and "Deals". Below the header are category links: "PRODUCTS", "TECHNOLOGY", "SERVICES", and "SHOP BY INDUSTRY". A promotional banner at the top reads "New day. New Daily Deal. Get it before it is gone." and "WEEKLY AD". The main content area features a large advertisement for the "Staples Mobile App". The ad text says "Redeemed Rewards while waiting for a latté." and "Introducing the new Staples Mobile App. Download it today." It includes buttons for "iPhone" and "Android". A hand is shown holding a smartphone displaying the app's interface, which shows a search for "Dry Erase Markers" with results for BIC, Staples, and Quartet brands. A "rewards" banner is visible at the bottom of the app screen. At the bottom of the website screenshot, a blue button says "More than 150 easy".

Store Mac iPad iPhone Watch AirPods TV & Home Only on Apple Accessories Support

App Store Preview

This app is available only on the App Store for iPhone and iPad.

Staples: Home, Office Shopping

Staples, Inc.

★★★★★ 4.7 • 27.3K Ratings

Free

Screenshots iPhone iPad

Never run out of the essentials with the Staples App. Shop from anywhere for office supplies, ink & toner, school supplies and more. Need it yesterday? Qualifying online orders receive free next day shipping -- or get it even faster by buying online & picking up at your local store or choosing Instacart for same day delivery.

- Get instant access to our daily deals right from the home screen.
- Buy Online and Pick Up In-Store. Order and pay in the App and pick up in store within 2 hours. Same day pick up is available on all your favorite home/office supplies and school supplies.
- Use the barcode scanner to check prices and use our easy reorder features.
- Use the Orders Screen to get updates on recently placed orders and stay informed on order status and delivery times. Track your shipment every step of the way. View past orders with the Order History screen for quick reordering.
- Our new Lists Screen is an easy way to stay organized and make re-ordering a snap. Log in and create a new list or view a previous list.
- Personalize your shopping experience with TouchID and store multiple payment methods, address profiles, and more. Look for special in-app offers and use enhanced search to quickly find and order everything you need.
- Sign up for the Staples Rewards Program for exclusive offers, free delivery, and support. Already a member? Link your existing account and get notifications when your Staples Rewards become available. Track rewards earned from spending and ink recycling and view your rewards balance. Redeem rewards for more discounts. Shopping in the store? Scan your Rewards number using the Staples app and earn or use rewards - no card necessary!

The Staples App has you covered whether you are returning to work in the office, working from home, or gearing up for back to school. Shop anywhere, any time for the latest deals on paper, ink cartridges, office supplies, and technology products from printers to computers, monitors, keyboards, and mice. Get everything your student needs for back to school from notebooks to binders, to pens and pencils and graphing calculators. Browse office furniture from desks and bookcases to office chairs and gaming chairs. Enjoy fast and free delivery with minimum purchase.

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Staples® - Shopping App

Staples, Inc.

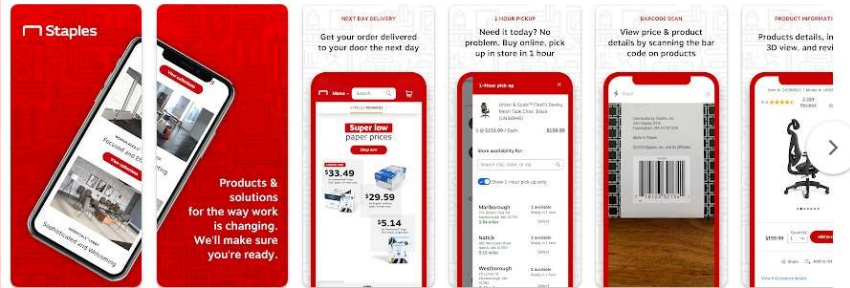
3.5 ★
5.94K reviews

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- Get instant access to our daily deals right from the home screen.

Updated on
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Data safety

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No information available

Ratings and reviews →

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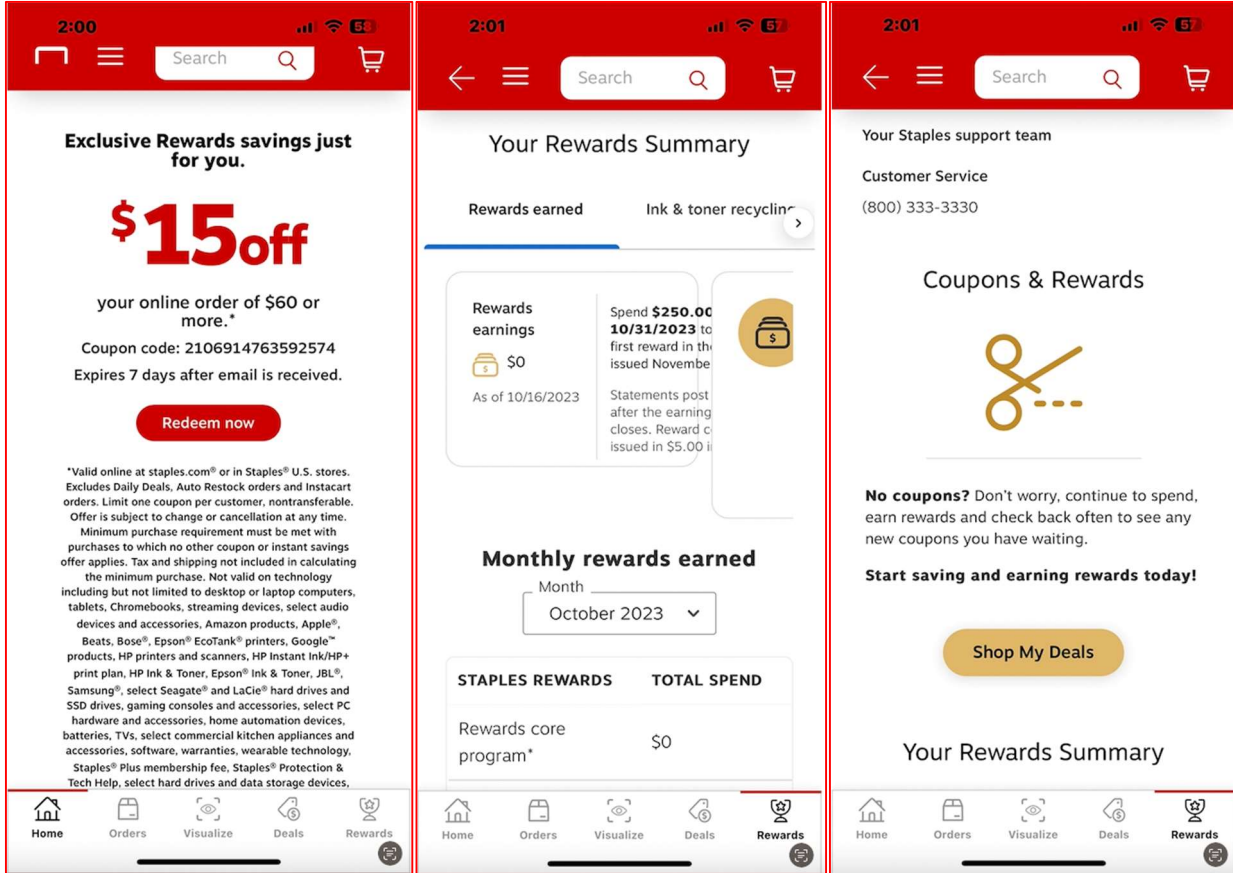
Developer contact ▾

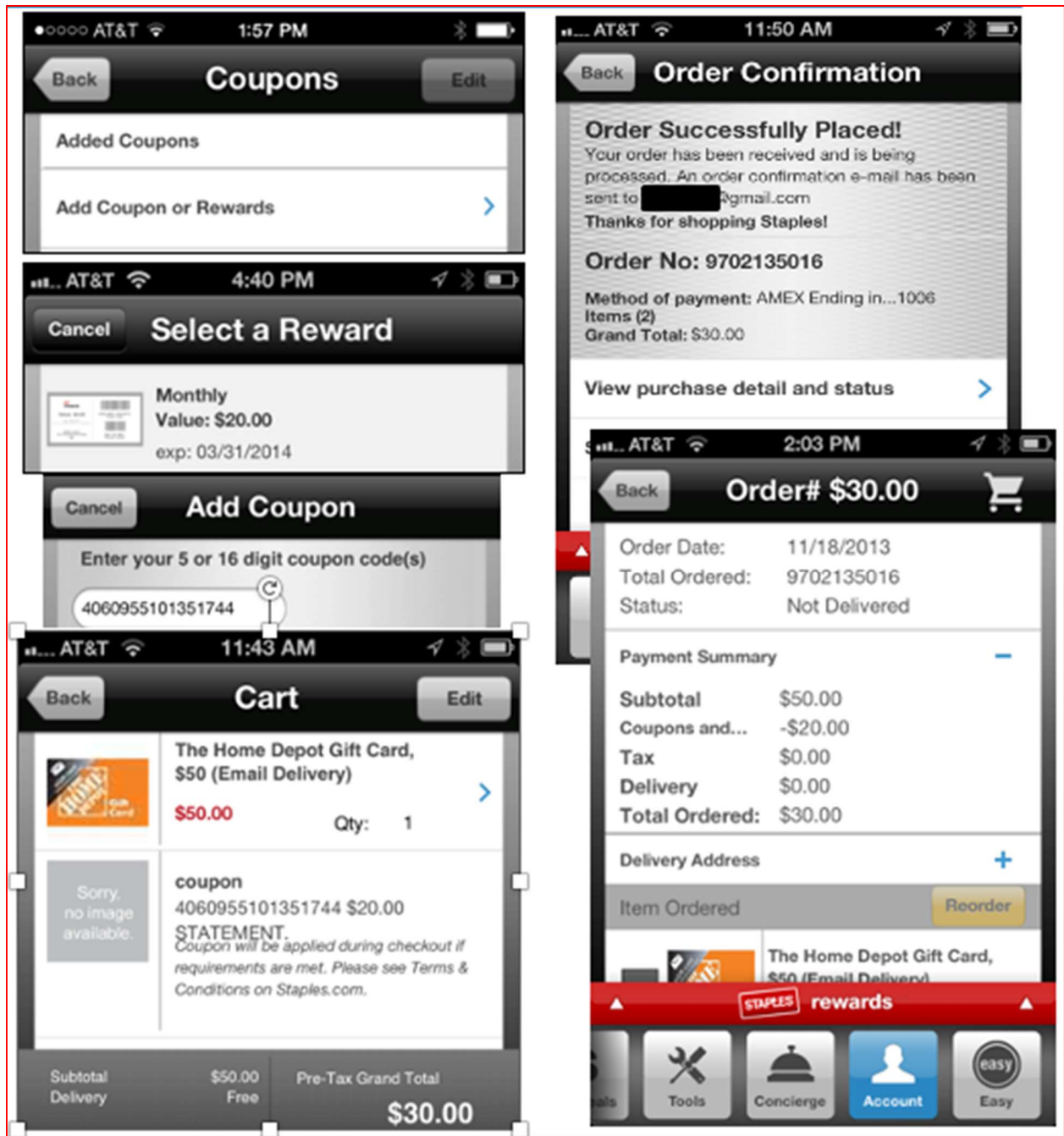
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Adore Me
3.9 ★
- Office Depot®- Rewards & Deals
Office Depot LLC.
4.4 ★
- The Fresh Market
The Fresh Market
4.0 ★

More by Staples, Inc. →

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Staples, Inc.
2.8 ★
- Staples Reorder
Staples, Inc.

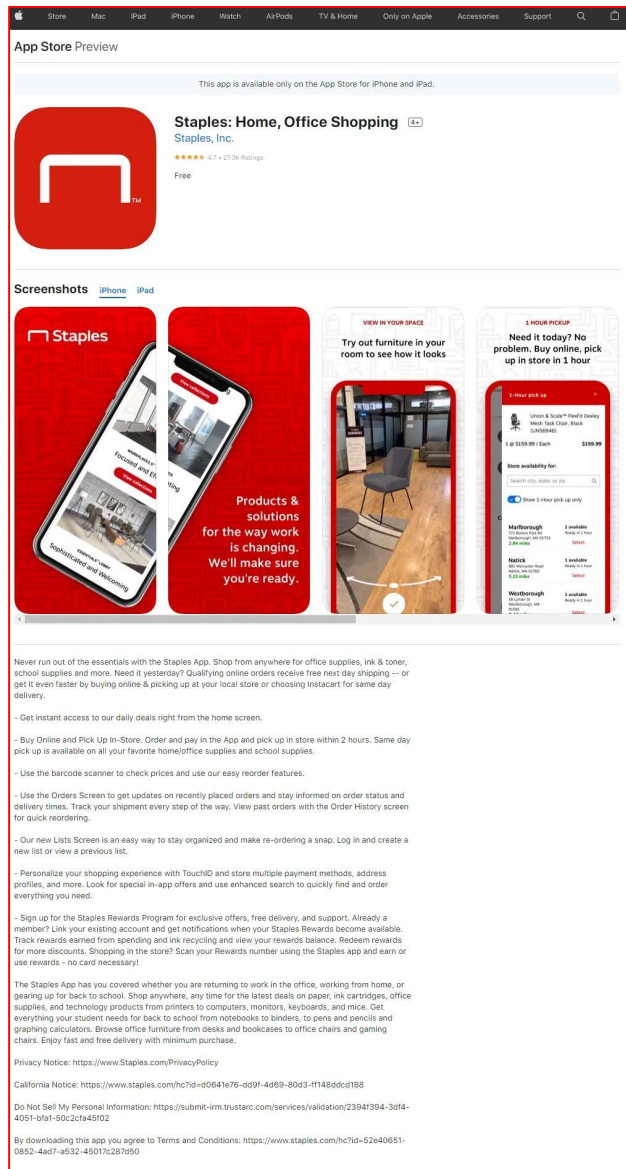




See e.g., screenshots of the Staples iOS and Android Apps and features.

126. On information and belief, one or more components of the Staples Marketing System employs and provides a method for processing negotiable economic credits through a wireless hand held device, comprising the step of storing a filter in a

memory of a hand held device, wherein the hand held device comprises a display, user controls, the memory, and a wireless controller, wherein the wireless controller is configured to communicate with a wireless network, (e.g., a cellular data network, Staples in-store WIFI network, etc.) and wherein the filter is configurable via the user controls.



Staples® - Shopping App

Staples, Inc.

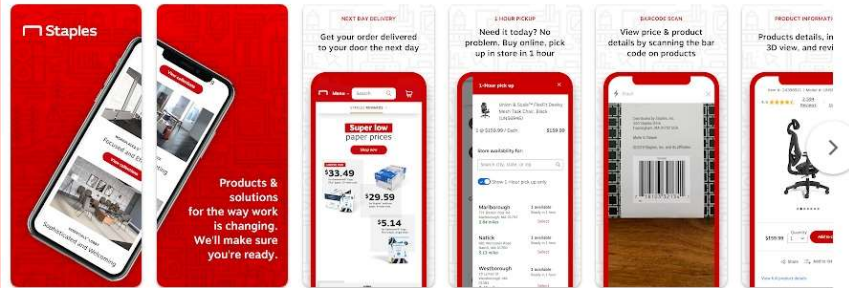
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Outlines - Personal Stylist
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3.9 ★

Office Depot®- Rewards & Deals
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4.4 ★

The Fresh Market
The Fresh Market
4.0 ★

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Staples, Inc.
2.8 ★

Staples Reorder
Staples, Inc.

About this app

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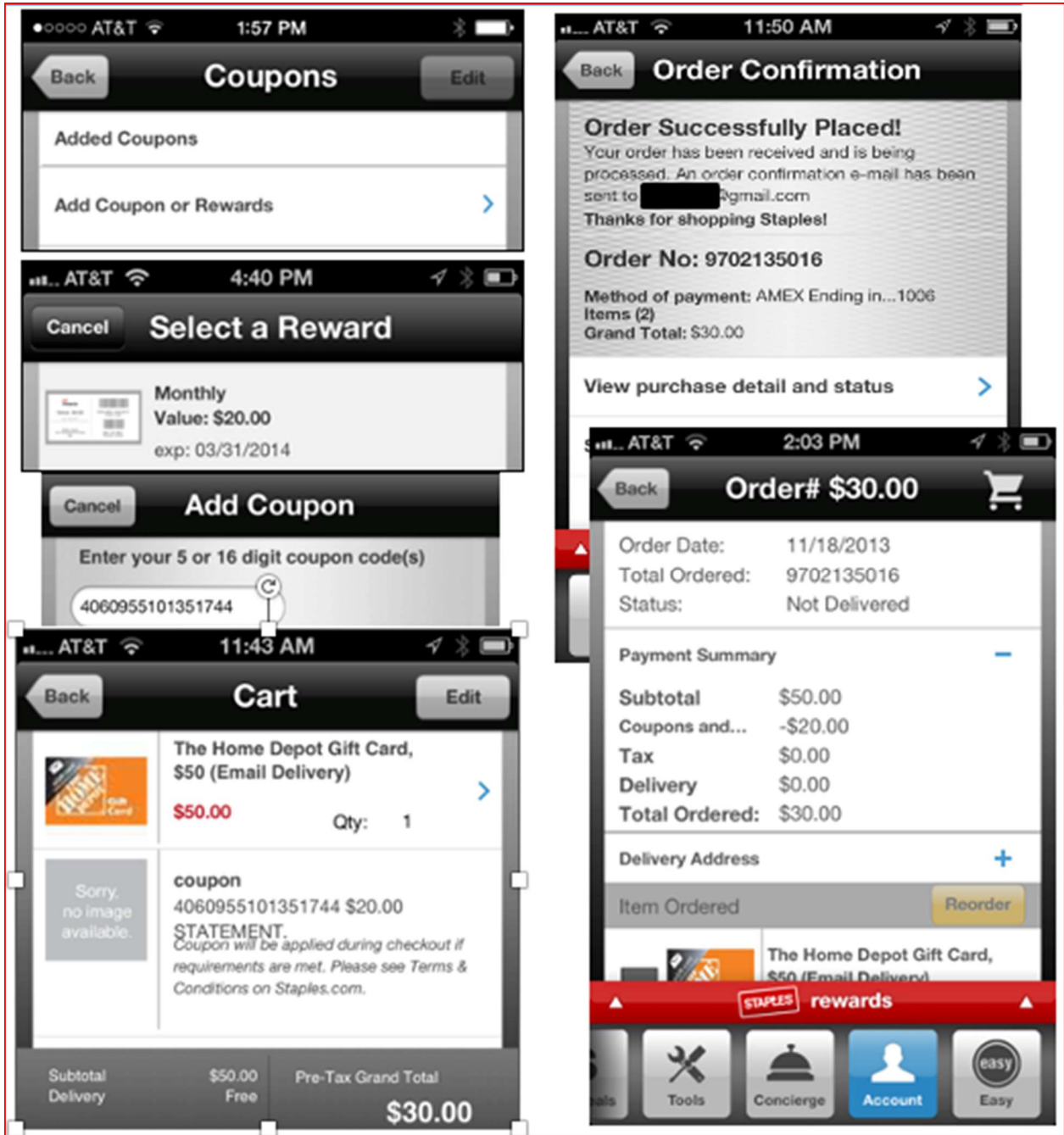
No information available

Ratings and reviews

Ratings and reviews are verified



5.94K reviews



See e.g., screenshots of the Staples iOS and Android Apps and features.


127. On information and belief, one or more components of the Staples Marketing System employs and provides a method for processing negotiable economic credits through a wireless hand held device, comprising the step of receiving at least

one negotiable economic credit from the wireless network at the hand held device based on the stored filter.

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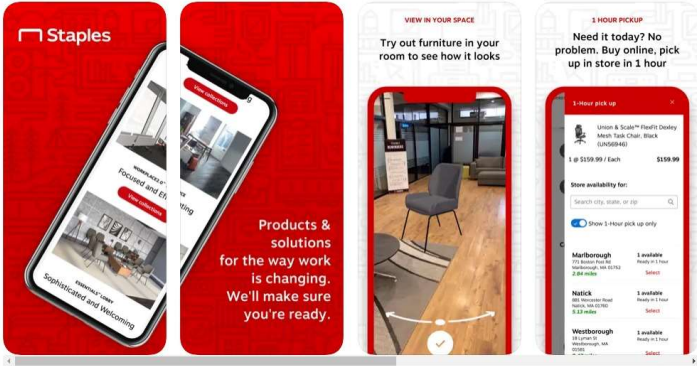
App Store Preview

This app is available only on the App Store for iPhone and iPad.



Staples: Home, Office Shopping 4.4
 Staples, Inc.
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Staples, Inc.

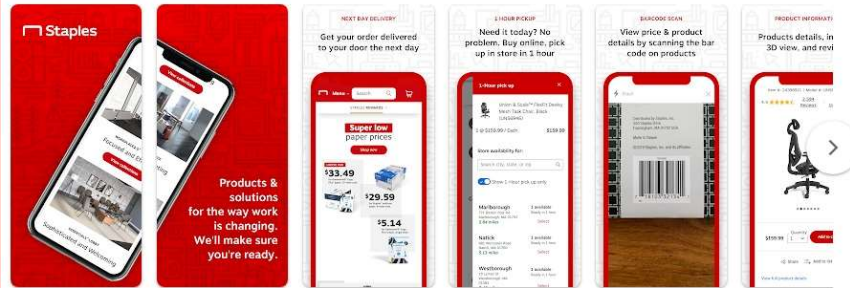
3.5 ★
5.94K reviews

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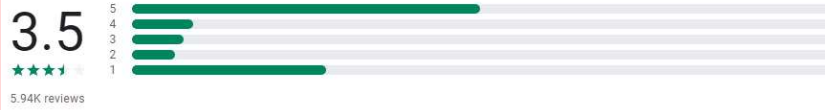
Data safety

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No information available

Ratings and reviews →

Ratings and reviews are verified



Developer contact ▾

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2:00

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Exclusive Rewards savings just for you.

\$15off

your online order of \$60 or more.*

Coupon code: 2106914763592574

Expires 7 days after email is received.

Redeem now

*Valid online at staples.com® or in Staples® U.S. stores. Excludes Daily Deals, Auto Restock orders and Instacart orders. Limit one coupon per customer, nontransferable. Offer is subject to change or cancellation at any time. Minimum purchase requirement must be met with purchases to which no other coupon or instant savings offer applies. Tax and shipping not included in calculating the minimum purchase. Not valid on technology including but not limited to desktop or laptop computers, tablets, Chromebooks, streaming devices, select audio devices and accessories, Amazon products, Apple®, Beats, Bose®, Epson® EcoTank® printers, Google™ products, HP printers and scanners, HP Instant Ink/HP+ print plan, HP Ink & Toner, Epson® Ink & Toner, JBL®, Samsung®, select Seagate® and LaCie® hard drives and SSD drives, gaming consoles and accessories, select PC hardware and accessories, home automation devices, batteries, TVs, select commercial kitchen appliances and accessories, software, warranties, wearable technology, Staples® Plus membership fee, Staples® Protection & Tech Help, select hard drives and data storage devices.

Home Orders Visualize Deals Rewards

2:01

Search

Your Rewards Summary

Rewards earned Ink & toner recycling

Rewards earnings

\$0

As of 10/16/2023

Spend **\$250.00** **10/31/2023** to first reward in the issued November

Statements post after the earning closes. Reward c issued in \$5.00 li

Monthly rewards earned

Month

October 2023

STAPLES REWARDS	TOTAL SPEND
Rewards core program*	\$0

Home Orders Visualize Deals Rewards

2:01

Search

Your Staples support team

Customer Service
(800) 333-3330

Coupons & Rewards

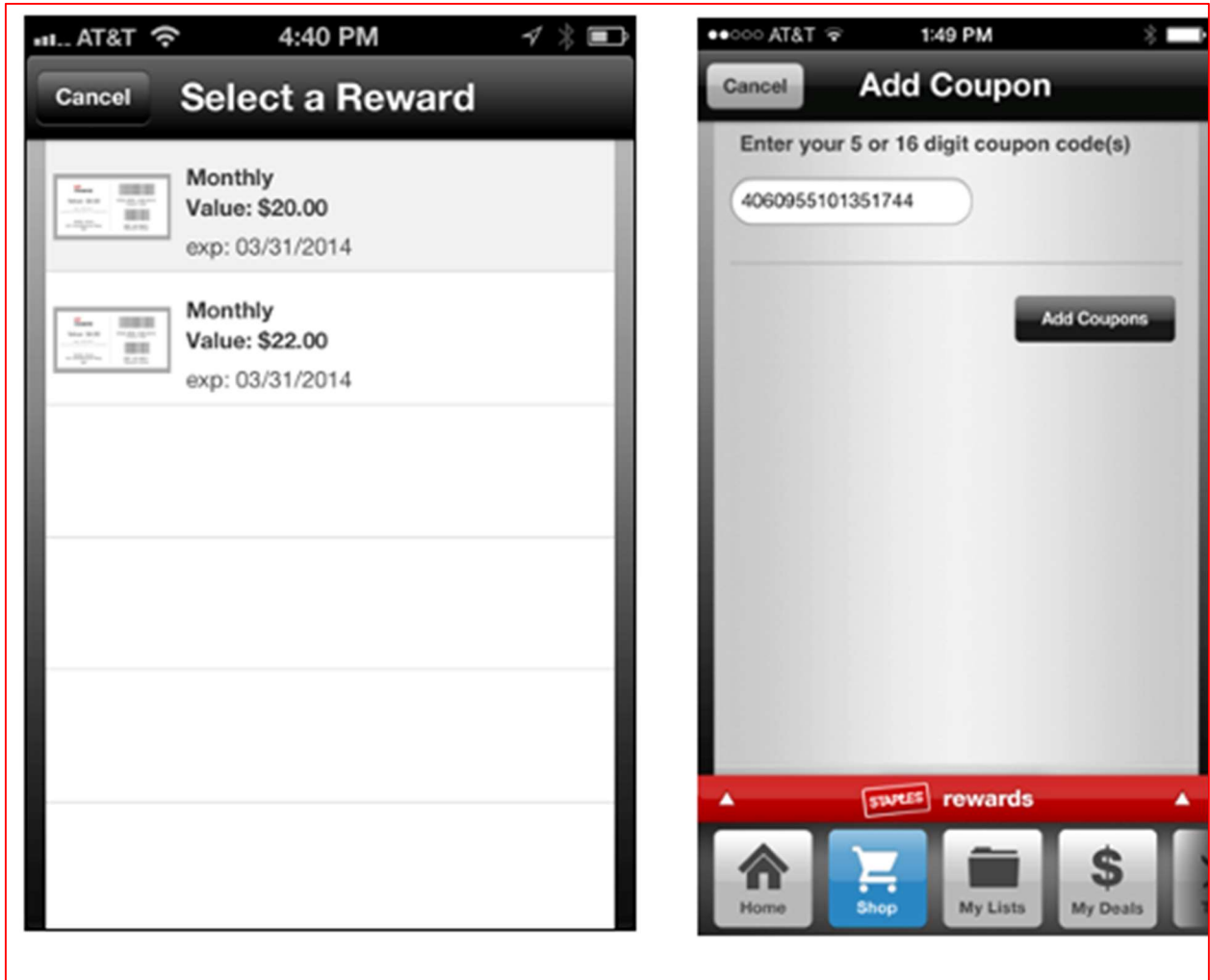
No coupons? Don't worry, continue to spend, earn rewards and check back often to see any new coupons you have waiting.

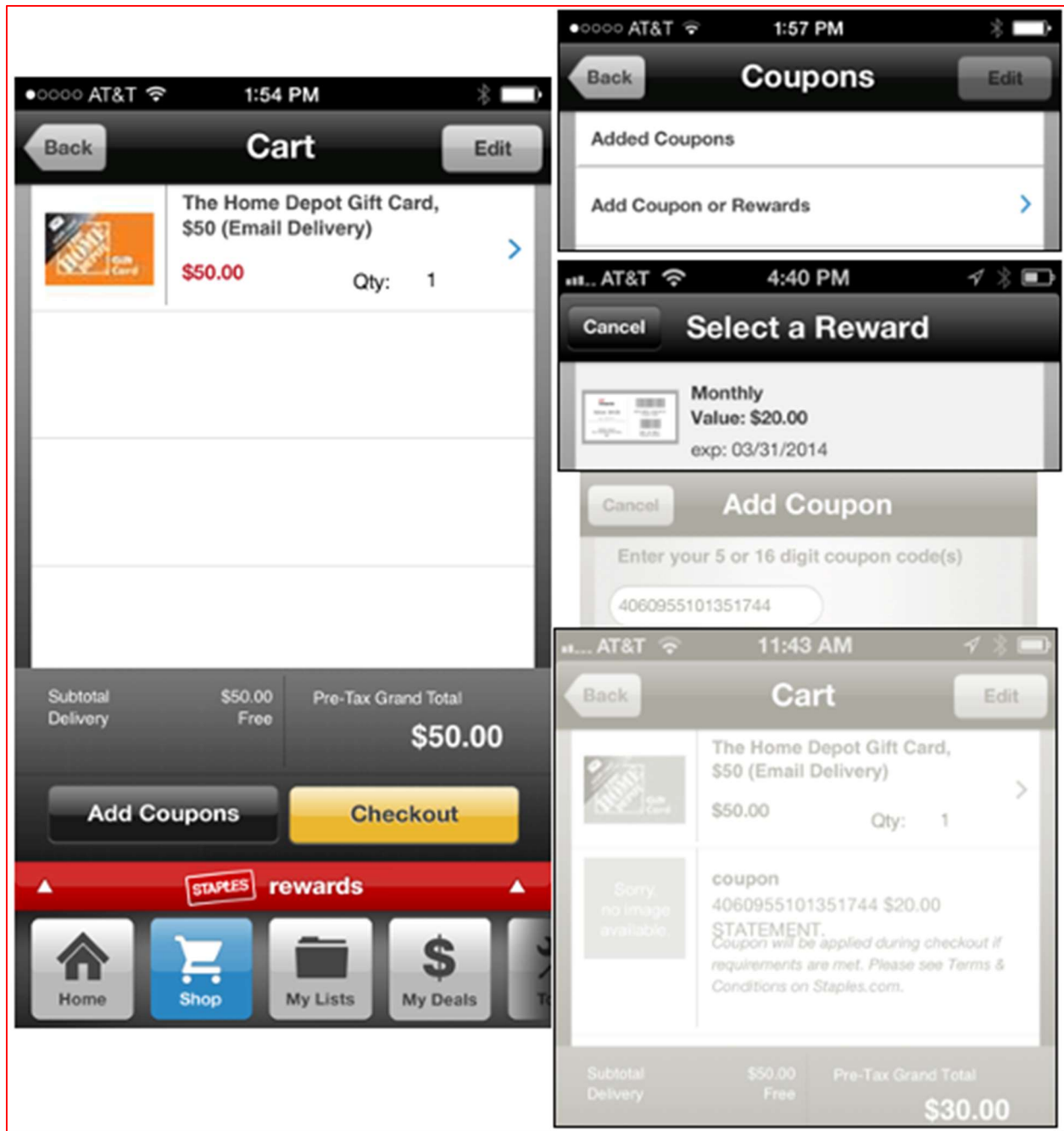
Start saving and earning rewards today!

Shop My Deals

Your Rewards Summary

Home Orders Visualize Deals Rewards





See e.g., screenshots of the Staples iOS and Android Apps and features.

128. On information and belief, one or more components of the Staples Marketing System employs and provides a method for processing negotiable economic

credits through a wireless hand held device, comprising the step of storing the at least one negotiable economic credit in the memory of the hand held device.

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App Store Preview

This app is available only on the App Store for iPhone and iPad.

Staples: Home, Office Shopping

Staples, Inc.

★★★★★ 4.7 • 27.3K Ratings

Free

Screenshots iPhone iPad

VIEW IN YOUR SPACE

Try out furniture in your room to see how it looks

1 HOUR PICKUP

Need it today? No problem. Buy online, pick up in store in 1 hour

Never run out of the essentials with the Staples App. Shop from anywhere for office supplies, ink & toner, school supplies and more. Need it yesterday? Qualifying online orders receive free next day shipping -- or get it even faster by buying online & picking up at your local store or choosing Instacart for same day delivery.

- Get instant access to our daily deals right from the home screen.
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Staples® - Shopping App

Staples, Inc.

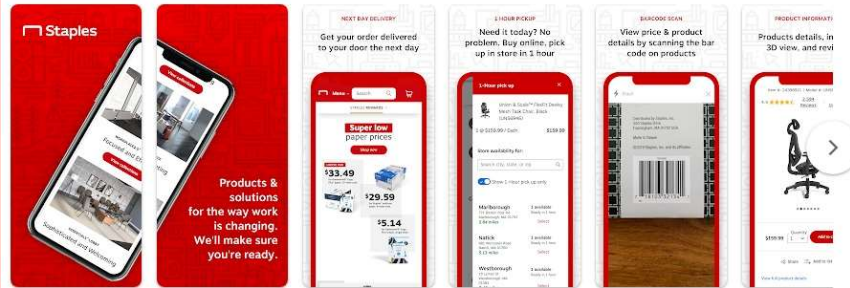
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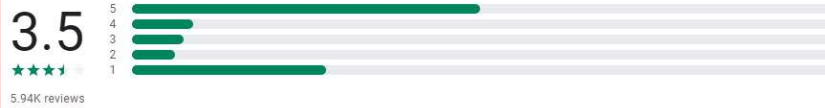
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Ratings and reviews →

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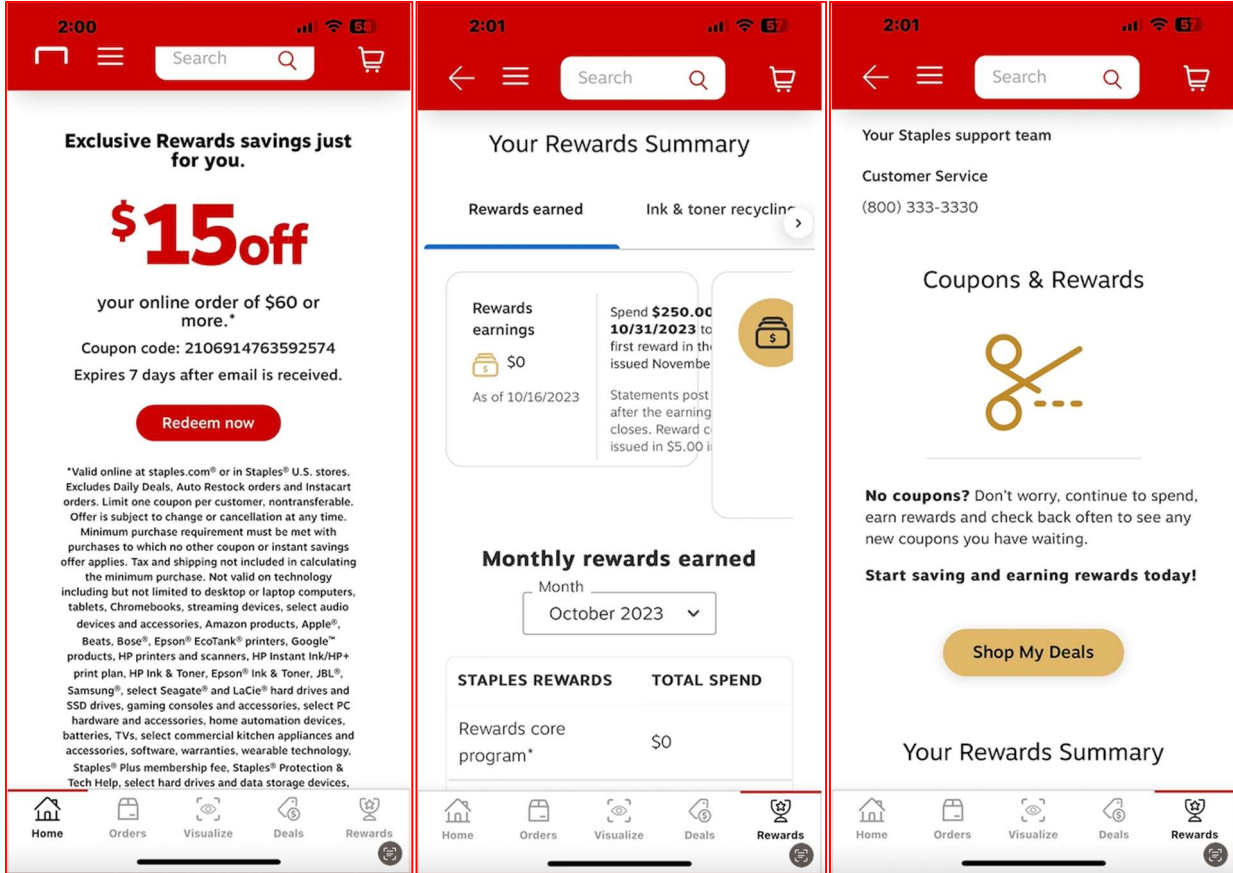
Developer contact ▾

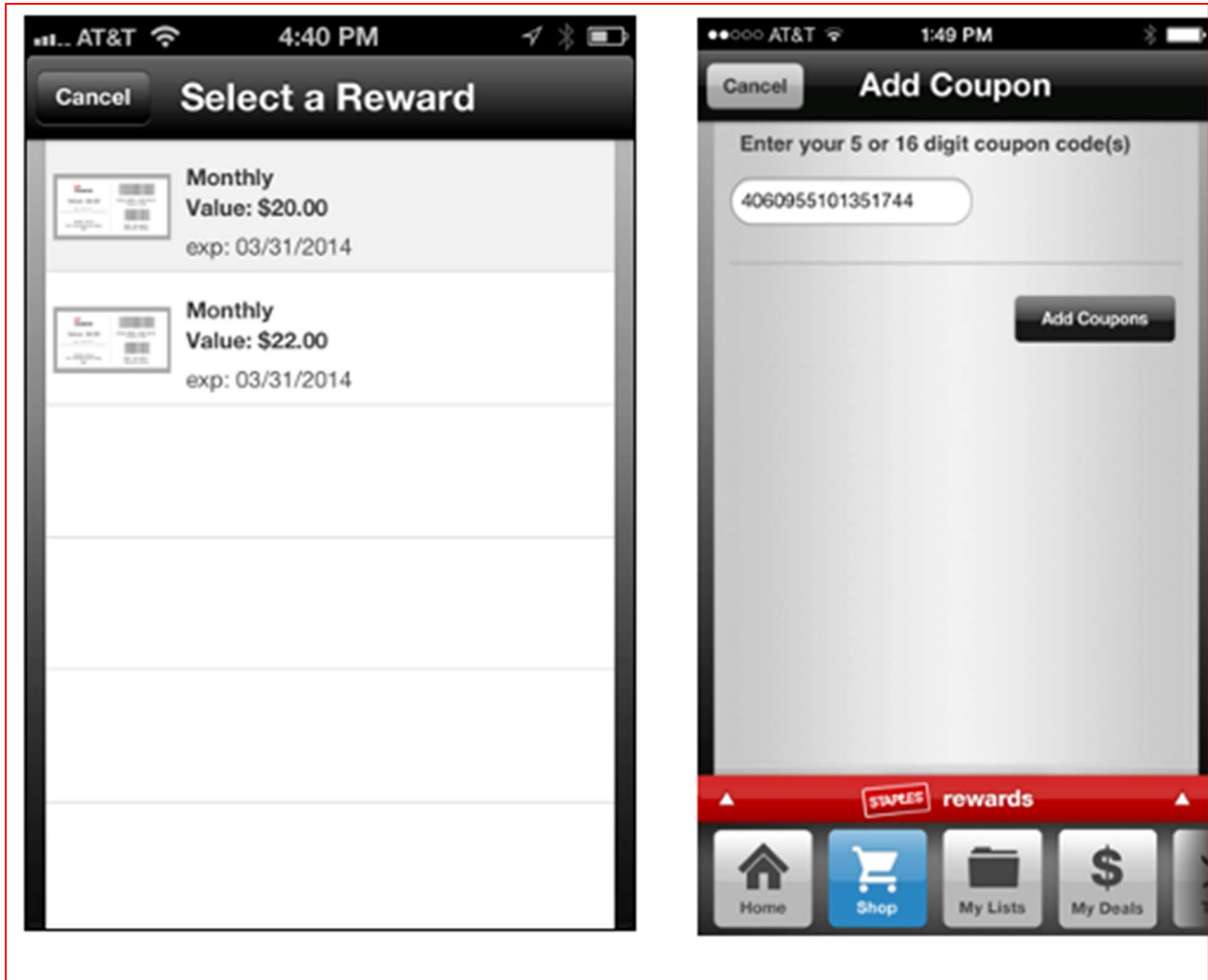
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Office Depot LLC.
4.4 ★
- The Fresh Market
The Fresh Market
4.0 ★

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2.8 ★
- Staples Reorder
Staples, Inc.





See e.g., screenshots of the Staples iOS and Android Apps and features.

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App Store Preview

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- Our new Lists Screen is an easy way to stay organized and make re-ordering a snap. Log in and create a new list or view a previous list.
- Personalize your shopping experience with TouchID and store multiple payment methods, address profiles, and more. Look for special in-app offers and use enhanced search to quickly find and order everything you need.
- Sign up for the Staples Rewards Program for exclusive offers, free delivery, and support. Already a member? Link your existing account and get notifications when your Staples Rewards become available. Track rewards earned from spending and ink recycling and view your rewards balance. Redeem rewards for more discounts. Shopping in the store? Scan your Rewards number using the Staples app and earn or use rewards - no card necessary!

The Staples App has you covered whether you are returning to work in the office, working from home, or gearing up for back to school. Shop anywhere, any time for the latest deals on paper, ink cartridges, office supplies, and technology products from printers to computers, monitors, keyboards, and mice. Get everything your student needs for back to school from notebooks to binders, to pens and pencils and graphing calculators. Browse office furniture from desks and bookcases to office chairs and gaming chairs. Enjoy fast and free delivery with minimum purchase.

Privacy Notice: <https://www.staples.com/PrivacyPolicy>

California Notice: <https://www.staples.com/hc?id=00641e76-dd9f-4d69-80d3-f1148ddcd188>

Do Not Sell My Personal Information: <https://submit-irm.trustarc.com/services/validation/2394f394-3fd4-4051-bfa1-50c2cfa45f02>

By downloading this app you agree to Terms and Conditions: <https://www.staples.com/hc?id=52e40651-0652-4ad7-e532-45017c287d50>

Staples® - Shopping App

Staples, Inc.

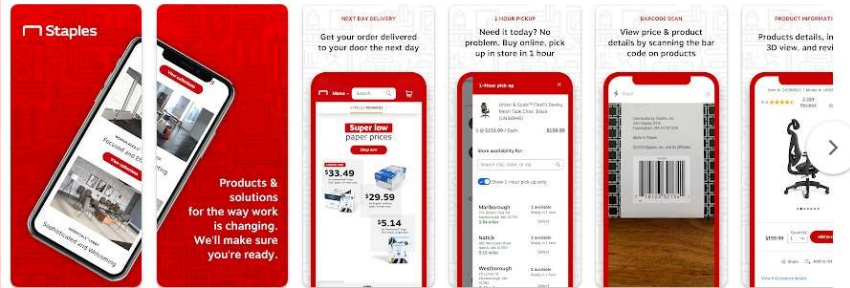
3.5 ★
5.94K reviews

1M+
Downloads

E
Everyone

[Install](#) [Add to wishlist](#)

You don't have any devices



About this app →

Never run out of the essentials with the Staples App. Shop from anywhere for office supplies, ink & toner, school supplies and more. Need it tomorrow? Qualifying online orders receive free next day shipping -- or get it even faster by buying online & picking up at your local store or choosing Instacart for same day delivery.

- Get instant access to our daily deals right from the home screen.

Updated on
May 25, 2022

Data safety

Developers can show information here about how their app collects and uses your data. [Learn more about data safety](#)

No information available

Ratings and reviews →

Ratings and reviews are verified



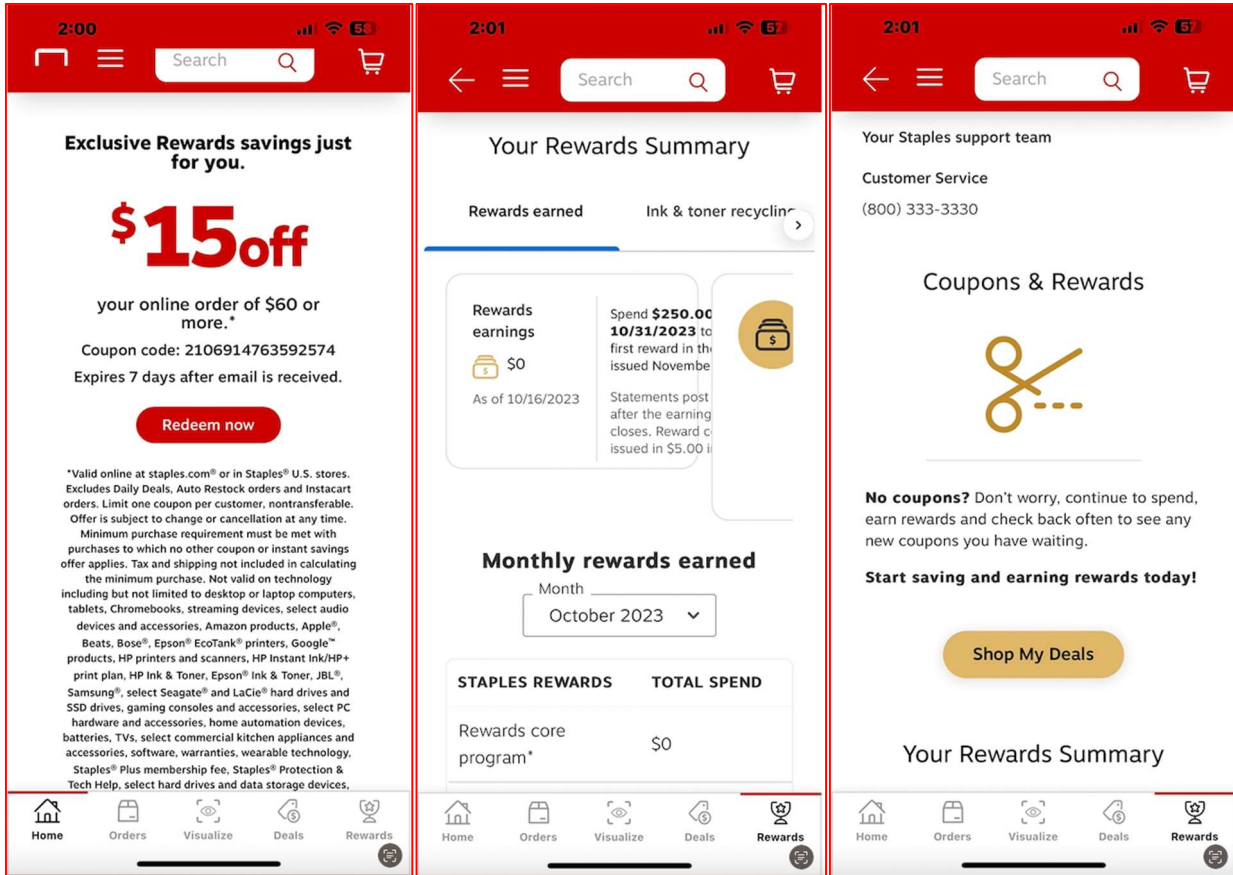
Developer contact ▾

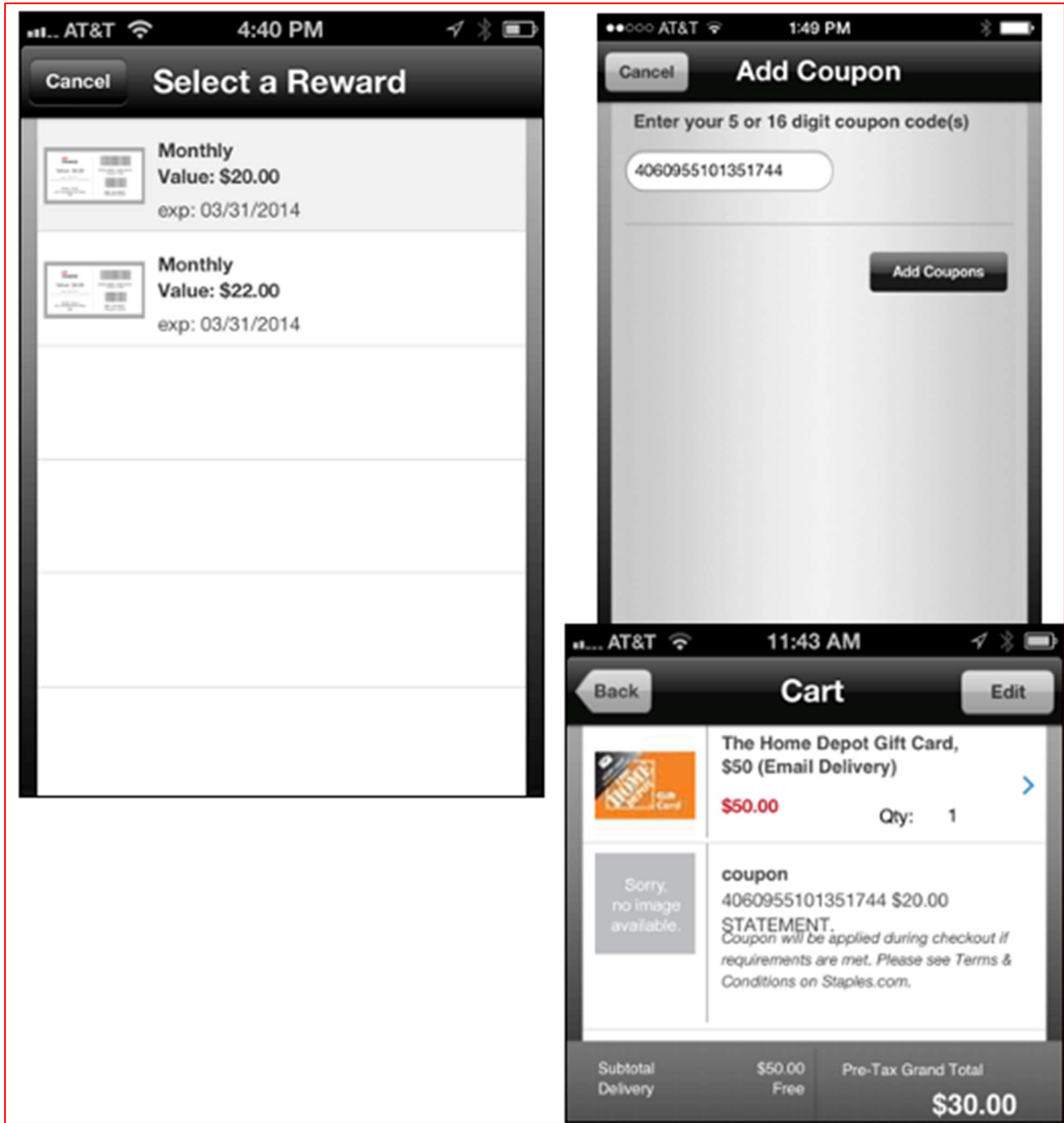
Similar apps →

- Speed Shopping List**
Aisle Locations for Items - Speed Shopping
4.9 ★
- Fashion Ten and Trends**
CommentSold Apps
4.8 ★
- Fashion 15 and Trends**
CommentSold Apps
4.4 ★
- Outlines - Personal Stylist**
Adore Me
3.9 ★
- Office Depot®- Rewards & Deals**
Office Depot LLC.
4.4 ★
- The Fresh Market**
The Fresh Market
4.0 ★

More by Staples, Inc. →

- Staples Advantage**
Staples, Inc.
2.8 ★
- Staples Reorder**
Staples, Inc.





See e.g., screenshots of the Staples iOS and Android Apps and features.

130. On information and belief, one or more components of the Staples Marketing System employs and provides a method for processing negotiable economic credits through a wireless hand held device, comprising the step of transferring the at least one negotiable economic credit via the wireless network.

Store Mac iPad iPhone Watch AirPods TV & Home Only on Apple Accessories Support

App Store Preview

This app is available only on the App Store for iPhone and iPad.

Staples: Home, Office Shopping 4.7

Staples, Inc.

★★★★★ 4.7 • 27.3K Ratings

Free

Screenshots

Never run out of the essentials with the Staples App. Shop from anywhere for office supplies, ink & toner, school supplies and more. Need it yesterday? Qualifying online orders receive free next day shipping -- or get it even faster by buying online & picking up at your local store or choosing Instacart for same day delivery.

- Get instant access to our daily deals right from the home screen.
- Buy Online and Pick Up In-Store. Order and pay in the App and pick up in store within 2 hours. Same day pick up is available on all your favorite home/office supplies and school supplies.
- Use the barcode scanner to check prices and use our easy reorder features.
- Use the Orders Screen to get updates on recently placed orders and stay informed on order status and delivery times. Track your shipment every step of the way. View past orders with the Order History screen for quick reordering.
- Our new Lists Screen is an easy way to stay organized and make re-ordering a snap. Log in and create a new list or view a previous list.
- Personalize your shopping experience with TouchID and store multiple payment methods, address profiles, and more. Look for special in-app offers and use enhanced search to quickly find and order everything you need.
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By downloading this app you agree to Terms and Conditions: <https://www.staples.com/hc?id=52e40651-0852-4ad7-a532-45017c287d50>

Staples® - Shopping App

Staples, Inc.

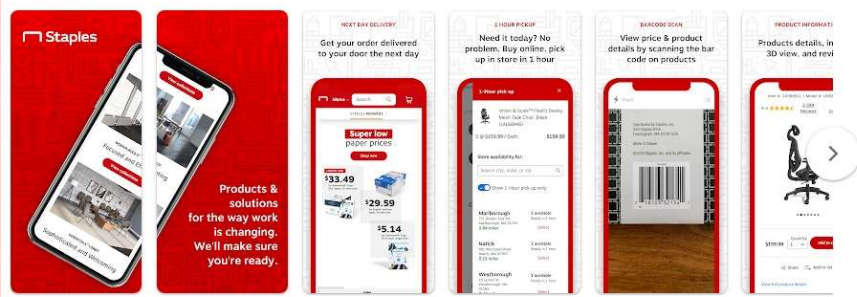
3.5 ★
5.94K reviews

1M+
Downloads

E
Everyone

[Install](#) [Add to wishlist](#)

You don't have any devices



About this app →

Never run out of the essentials with the Staples App. Shop from anywhere for office supplies, ink & toner, school supplies and more. Need it tomorrow? Qualifying online orders receive free next day shipping -- or get it even faster by buying online & picking up at your local store or choosing Instacart for same day delivery.

- Get instant access to our daily deals right from the home screen.

Updated on
May 25, 2022

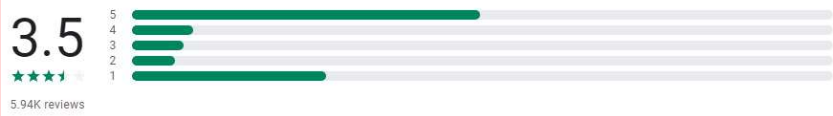
Data safety

Developers can show information here about how their app collects and uses your data. [Learn more about data safety](#)

No information available

Ratings and reviews →

Ratings and reviews are verified



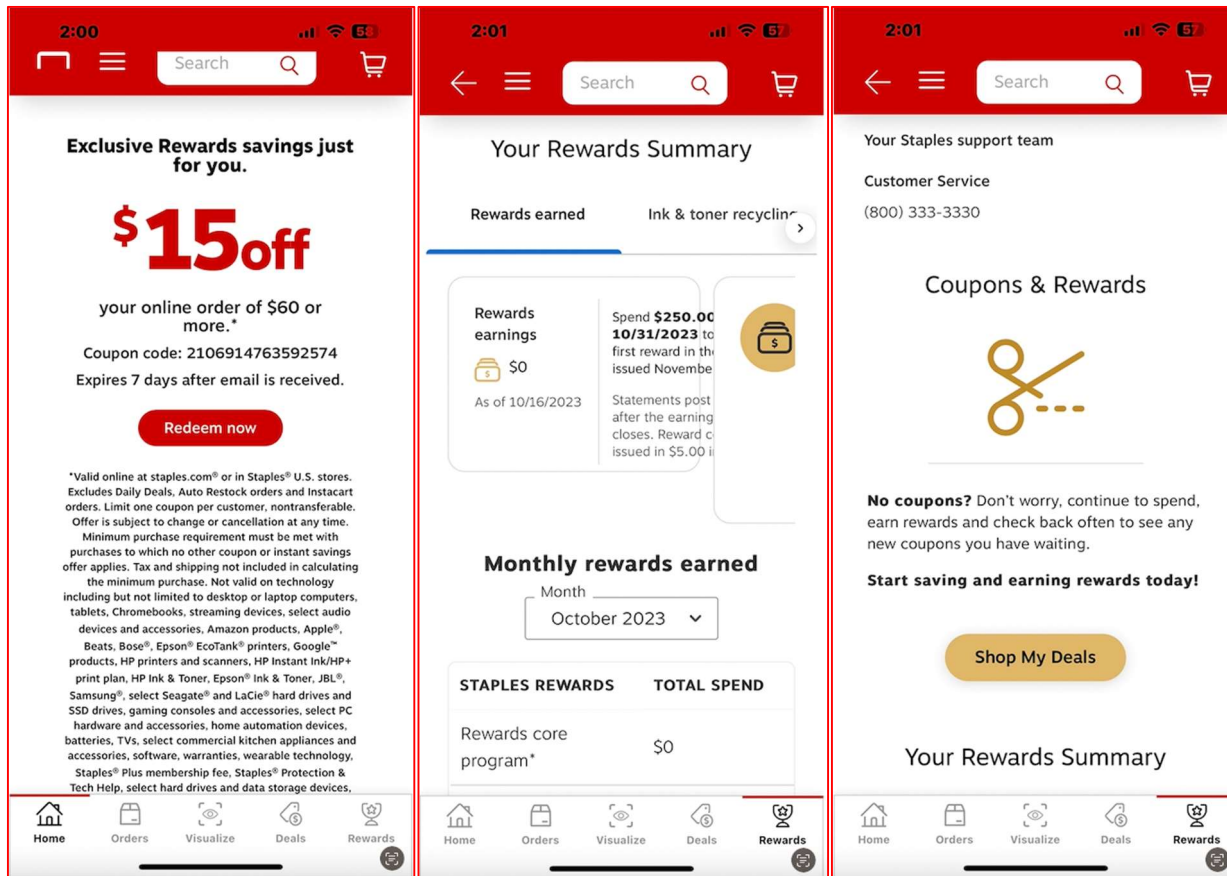
Developer contact ▾

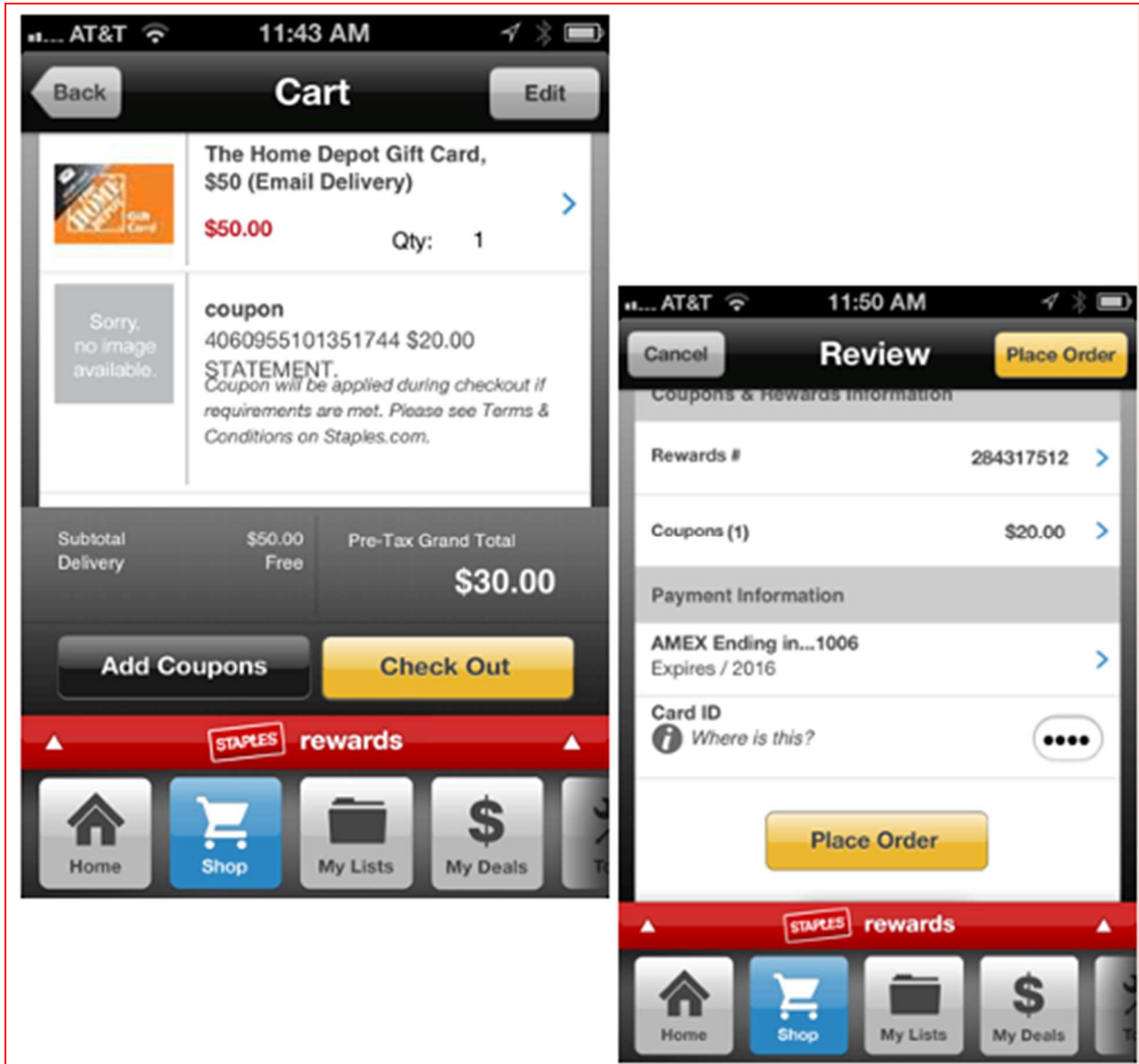
Similar apps →

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Aisle Locations for Items - Speed Shopping
4.9 ★
- Fashion Ten and Trends**
CommentSold Apps
4.8 ★
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CommentSold Apps
4.4 ★
- Outlines - Personal Stylist**
Adore Me
3.9 ★
- Office Depot®- Rewards & Deals**
Office Depot LLC.
4.4 ★
- The Fresh Market**
The Fresh Market
4.0 ★

More by Staples, Inc. →

- Staples Advantage**
Staples, Inc.
2.8 ★
- Staples Reorder**
Staples, Inc.





See e.g., screenshots of the Staples iOS and Android Apps and features.

131. On information and belief, Staples directly infringes at least claim 1 of the '057 patent and is in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and making, using, selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

132. On information and belief, Staples has been on notice of the '057 patent since at least as early as the June 2022 Notice Letter to Staples concerning its infringement of the Patents-in-Suit.

133. On information and belief, at least since the June 2022 Notice Letter, Staples knowingly encouraged and continues to encourage, its customers to directly infringe one or more claims of the '057 patent, including by Staples actions that include, without limitation, instructing and encouraging its customers to use the Staples' iOS and Android Apps, including but not limited to the examples of such materials cited above.

134. On information and belief, at least since the July 2022 Letter regarding the Patents-in-Suit, Staples knows the acts it induced its customers to take constitute patent infringement and Staples' encouraging acts result in direct infringement of one or more claims of the '057 patent by its customers.

135. On information and belief, Staples instructs and continues to instruct customers to use the Staples Marketing Products and Services including, without limitation, through Staples' website, which provides access to, and support for, the Staples' iOS and Android Apps.

136. On information and belief, Staples' customers directly infringe at least claim 1 of the '057 patent through their use of the Staples Marketing Products and Services.

137. On information and belief, Staples is in violation of 35 U.S.C. § 271(b) and has been, at least since its June 2022 knowledge of the '057 patent, indirectly infringing

and continues to indirectly infringe at least claim 1 of the '057 patent by knowingly and specifically intending to induce infringement by others (including, without limitation, Staples' customers) and possessing specific intent to encourage infringement by Staples' users of the iOS and Android Apps. The components of Staples' Marketing Products and Services, including its iOS and Android Apps, are specifically configured to function in accordance with the '057 patent claims and are material parts of the invention.

138. Staples direct and indirect infringement has damaged Advanced Transactions and caused it to suffer and continue to suffer irreparable harm and damages.

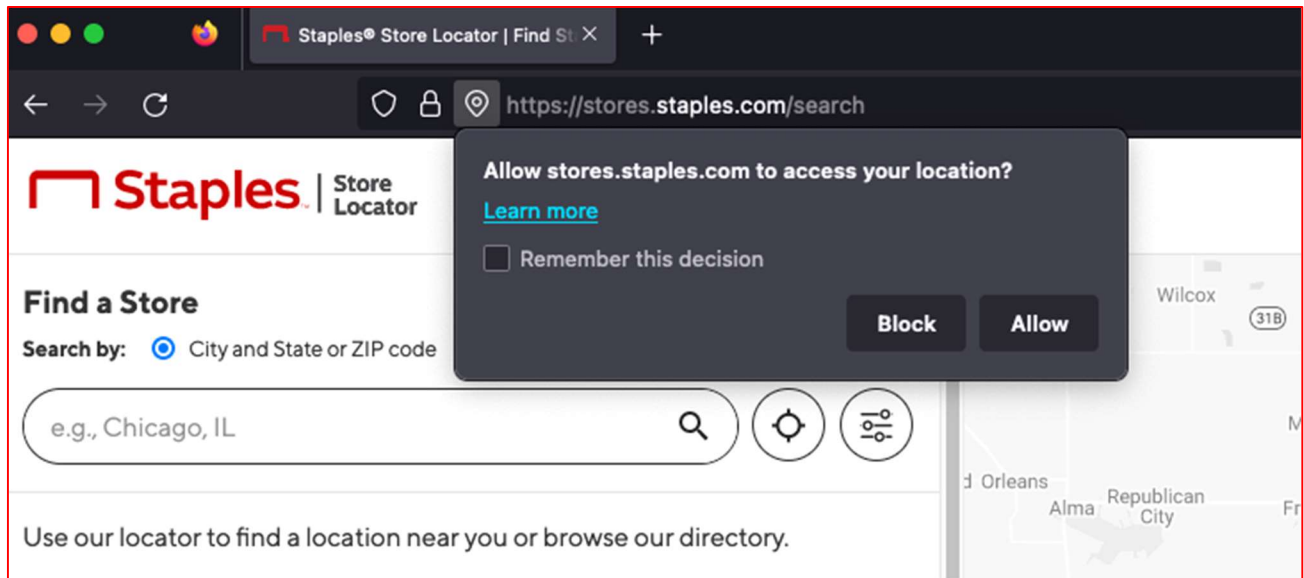
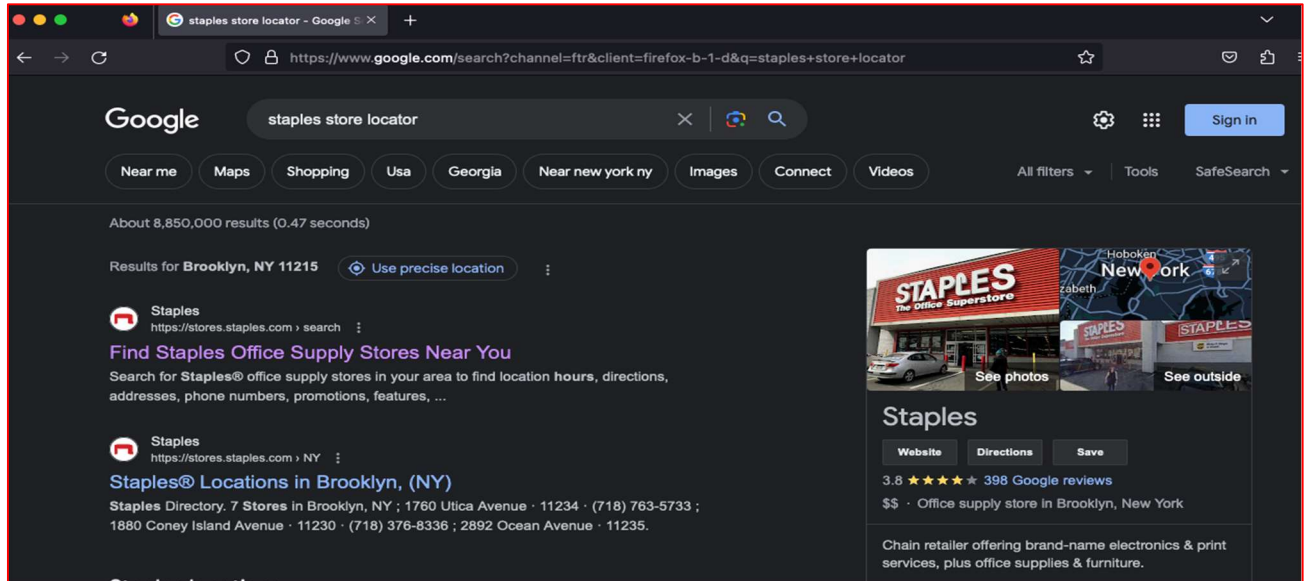
Count V - Infringement of United States Patent No. 8,150,736

139. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

140. On information and belief, Staples (or those acting on its behalf) made, used, sold, imported and/or offered to sell the Staples Marketing Products, and Services; and made, used, sold, sold access to, imported, offered to sell and/or offered to sell access to the Staples Marketing System in the United States that infringe (literally and/or under the doctrine of equivalents) at least claim 1 of the '736 patent.

141. On information and belief, one or more components of the Staples Marketing System employs and provides a method in a computing system having a processor, (*e.g.*, a Staples webserver) comprising the step of receiving a request for a web page, the request including a locale identifier value, the locale identifier value

referencing a geographic location associated with a referral website and a language associated with a webpage of the referral website containing a link used to generate the request.



200	GET	www.yext-pixel.com	store_pagespixel?product=storepages&v=1697221174335&pageurl=/search&pagesReferrer=https://www.google.com/&bus	en.49ca60ab.js:1 (img)	gif	432 B
200	GET	stores.staples.com	search?qs=40.66760618257944,-73.97970342148866&app=My Location&iten	en.49ca60ab.js:1 (fetch)	json	153.98 kB

Original: https://www.yext-pixel.com/store_pagespixel?product=storepages&v=1697219961175&pageurl=%2Fsearch&pagesReferrer=https%3A%2F%2Fwww.google.com%2F&businessids=383700&siteid=848&isStaging=false&searchId=entitysearch&eventType=geolocate

Decoded: https://www.yext-pixel.com/store_pagespixel?product=storepages&v=1697219961175&pageurl=/search&pagesReferrer=https://www.google.com/&businessids=383700&siteid=848&isStaging=false&searchId=entitysearch&eventType=geolocate

Alabama (10)	Iowa (11)	New Hampshire (18)	Tennessee (15)
Arizona (23)	Kansas (5)	New Jersey (61)	Texas (27)
Arkansas (4)	Kentucky (11)	New Mexico (7)	Utah (6)
California (140)	Maine (10)	New York (92)	Vermont (6)
Colorado (13)	Maryland (34)	North Carolina (40)	Virginia (28)
Connecticut (29)	Massachusetts (54)	Ohio (42)	Washington (19)
Delaware (6)	Michigan (29)	Oklahoma (13)	West Virginia (3)
Florida (62)	Minnesota (2)	Oregon (13)	Wisconsin (3)
Georgia (25)	Missouri (7)	Pennsylvania (74)	Wyoming (3)
Idaho (8)	Montana (7)	Rhode Island (8)	
Illinois (25)	Nebraska (3)	South Carolina (17)	
Indiana (18)	Nevada (5)	South Dakota (1)	

Staples | Store Locator

All Stores - TX

Staples Directory

27 Staples Stores in TX

[Use my location](#)

Addison (1)	Frisco (1)	Mansfield (1)	San Antonio (1)
Allen (1)	Ft. Worth (1)	Midland (1)	Southlake (1)
Austin (1)	Granbury (1)	Mt. Pleasant (1)	Stephenville (1)
Brownsville (1)	Greenville (Dallas) (1)	Pharr (1)	Temple (1)
Dallas (3)	Houston (2)	Richardson (1)	Watauga (1)
Euless (1)	Lake Worth (1)	Rockwall (1)	Webster (1)

Staples | Store Locator


Find a Store

Search by: City and State or ZIP code Store Number

1 location near "Austin, TX, USA" 3.25 mi

Staples Austin, TX >

Open Now - Closes at 8:00 PM
 1201 Barbara Jordan Blvd Suite 700
 Austin, TX 78723
 Print Services, Tech Services, Shipping Services, Recycling Services, Direct Mail, Design Services




All Stores • TX • Austin • 1201 Barbara Jordan Blvd Suite 700

STORE #1913

Staples Austin, TX


Open Now - Closes at 8:00 pm

 **Location**

1201 Barbara Jordan Blvd Suite 700
Suite 700
Austin, TX 78723

Phone: (512) 542-0001
Fax: (512) 542-0098

[Print Local Information](#)

 **Hours of Operation**

- **Fri** 9:00 am - 8:00 pm
- Sat 10:00 am - 7:00 pm
- Sun 10:00 am - 6:00 pm
- Mon 9:00 am - 8:00 pm
- Tue 9:00 am - 8:00 pm
- Wed 9:00 am - 8:00 pm
- Thu 9:00 am - 8:00 pm

Get directions

View deals

Line wrap

```

1 <!doctype html><html class="ace" lang="en"><head><meta http-
equiv="Content-Type" content="text/html; charset=utf-8"/><meta http-
equiv="X-UA-Compatible" content="IE=edge"><link rel="dns-prefetch"
href="//www.yext-pixel.com"><link rel="dns-prefetch"
href="//a.cdnmktg.com"><link rel="dns-prefetch" href="//a.mktgcdn.com">
<link rel="dns-prefetch" href="//dynl.mktgcdn.com"><link rel="dns-
prefetch" href="//dynam.mktgcdn.com"><meta name="viewport"
content="width=device-width, initial-scale=1, maximum-scale=5"><meta
name="format-detection" content="telephone=no"><link rel="shortcut icon"
href="permanent-
b0b701/assets/images/favicons/stores.staples.com/favicon.0bc0c44e.ico">
<meta name="description" content="Search for Staples® office supply
stores in your area to find location hours, directions, addresses, phone
numbers, promotions, features, events and services."><meta

```

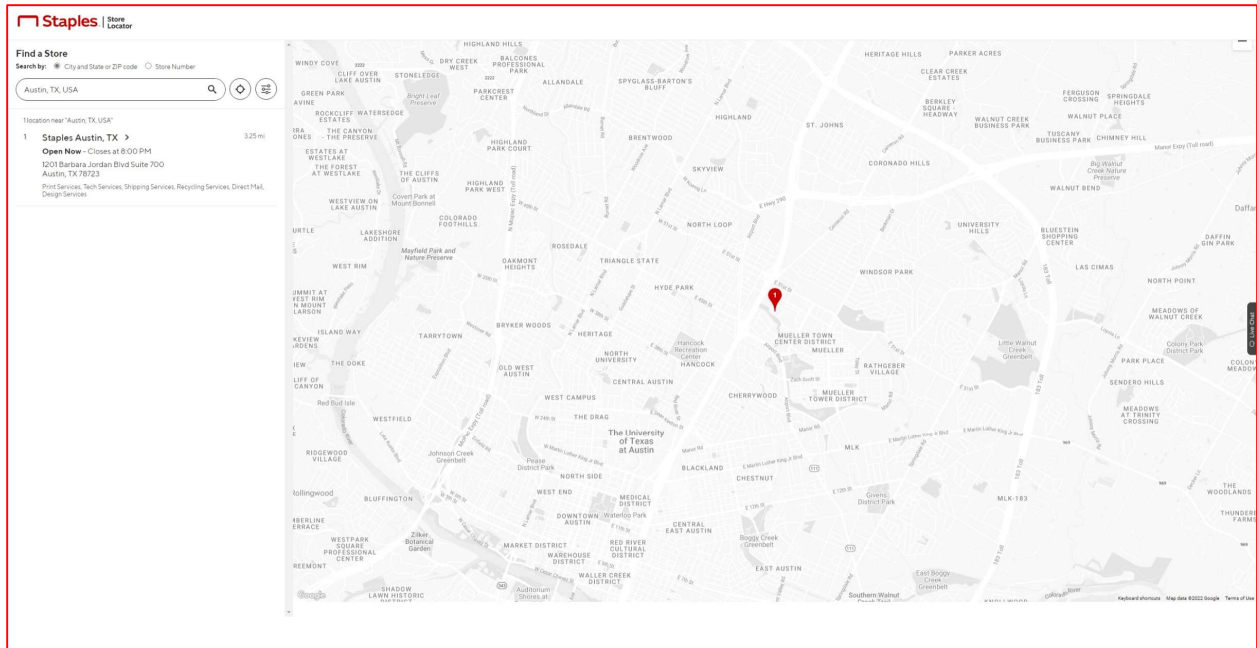
See e.g., <https://stores.staples.com/search>.

142. On information and belief, one or more components of the Staples Marketing System employs and provides a method in a computing system having a

processor, (e.g., a Staples webserver) comprising the step of with the processor, retrieving a version of marketing information identified by processing the locale identifier value included in the request for the web page.

The screenshot shows the Staples Store Locator interface. At the top left is the Staples logo and 'Store Locator'. Below it, the text reads 'All Stores' and '1037 Staples Stores in the United States'. There is a search bar with the placeholder text 'e.g., Chicago, IL' and a magnifying glass icon. Below the search bar is a link that says 'Use my location'. The main content area displays a grid of state names with the number of stores in parentheses next to them. The states listed are: Alabama (10), Arizona (23), Arkansas (4), California (140), Colorado (13), Connecticut (29), Delaware (6), Florida (62), Georgia (25), Idaho (8), Illinois (25), Indiana (18), Iowa (11), Kansas (5), Kentucky (11), Maine (10), Maryland (34), Massachusetts (54), Michigan (29), Minnesota (2), Missouri (7), Montana (7), Nebraska (3), Nevada (5), New Hampshire (18), New Jersey (61), New Mexico (7), New York (92), North Carolina (40), Ohio (42), Oklahoma (13), Oregon (13), Pennsylvania (74), Rhode Island (8), South Carolina (17), South Dakota (1), Tennessee (15), Texas (27), Utah (6), Vermont (6), Virginia (28), Washington (19), West Virginia (3), Wisconsin (3), and Wyoming (3).

The screenshot shows the Staples Store Locator interface for Texas. At the top left is the Staples logo and 'Store Locator'. Below it, the text reads 'All Stores - TX' and 'Staples Directory 27 Staples Stores in TX'. There is a search bar with the placeholder text 'e.g., Chicago, IL' and a magnifying glass icon. Below the search bar is a link that says 'Use my location'. The main content area displays a grid of city names with the number of stores in parentheses next to them. The cities listed are: Addison (1), Allen (1), Austin (1), Brownsville (1), Dallas (3), Euless (1), Frisco (1), Ft. Worth (1), Granbury (1), Greenville (Dallas) (1), Houston (2), Lake Worth (1), Mansfield (1), Midland (1), Mt. Pleasant (1), Pharr (1), Richardson (1), Rockwall (1), San Antonio (1), Southlake (1), Stephenville (1), Temple (1), Watauga (1), and Webster (1).



Store Locator

All Stores • TX • Austin • 1201 Barbara Jordan Blvd Suite 700

STORE #1913

Staples Austin, TX

Open Now - Closes at 8:00 pm

Location

1201 Barbara Jordan Blvd Suite 700
Suite 700
Austin, TX 78723

Phone: (512) 542-0001
Fax: (512) 542-0098

[Print Local Information](#)

Hours of Operation

- **Fri 9:00 am - 8:00 pm**
- Sat 10:00 am - 7:00 pm
- Sun 10:00 am - 6:00 pm
- Mon 9:00 am - 8:00 pm
- Tue 9:00 am - 8:00 pm
- Wed 9:00 am - 8:00 pm
- Thu 9:00 am - 8:00 pm

Get directions

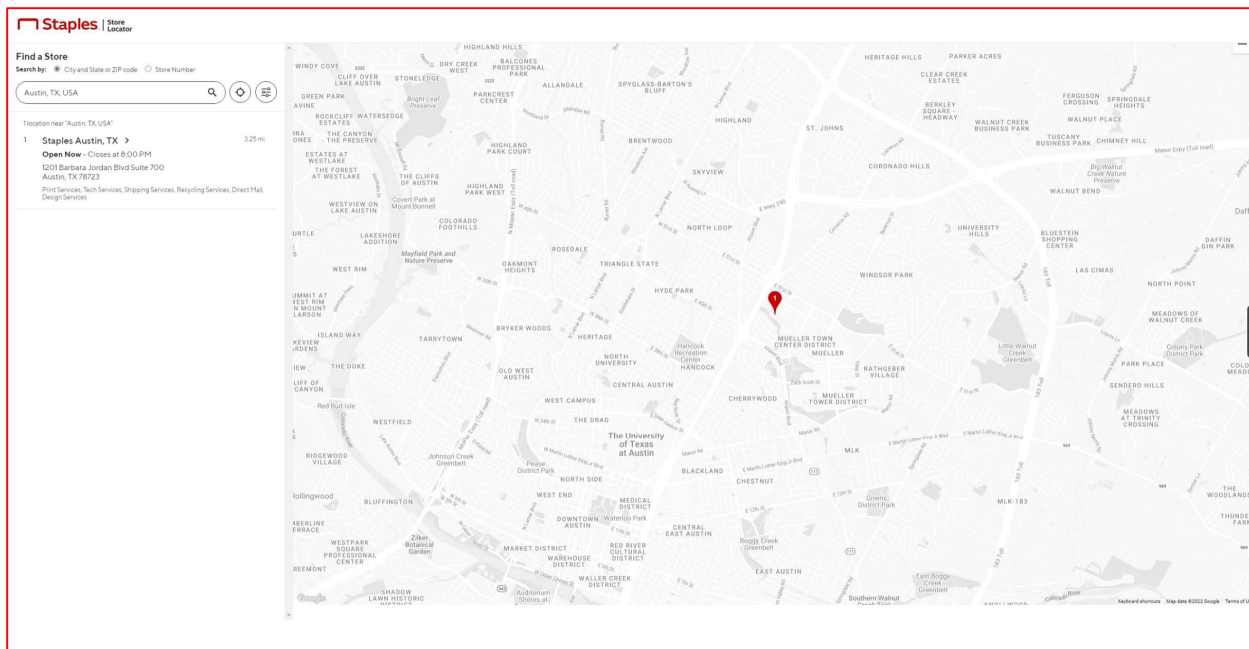
View deals

See e.g., <https://stores.staples.com/search>.

143. On information and belief, one or more components of the Staples Marketing System employs and provides a method in a computing system having a processor, (e.g., a Staples webserver) comprising the step of with the processor, generating the requested web page to include information representative of the retrieved version of the marketing information.

The screenshot shows the Staples Store Locator interface. At the top left is the Staples logo and 'Store Locator'. Below it, the text reads 'All Stores' and '1037 Staples Stores in the United States'. There is a search bar with the placeholder text 'e.g., Chicago, IL' and a magnifying glass icon. Below the search bar is a link that says 'Use my location'. The main content area displays a grid of state names with the number of stores in parentheses next to them. The states listed are: Alabama (10), Arizona (23), Arkansas (4), California (140), Colorado (13), Connecticut (29), Delaware (6), Florida (62), Georgia (25), Idaho (8), Illinois (25), Indiana (18), Iowa (11), Kansas (5), Kentucky (11), Maine (10), Maryland (34), Massachusetts (54), Michigan (29), Minnesota (2), Missouri (7), Montana (7), Nebraska (3), Nevada (5), New Hampshire (18), New Jersey (61), New Mexico (7), New York (92), North Carolina (40), Ohio (42), Oklahoma (13), Oregon (13), Pennsylvania (74), Rhode Island (8), South Carolina (17), South Dakota (1), Tennessee (15), Texas (27), Utah (6), Vermont (6), Virginia (28), Washington (19), West Virginia (3), Wisconsin (3), and Wyoming (3).

The screenshot shows the Staples Store Locator interface filtered for Texas. At the top left is the Staples logo and 'Store Locator'. Below it, the text reads 'All Stores - TX' and 'Staples Directory 27 Staples Stores in TX'. There is a search bar with the placeholder text 'e.g., Chicago, IL' and a magnifying glass icon. Below the search bar is a link that says 'Use my location'. The main content area displays a grid of city names with the number of stores in parentheses next to them. The cities listed are: Addison (1), Allen (1), Austin (1), Brownsville (1), Dallas (3), Euless (1), Frisco (1), Ft. Worth (1), Granbury (1), Greenville (Dallas) (1), Houston (2), Lake Worth (1), Mansfield (1), Midland (1), Mt. Pleasant (1), Pharr (1), Richardson (1), Rockwall (1), San Antonio (1), Southlake (1), Stephenville (1), Temple (1), Watauga (1), and Webster (1).



Store Locator

All Stores • TX • Austin • 1201 Barbara Jordan Blvd Suite 700

STORE #1913

Staples Austin, TX

Open Now - Closes at 8:00 pm

Location

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Suite 700
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Phone: (512) 542-0001
Fax: (512) 542-0098

[Print Local Information](#)

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Get directions

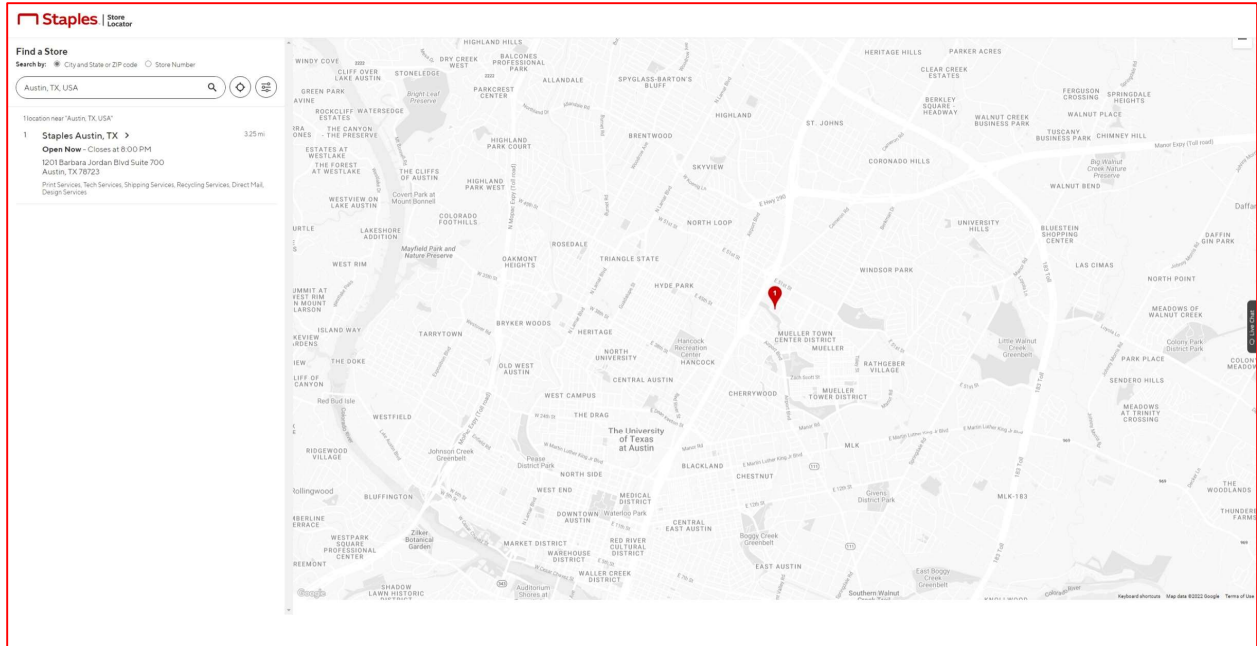
View deals

See e.g., <https://stores.staples.com/search>.

144. On information and belief, one or more components of the Staples Marketing System employs and provides a method in a computing system having a processor, (e.g., a Staples webserver) comprising the step of transmitting the generated web page.

The screenshot shows the Staples Store Locator interface. At the top left is the Staples logo and 'Store Locator'. Below it, the text reads 'All Stores' and '1037 Staples Stores in the United States'. There is a search bar with the placeholder text 'e.g., Chicago, IL' and a magnifying glass icon. Below the search bar is a link that says 'Use my location'. The main content area displays a grid of state names with the number of stores in parentheses next to them. The states listed are: Alabama (10), Arizona (23), Arkansas (4), California (140), Colorado (13), Connecticut (29), Delaware (6), Florida (62), Georgia (25), Idaho (8), Illinois (25), Indiana (18), Iowa (11), Kansas (5), Kentucky (11), Maine (10), Maryland (24), Massachusetts (54), Michigan (29), Minnesota (2), Missouri (7), Montana (7), Nebraska (3), Nevada (5), New Hampshire (18), New Jersey (61), New Mexico (7), New York (92), North Carolina (40), Ohio (42), Oklahoma (13), Oregon (13), Pennsylvania (74), Rhode Island (8), South Carolina (17), South Dakota (1), Tennessee (15), Texas (27), Utah (6), Vermont (6), Virginia (28), Washington (19), West Virginia (3), Wisconsin (3), and Wyoming (3).

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STORE #1913

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- Thu 9:00 am - 8:00 pm

Get directions

View deals

See e.g., <https://stores.staples.com/search>.

145. On information and belief, Staples directly infringed at least claim 1 of the '736 patent in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and making, using, selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

146. Advanced Transactions has been damaged by Staples' infringement and suffered damages as a result of this infringement.

Count VI - Infringement of United States Patent No. 8,175,519

147. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

148. On information and belief, Staples (or those acting on its behalf) made, used, sold, imported and/or offered to sell the Staples Marketing Products, and Services; and made, used, sold, sold access to, imported, offered to sell and/or offered to sell access to the Staples Marketing System in the United States that infringed (literally and/or under the doctrine of equivalents) at least claim 22 of the '519 patent.

149. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of requesting at least one negotiable economic credit (*e.g.*, Staples Coupons, Staples Rewards, Staples Payment Wallet, Staples Gift Cards, *etc.*) through a wireless hand held device, (*e.g.*, a smart phone with the Staples App installed) using a hand held device.

The screenshot displays the Staples website interface. At the top, the browser address bar shows www.staples.com/sbd/cre/marketing/mobile-application/. The website header includes a search bar, the Staples logo with the tagline "that was easy.", and a user account section with the text "WELCOME, PLEASE SIGN IN YOUR ACCOUNT". Navigation links for "PRODUCTS", "TECHNOLOGY", "SERVICES", and "SHOP BY INDUSTRY" are visible. A promotional banner for the mobile app features the text "Redeemed Rewards while waiting for a latté." and "Introducing the new Staples® Mobile App. Download it today." with buttons for "iPhone" and "Android". A smartphone in the foreground displays the app's search results for "Dry Erase Markers", listing items like "BIC® Great Erasable BOLD Dry-Erase Markers" for \$4.99 and "Staples® Remax Dry-Erase Markers" for \$4.99. A "rewards" banner is also visible at the bottom of the phone screen. A blue button at the bottom left of the banner reads "More than 150 easy".

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App Store Preview

This app is available only on the App Store for iPhone and iPad.

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Staples, Inc.

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- Use the barcode scanner to check prices and use our easy reorder features.
- Use the Orders Screen to get updates on recently placed orders and stay informed on order status and delivery times. Track your shipment every step of the way. View past orders with the Order History screen for quick reordering.
- Our new Lists Screen is an easy way to stay organized and make re-ordering a snap. Log in and create a new list or view a previous list.
- Personalize your shopping experience with TouchID and store multiple payment methods, address profiles, and more. Look for special in-app offers and use enhanced search to quickly find and order everything you need.
- Sign up for the Staples Rewards Program for exclusive offers, free delivery, and support. Already a member? Link your existing account and get notifications when your Staples Rewards become available. Track rewards earned from spending and ink recycling and view your rewards balance. Redeem rewards for more discounts. Shopping in the store? Scan your Rewards number using the Staples app and earn or use rewards -- no card necessary!

The Staples App has you covered whether you are returning to work in the office, working from home, or gearing up for back to school. Shop anywhere, any time for the latest deals on paper, ink cartridges, office supplies, and technology products from printers to computers, monitors, keyboards, and mice. Get everything your student needs for back to school from notebooks to binders, to pens and pencils and graphing calculators. Browse office furniture from desks and bookcases to office chairs and gaming chairs. Enjoy fast and free delivery with minimum purchase.

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Staples, Inc.

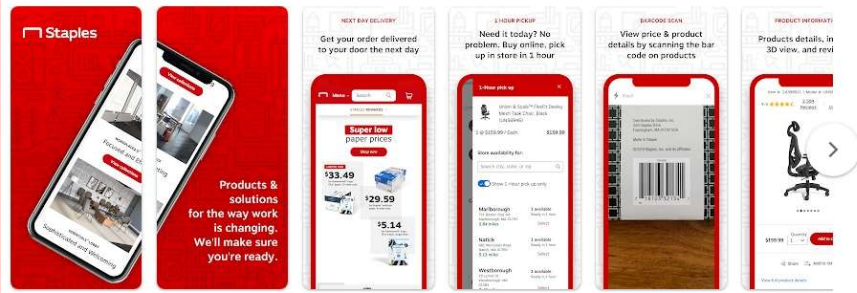
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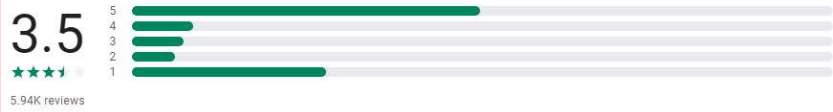
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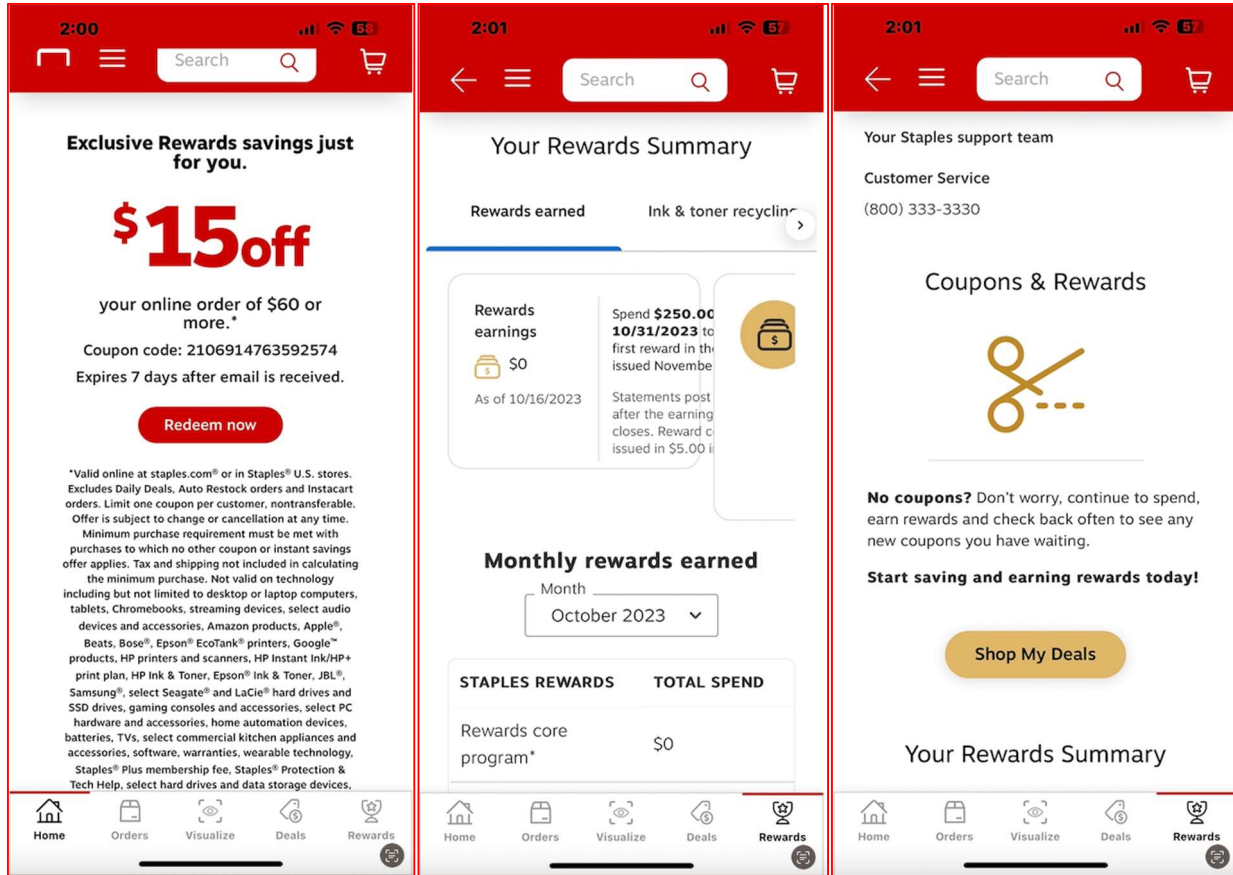
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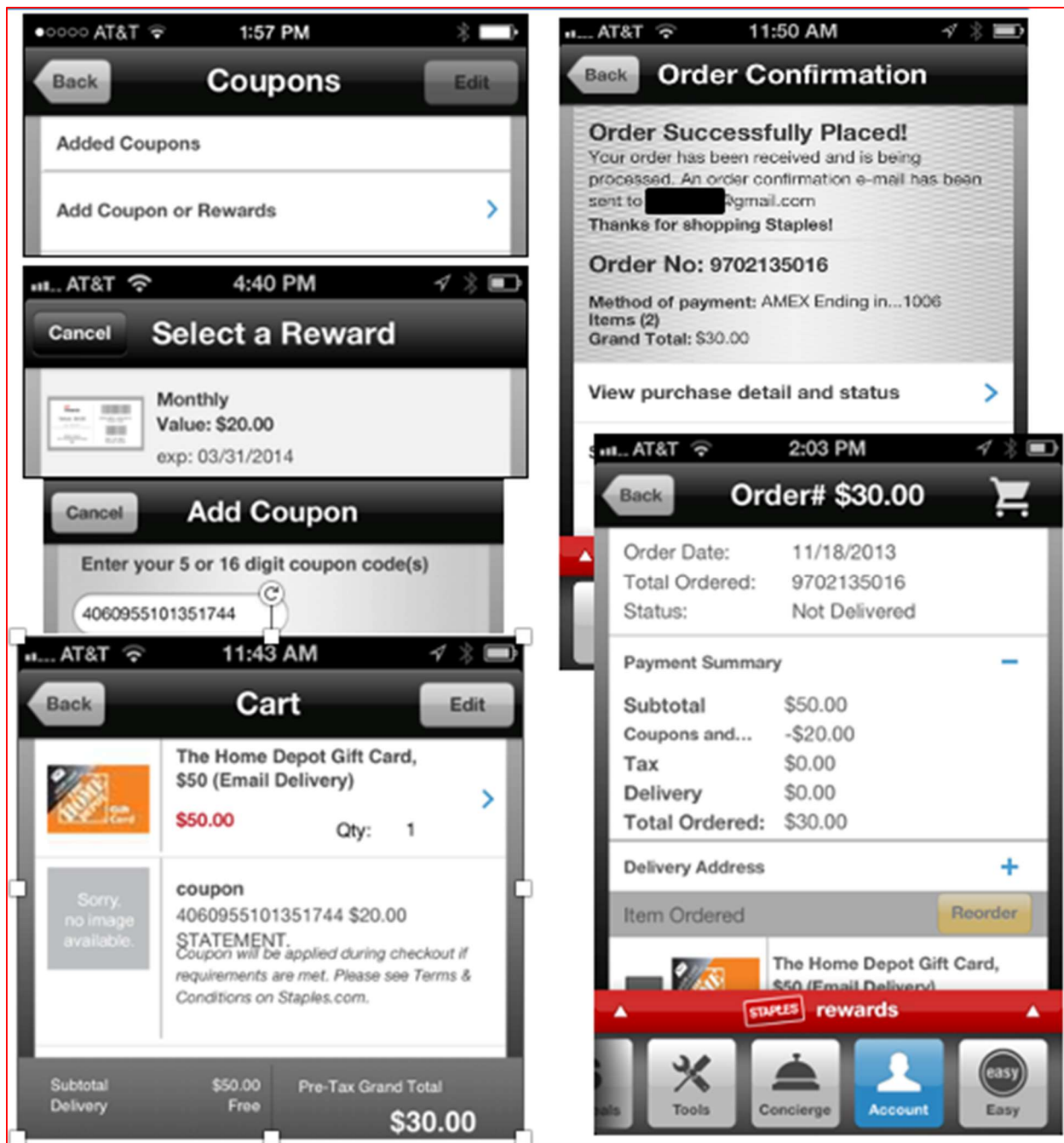
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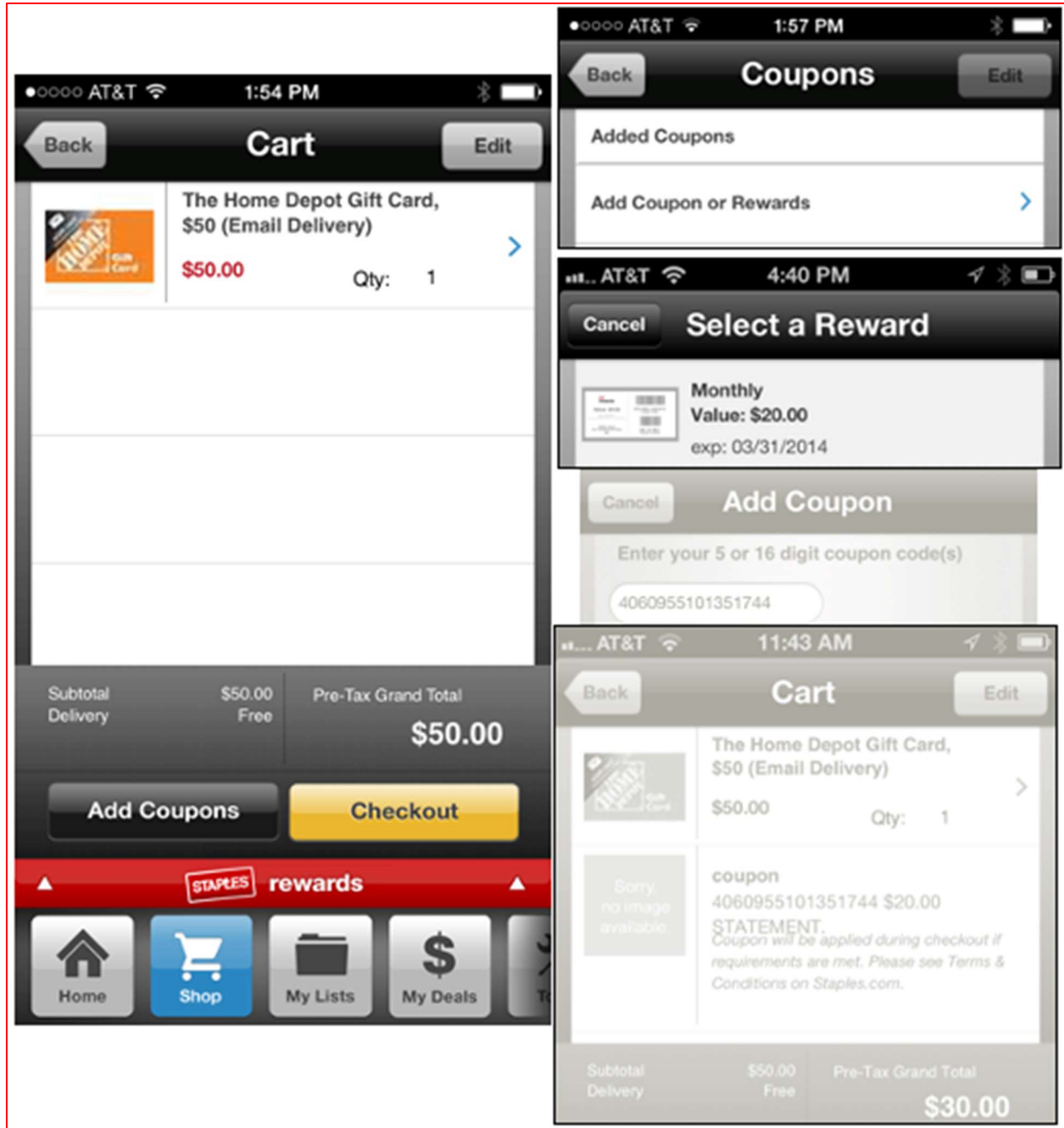
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See e.g., screenshots of the Staples iOS and Android Apps and features.

150. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of receiving the at least one negotiable economic credit at the hand held device.

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App Store Preview

This app is available only on the App Store for iPhone and iPad.



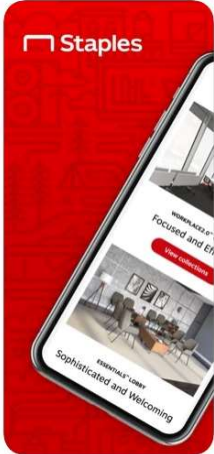
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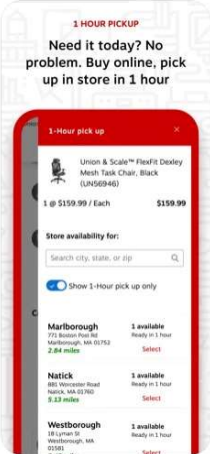
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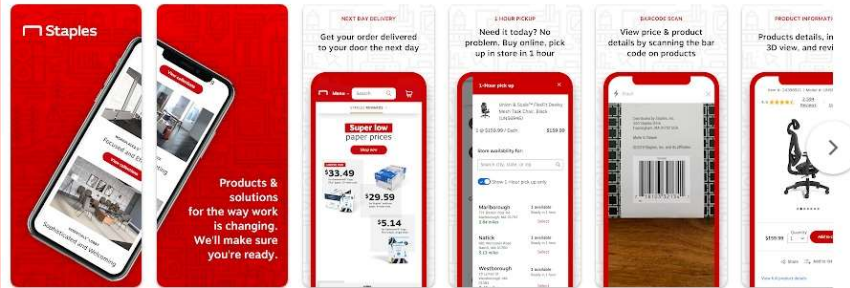
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Ratings and reviews →

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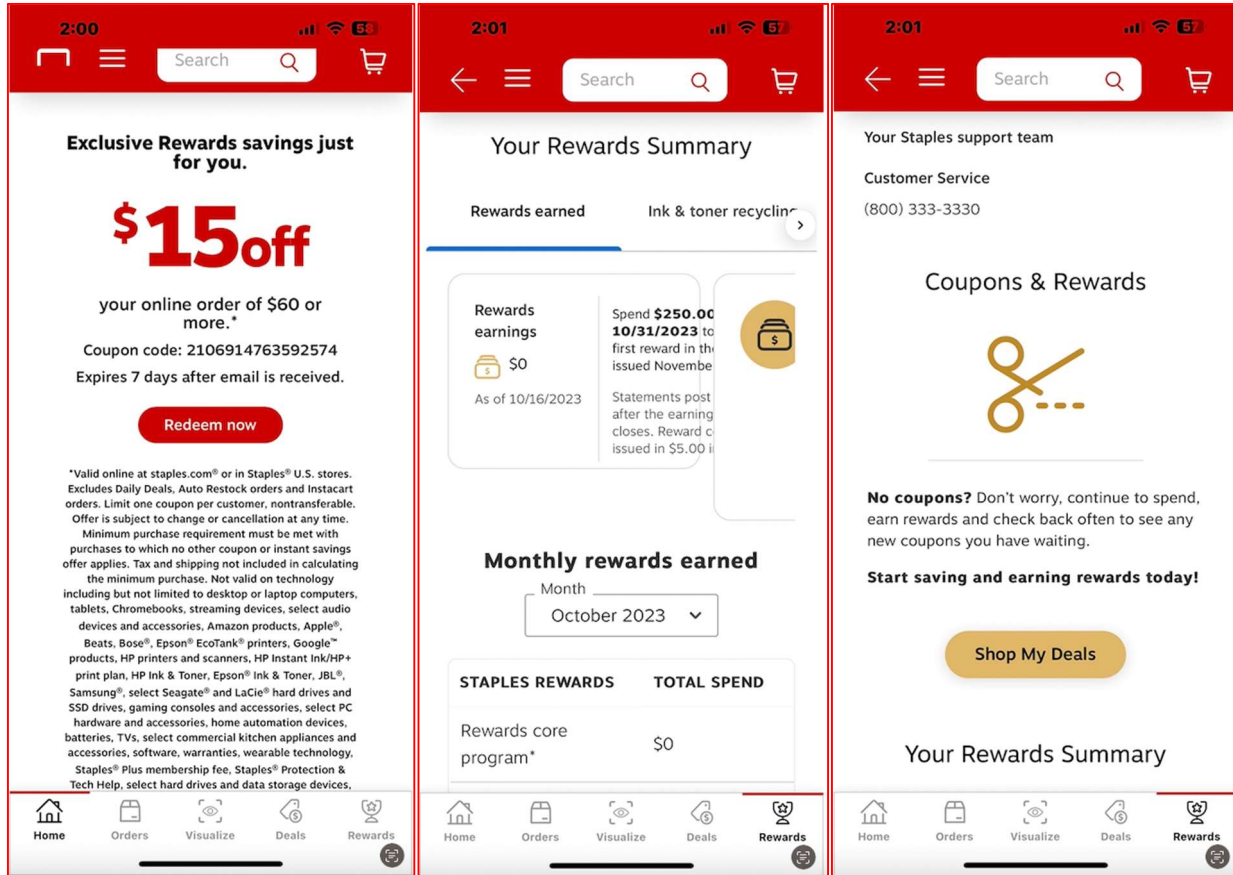
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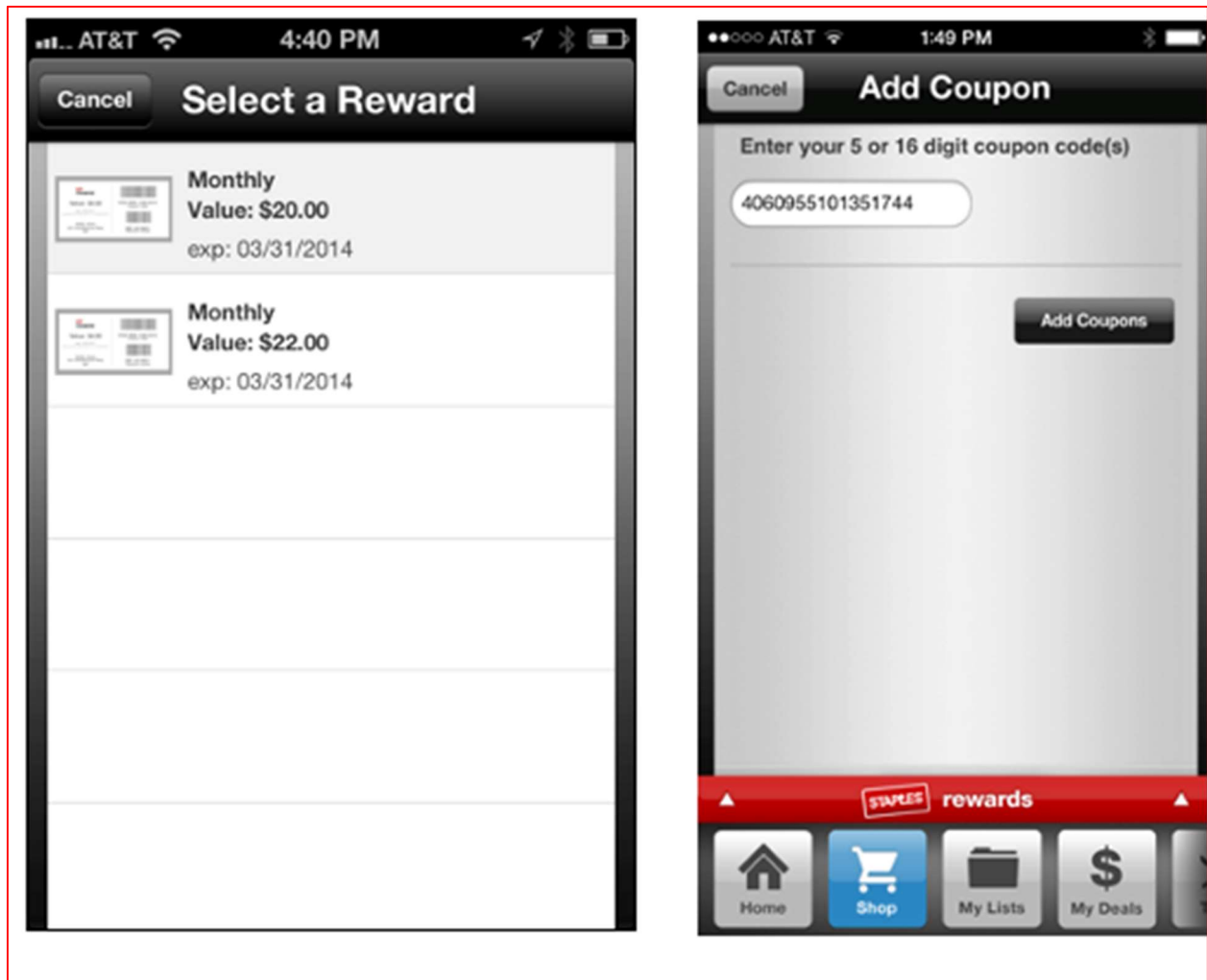
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2.8 ★
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See e.g., screenshots of the Staples iOS and Android Apps and features.

151. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of storing the at least one negotiable economic credit in a memory of the hand held device.

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App Store Preview

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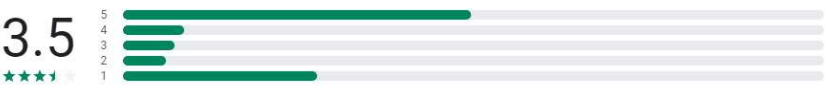
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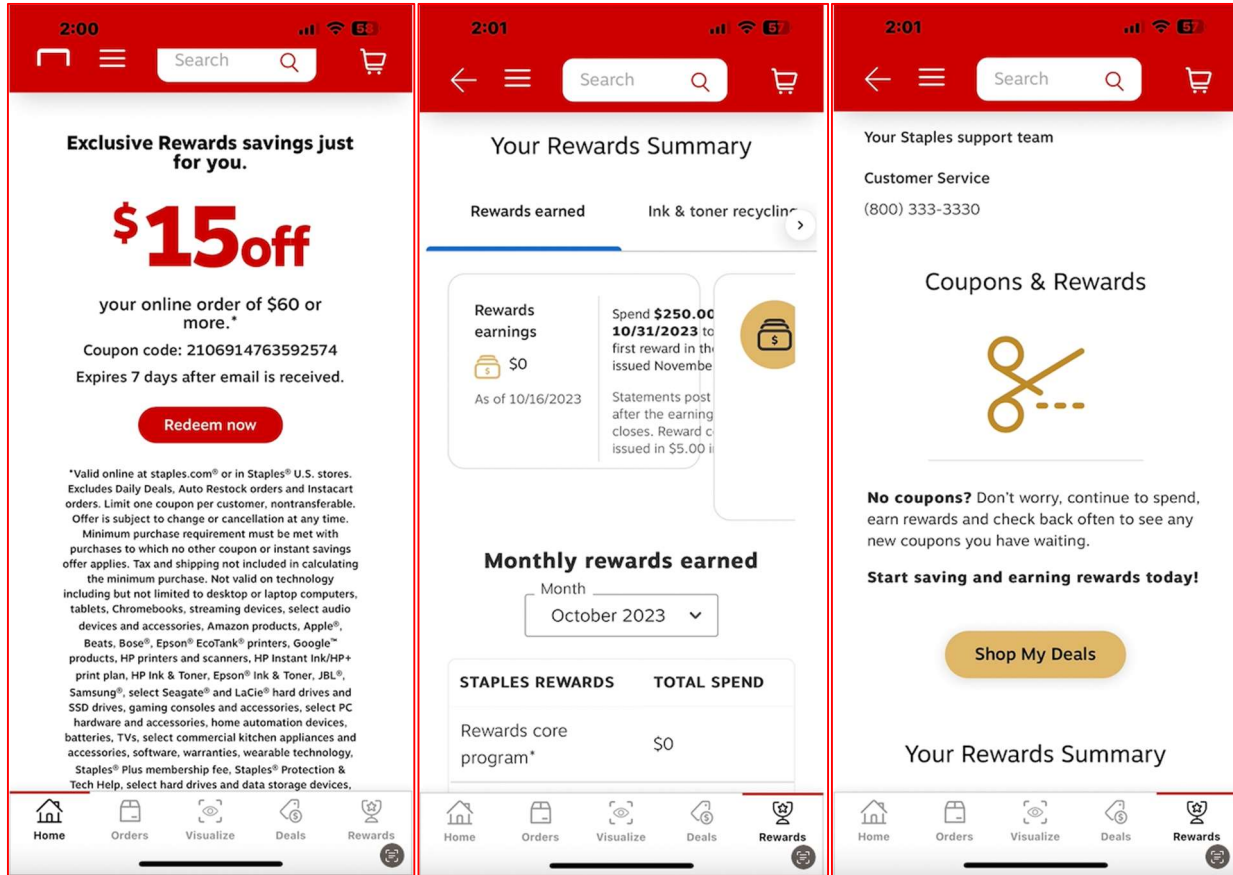
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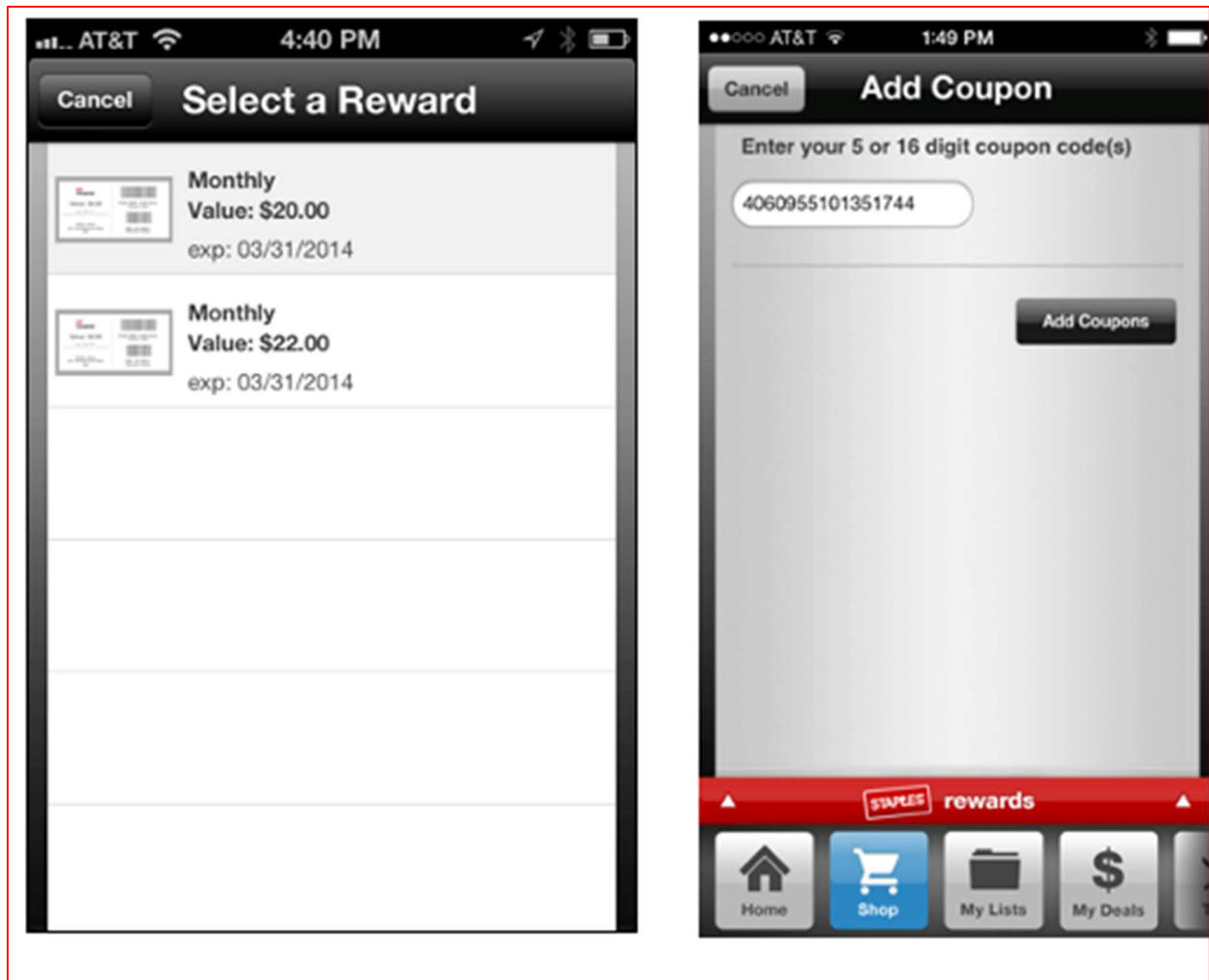
No information available

Ratings and reviews → Ratings and reviews are verified

3.5
★★★★☆
5.94K reviews







See e.g., screenshots of the Staples iOS and Android Apps and features.

152. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of retrieving the at least one negotiable economic credit from the memory of the hand held device.

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App Store Preview

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Staples: Home, Office Shopping 4.7

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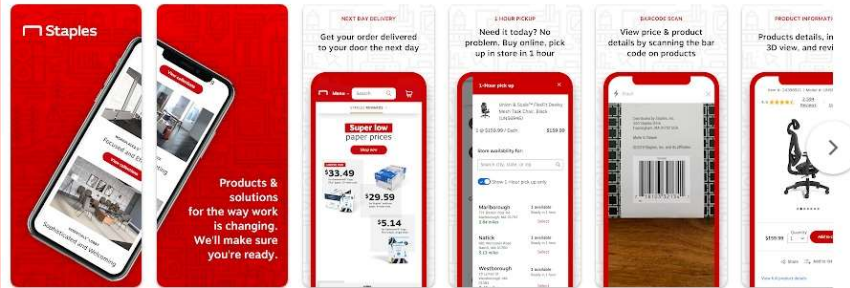
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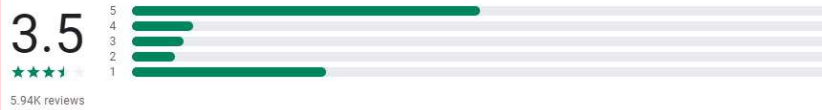
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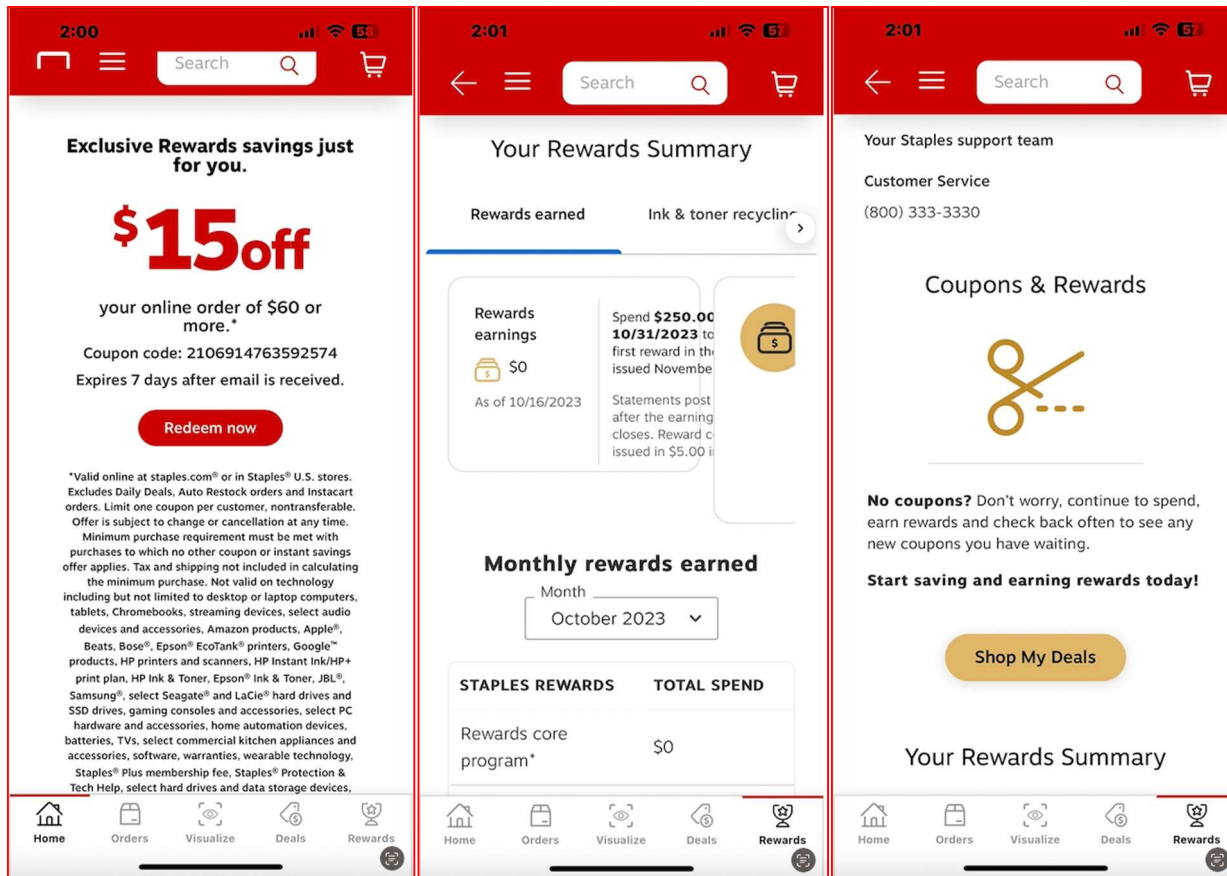
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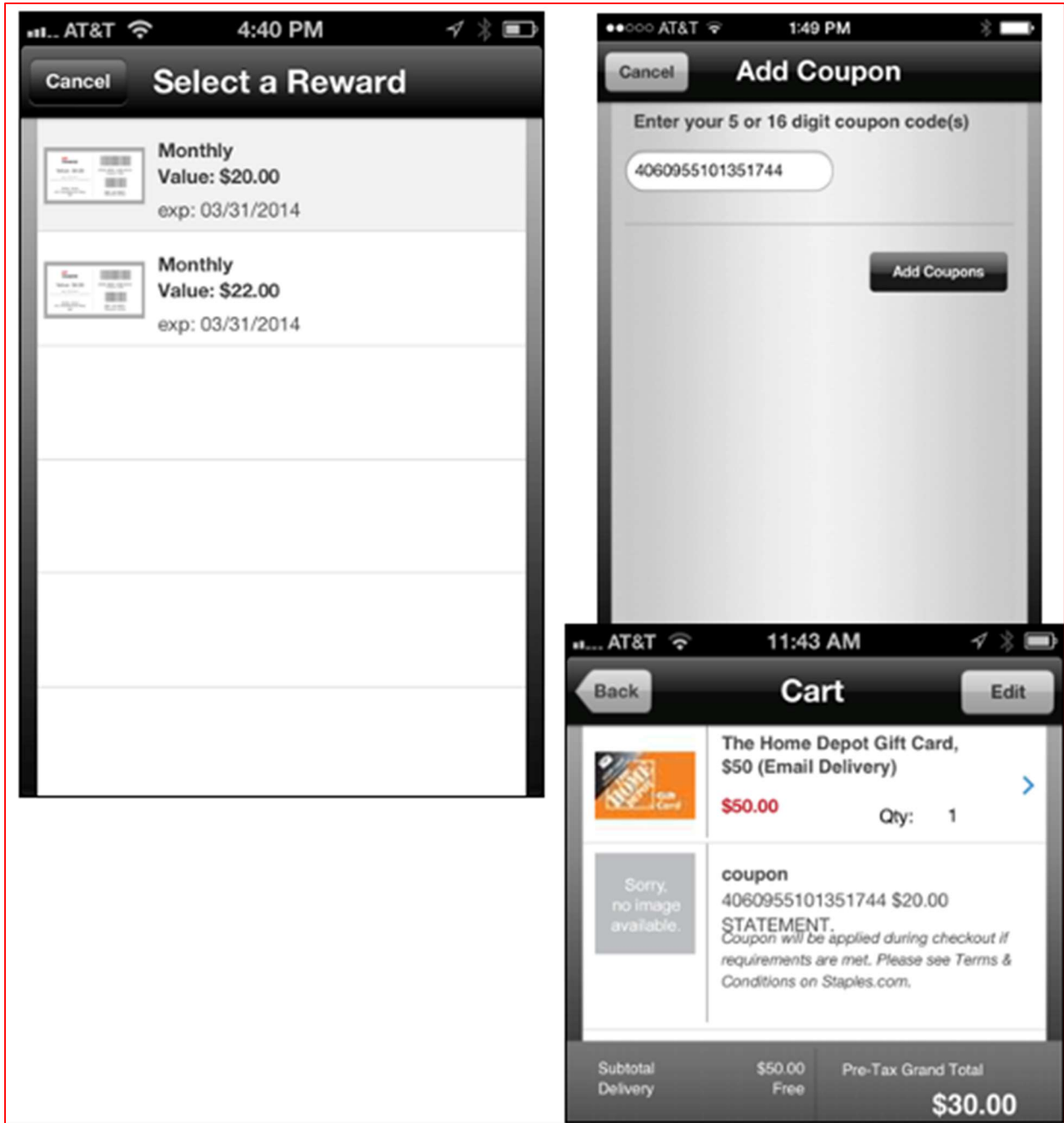
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See e.g., screenshots of the Staples iOS and Android Apps and features.

153. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of sending the at least one negotiable economic credit using the hand held device.

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App Store Preview

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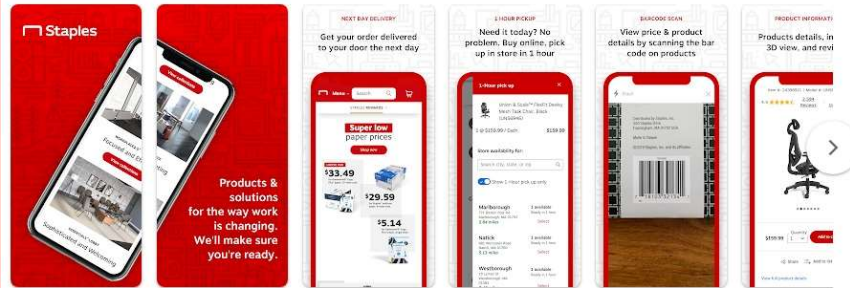
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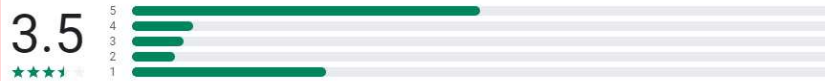
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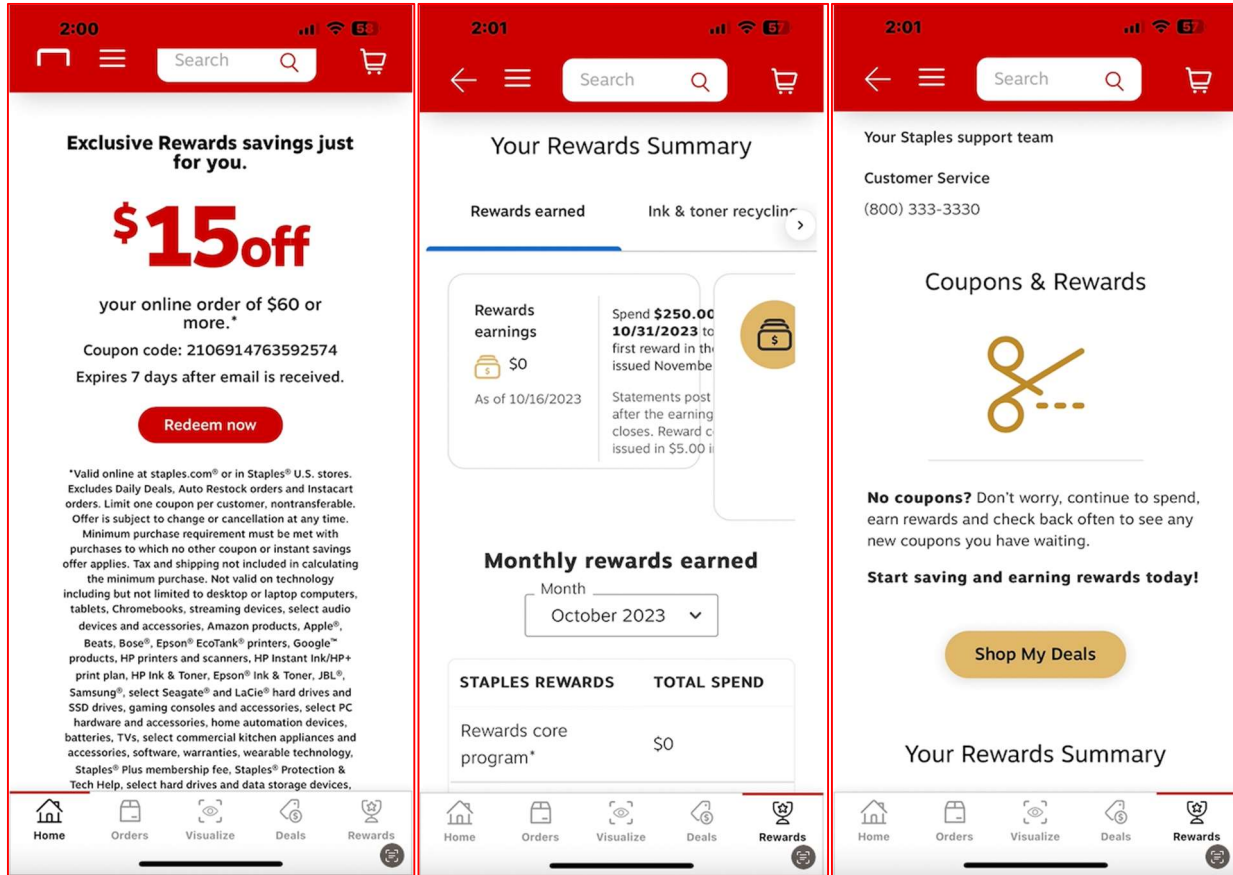
Developer contact ▾

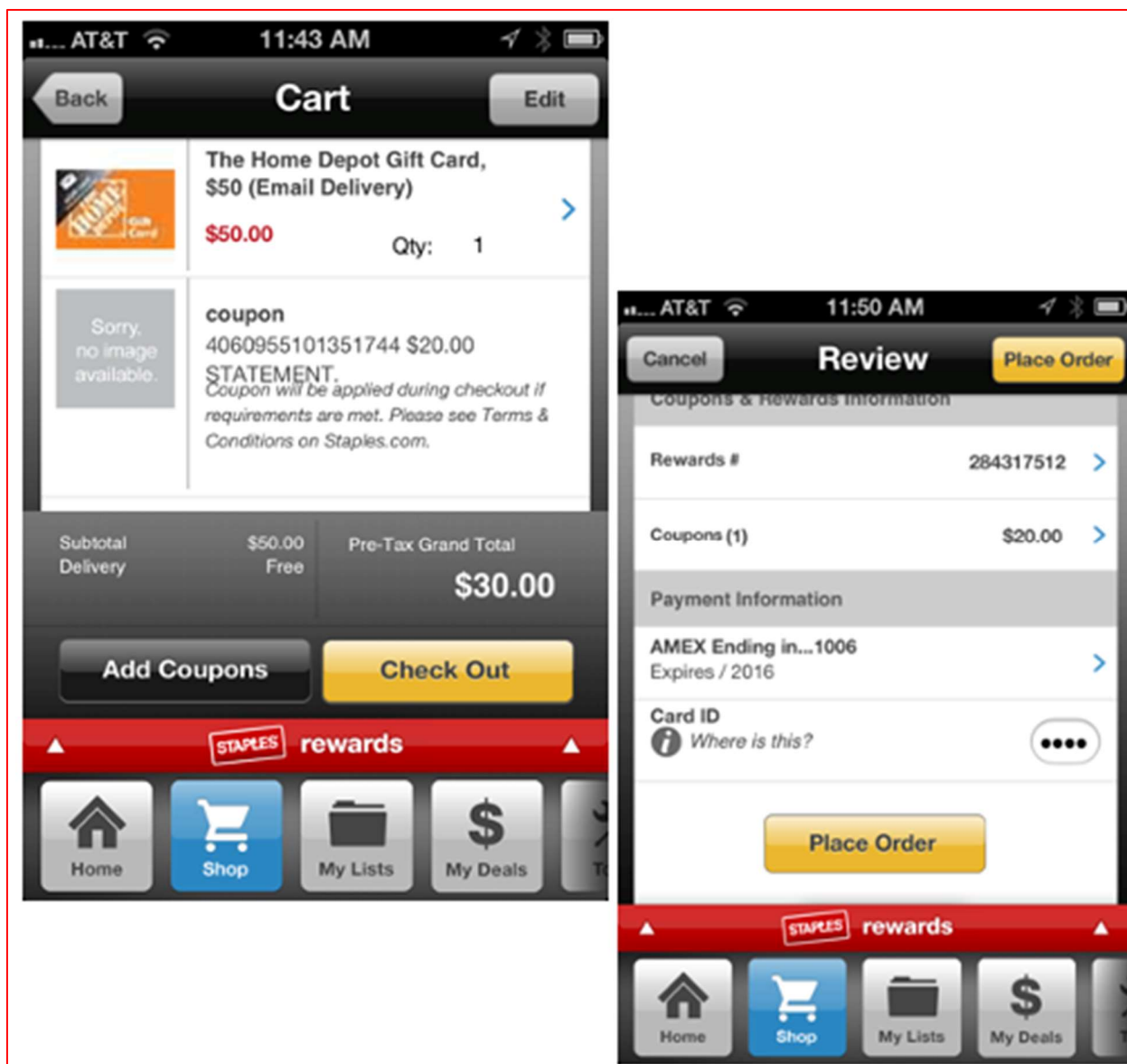
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More by Staples, Inc. →

- Staples Advantage
Staples, Inc.
2.8 ★
- Staples Reorder
Staples, Inc.






See e.g., screenshots of the Staples iOS and Android Apps and features.

154. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of after sending the at least one negotiable economic credit, receiving, at the hand held device, a message indicating a negotiable economic credit was utilized.

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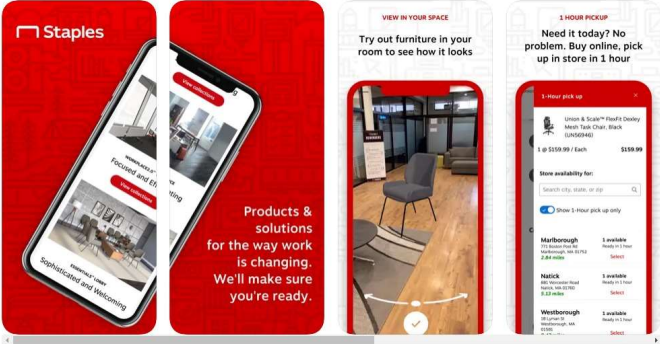
App Store Preview

This app is available only on the App Store for iPhone and iPad.



Staples: Home, Office Shopping 4.5
 Staples, Inc.
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- Get instant access to our daily deals right from the home screen.
- Buy Online and Pick Up In-Store. Order and pay in the App and pick up in store within 2 hours. Same day pick up is available on all your favorite home/office supplies and school supplies.
- Use the barcode scanner to check prices and use our easy reorder features.
- Use the Orders Screen to get updates on recently placed orders and stay informed on order status and delivery times. Track your shipment every step of the way. View past orders with the Order History screen for quick reordering.
- Our new Lists Screen is an easy way to stay organized and make re-ordering a snap. Log in and create a new list or view a previous list.
- Personalize your shopping experience with TouchID and store multiple payment methods, address profiles, and more. Look for special in-app offers and use enhanced search to quickly find and order everything you need.
- Sign up for the Staples Rewards Program for exclusive offers, free delivery, and support. Already a member? Link your existing account and get notifications when your Staples Rewards become available. Track rewards earned from spending and ink recycling and view your rewards balance. Redeem rewards for more discounts. Shopping in the store? Scan your Rewards number using the Staples app and earn or use rewards - no card necessary!

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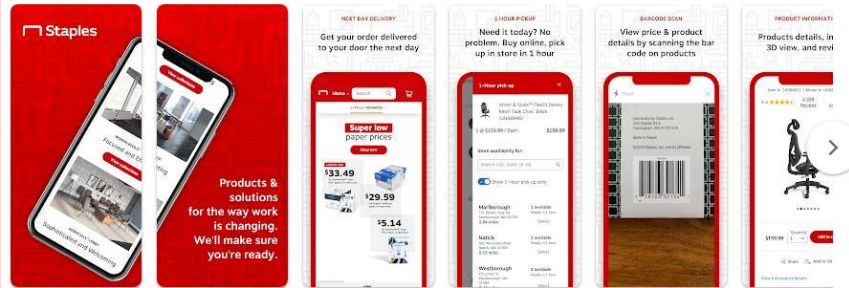
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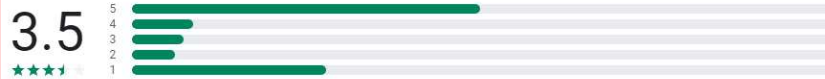
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Ratings and reviews →

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5.94K reviews

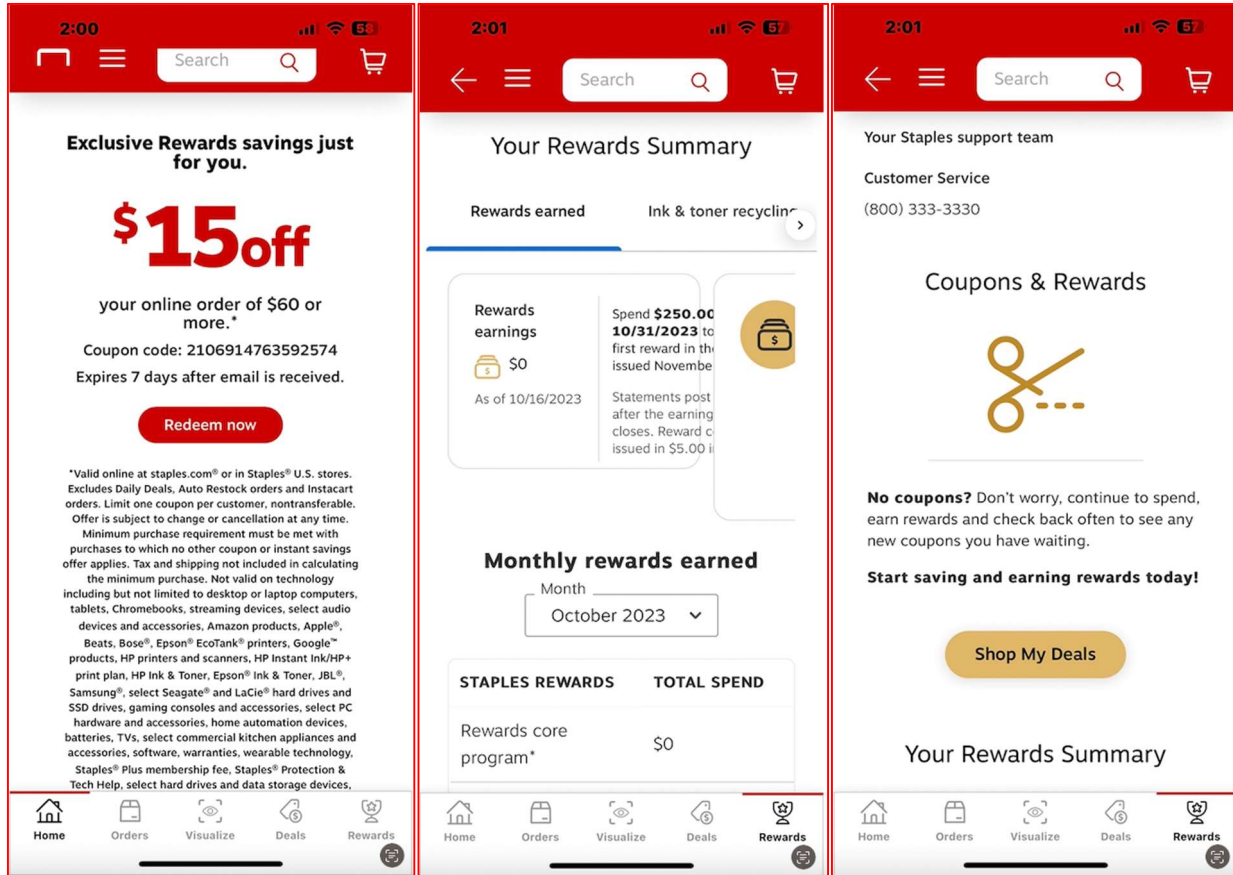
Developer contact ▾

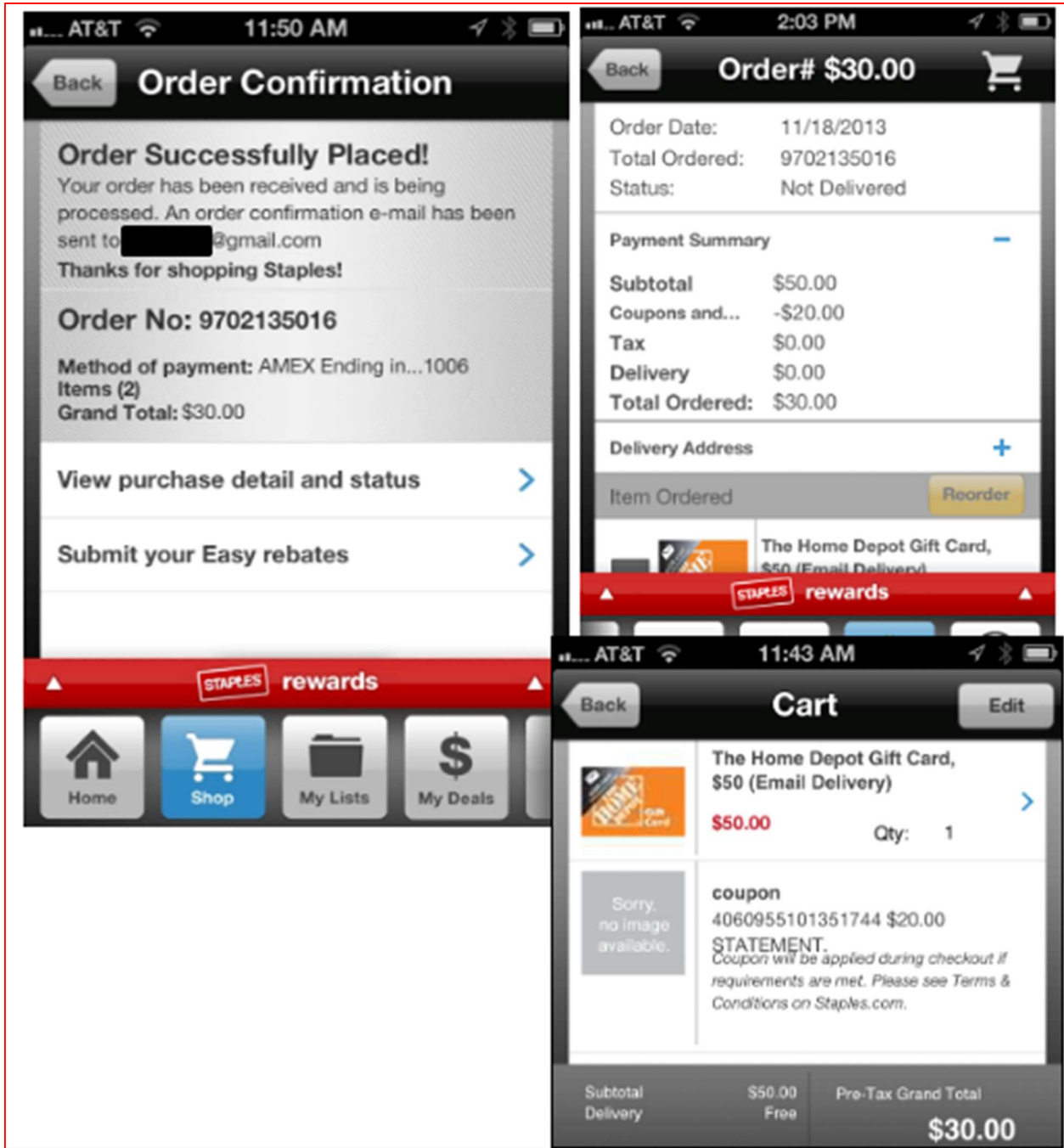
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More by Staples, Inc. →

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Staples, Inc.
2.8 ★
- Staples Reorder
Staples, Inc.





See e.g., screenshots of the Staples iOS and Android Apps and features.

155. On information and belief, Staples directly infringed at least claim 22 of the '519 patent and is in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and

making, using, selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

156. Advanced Transactions has been damaged by Staples' infringement and suffered damages as a result of this infringement.

Count VII - Infringement of United States Patent No. 9,747,608

157. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

158. On information and belief, Staples (or those acting on its behalf) (i) makes, uses, sells, imports and/or offers to sell the Staples Marketing Products, and Services; (ii) makes, uses, sells, sells access to, imports, offers to sell and/or offers to sell access to the Staples Marketing System; and (iii) induces its customers to use the Staples Marketing Products and Services and the Staples Marketing System, in the United States that infringe (literally and/or under the doctrine of equivalents) at least claim 10 of the '608 patent.

159. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of an electronic, portable device, (*e.g.*, a smartphone with the Staples App installed) transmitting via a network connection, (*e.g.*, a cellular network connection, a Staples in-store WIFI connection, etc.) to a computer system, (*e.g.*, a Staples server) a request for issuing a data structure corresponding to an account associated with the electronic, portable device.

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App Store Preview

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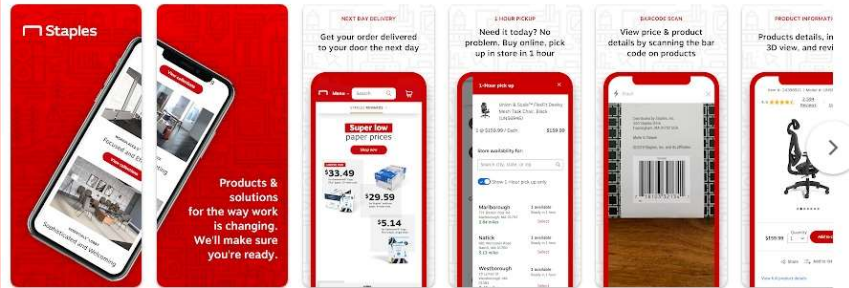
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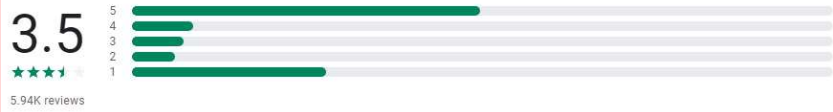
Data safety

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No information available

Ratings and reviews →

Ratings and reviews are verified



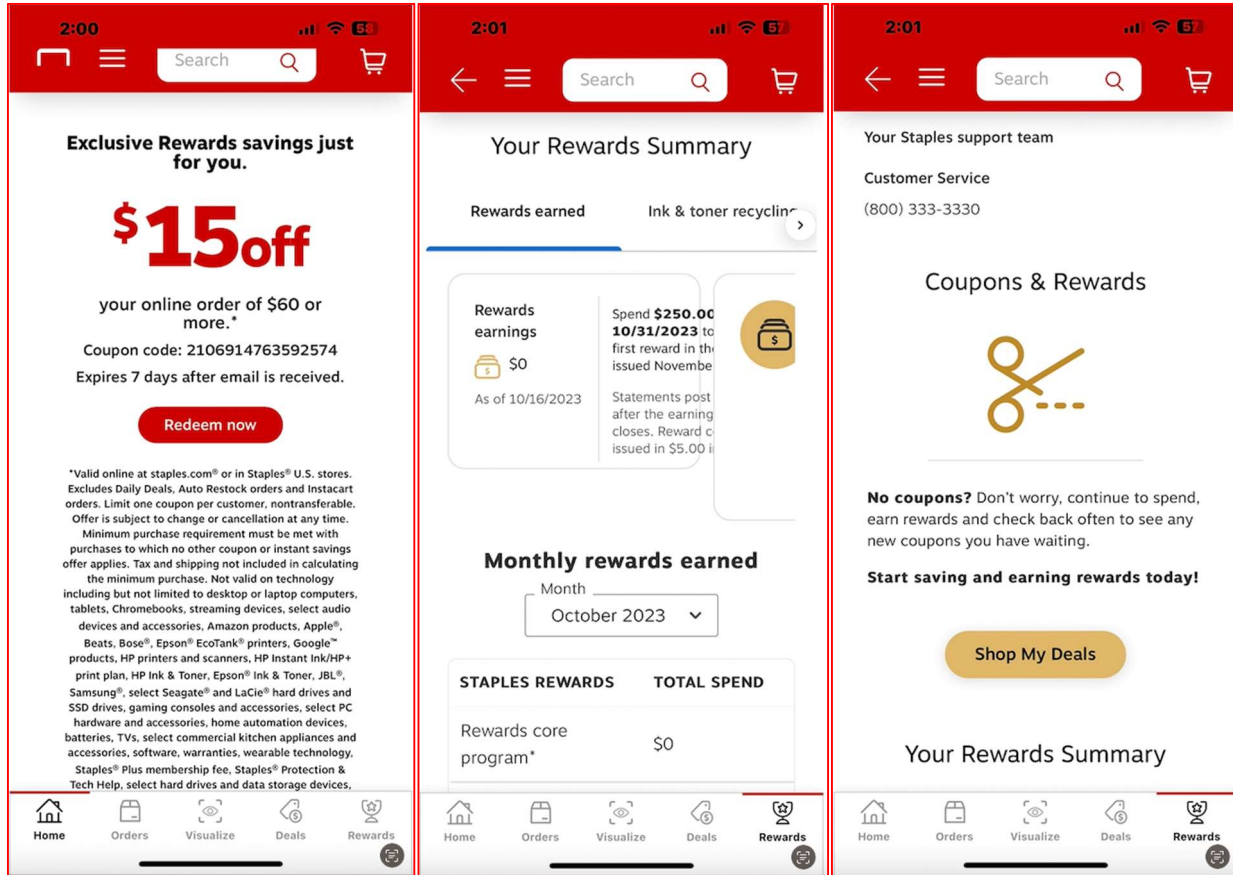
Developer contact ▾

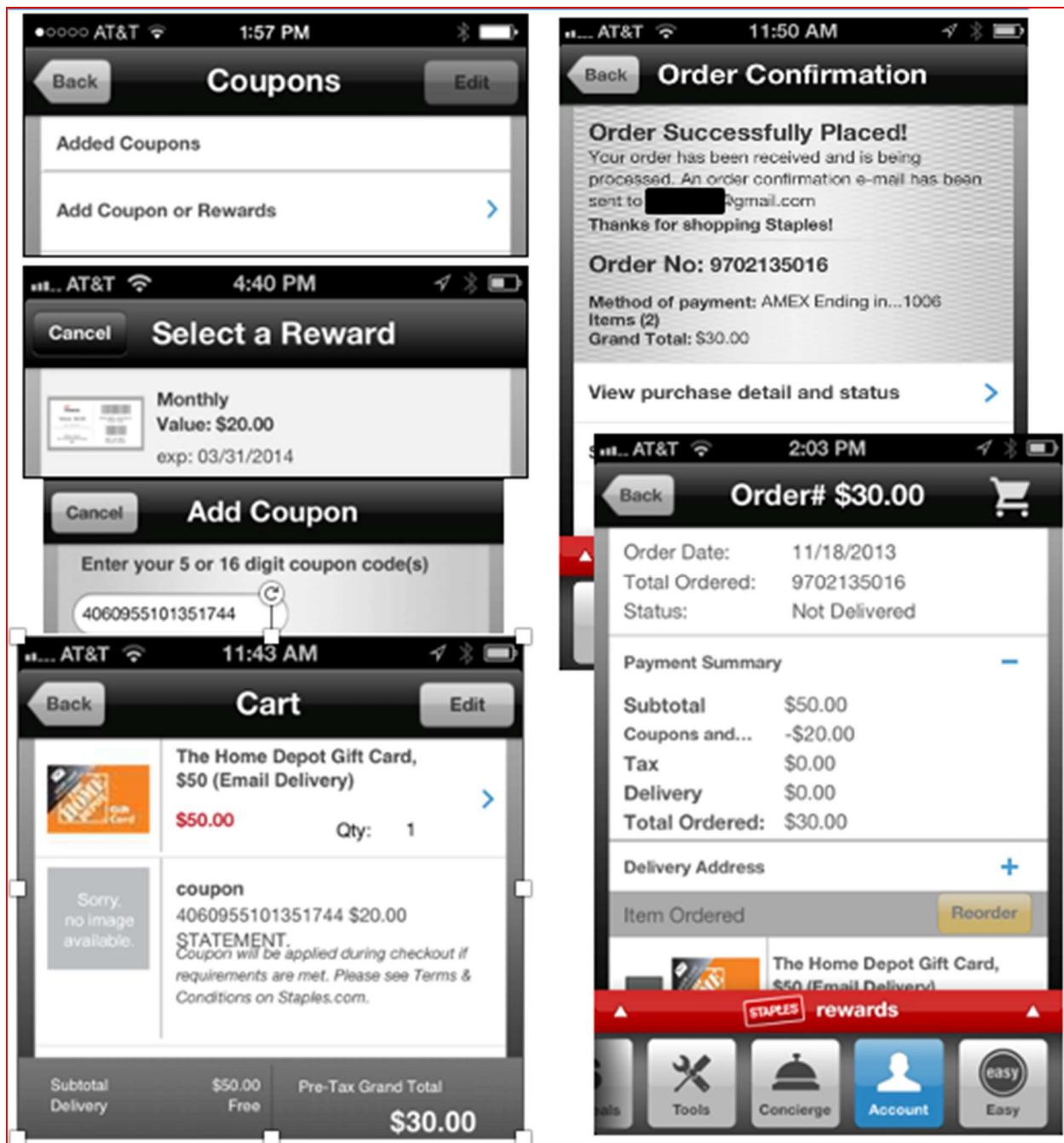
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Adore Me
3.9 ★
- Office Depot®- Rewards & Deals
Office Depot LLC.
4.4 ★
- The Fresh Market
The Fresh Market
4.0 ★

More by Staples, Inc. →

- Staples Advantage
Staples, Inc.
2.8 ★
- Staples Reorder
Staples, Inc.

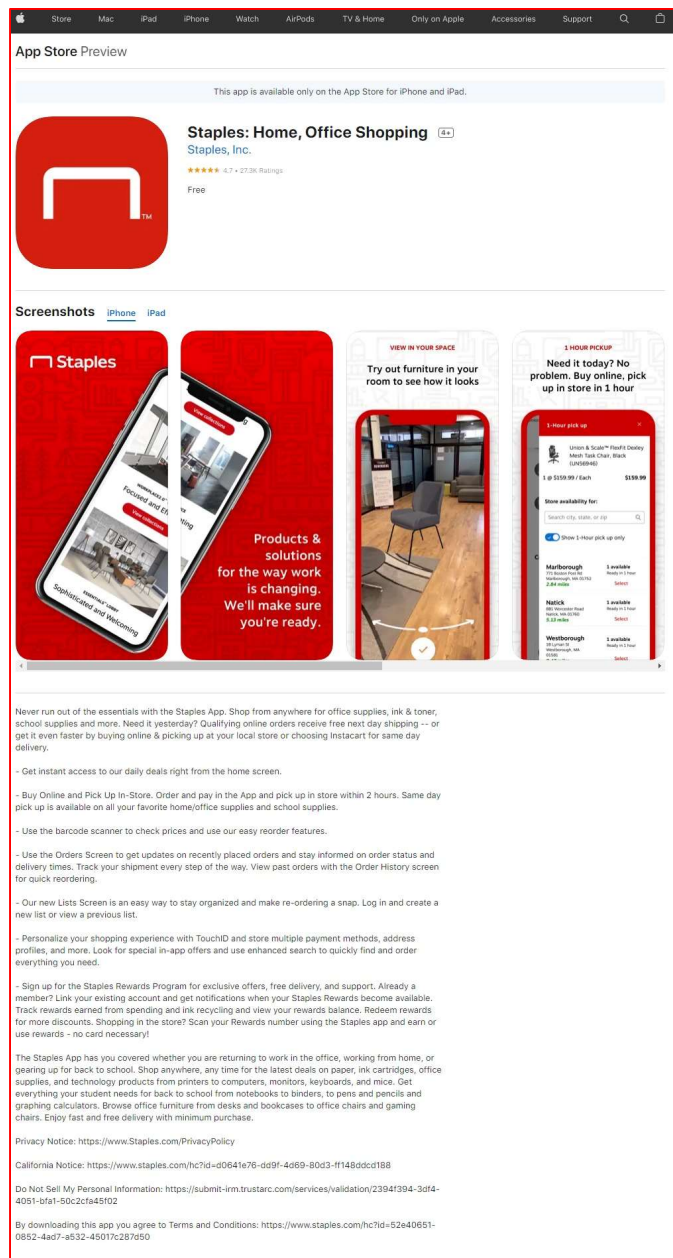




See e.g., screenshots of the Staples iOS and Android Apps and features.

160. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of in response to the request, receiving, by the electronic, portable device, via the network connection,

the data structure, wherein the data structure encodes information indicative of a particular item of negotiable economic credit (e.g., Staples Coupons, Staples Rewards, Staples Payment Wallet, Staples Gift Cards, etc.) through a wireless hand held device, (e.g., a smart phone with the Staples App installed) and further includes authentication information usable to authenticate the particular item of negotiable economic credit.



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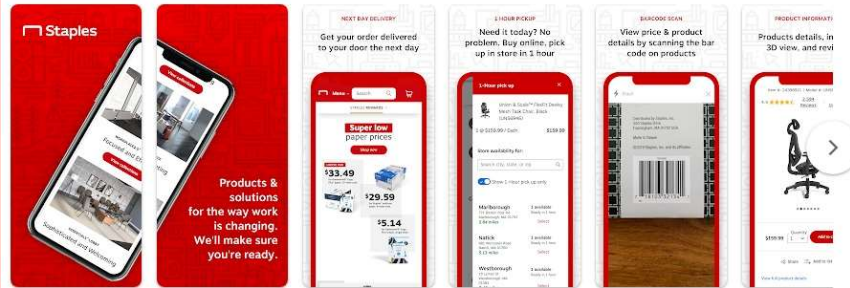
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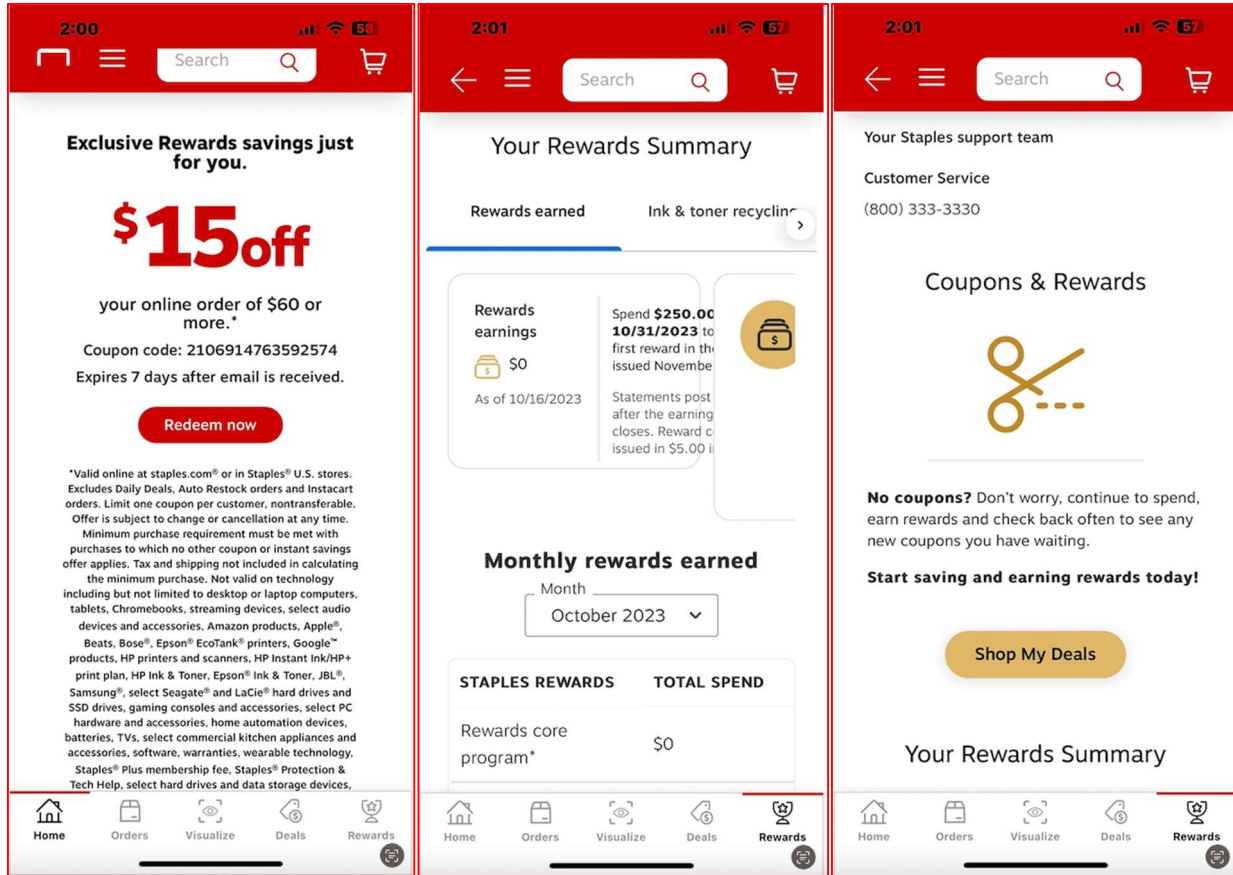
No information available

Ratings and reviews

Ratings and reviews are verified



3.5
★★★★☆
5.94K reviews




See e.g., screenshots of the Staples iOS and Android Apps and features.

161. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of detecting, by the electronic, portable device, that a transaction has been initiated by a user for the electronic, portable device.

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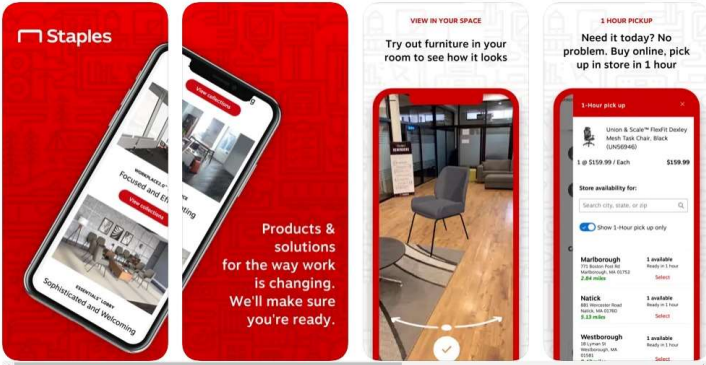
App Store Preview

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Screenshots iPhone iPad



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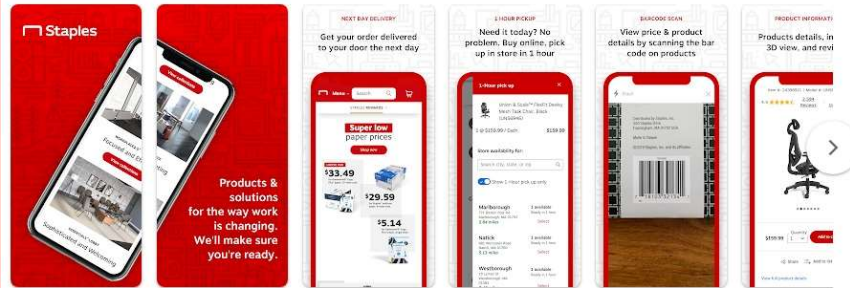
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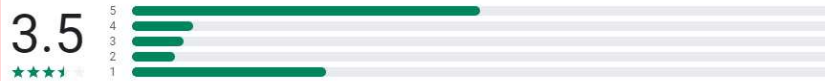
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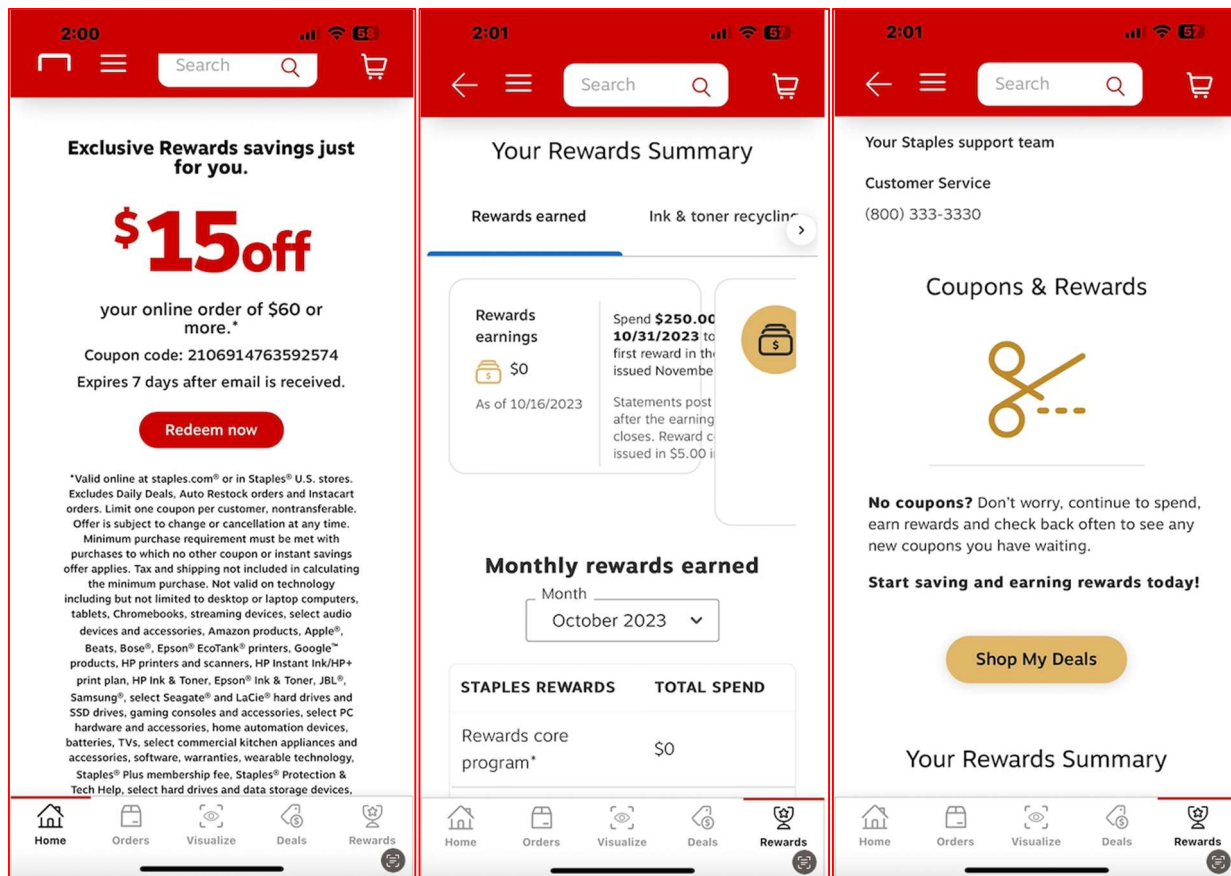
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- Staples Reorder**
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See e.g., screenshots of the Staples iOS and Android Apps and features.

162. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of in response to the detecting, the electronic, portable device transmitting, via the network connection, the information indicative of the particular item of negotiable economic credit and the authentication information to a point-of-sale (POS) device, (e.g., a point-of-sale device located in an Staples retail store location) and instructing the POS device to apply the particular item of negotiable economic credit to the transaction, wherein the POS device is one of a plurality of POS devices located in different establishments.

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App Store Preview

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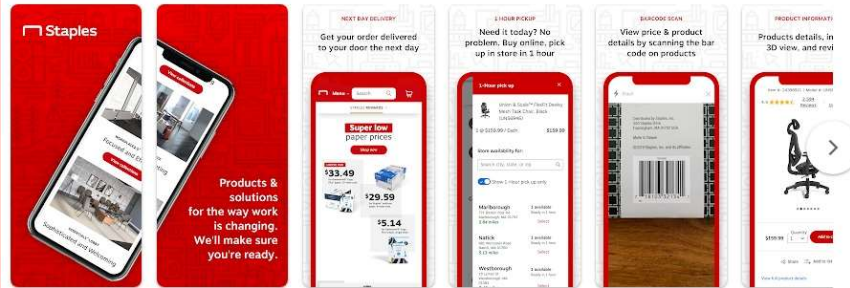
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No information available

Ratings and reviews →

Ratings and reviews are verified



5.94K reviews

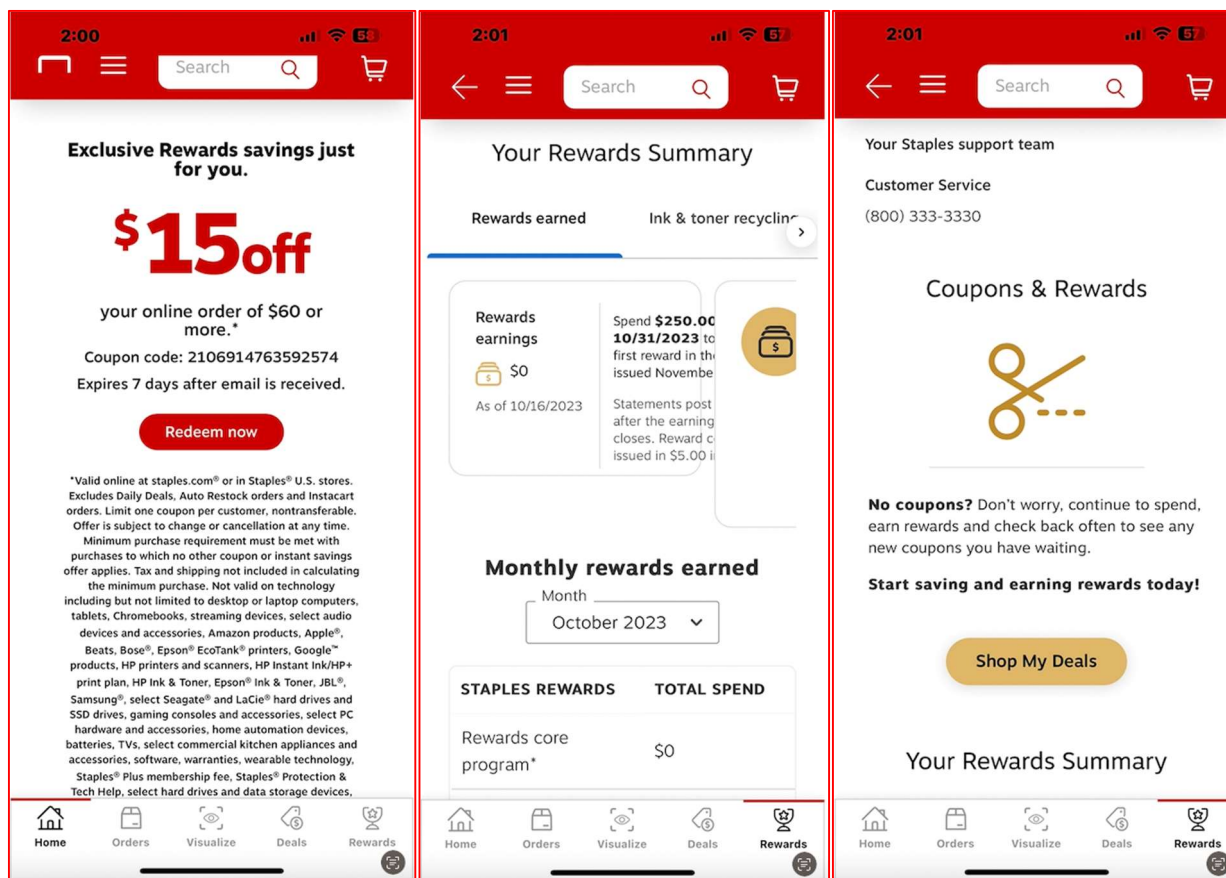
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2.8 ★
- Staples Reorder**
Staples, Inc.



See e.g., screenshots of the Staples iOS and Android Apps and features.

163. On information and belief, Staples directly infringes at least claim 10 of the '608 patent and is in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and making, using, selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

164. On information and belief, Staples has been on notice of the '608 patent since at least as early as the June 2022 Notice Letter to Staples concerning its infringement of the Patents-in-Suit.

165. On information and belief, at least since the June 2022 Notice Letter, Staples knowingly encouraged and continues to encourage, its customers to directly infringe one or more claims of the '608 patent, including by Staples actions that include, without limitation, instructing and encouraging its customers to use the Staples' iOS and Android Apps, including but not limited to the examples of such materials cited above.

166. On information and belief, at least since the July 2022 Letter regarding the Patents-in-Suit, Staples knows the acts it induced its customers to take constitute patent infringement and Staples' encouraging acts result in direct infringement of one or more claims of the '608 patent by its customers.

167. On information and belief, Staples instructs and continues to instruct customers to use the Staples Marketing Products and Services including, without limitation, through Staples' website, which provides access to, and support for, the Staples' iOS and Android Apps.

168. On information and belief, Staples' customers directly infringe at least claim 10 of the '608 patent through their use of the Staples Marketing Products and Services.

169. On information and belief, Staples is in violation of 35 U.S.C. § 271(b) and has been, at least since its June 2022 knowledge of the '608 patent, indirectly infringing and continues to indirectly infringe at least claim 10 of the '608 patent by knowingly and specifically intending to induce infringement by others (including, without limitation, Staples' customers) and possessing specific intent to encourage infringement

by Staples' users of the iOS and Android Apps. The components of Staples' Marketing Products and Services, including its iOS and Android Apps, are specifically configured to function in accordance with the '608 patent claims and are material parts of the invention.

170. Staples direct and indirect infringement has damaged Advanced Transactions and caused it to suffer and continue to suffer irreparable harm and damages.

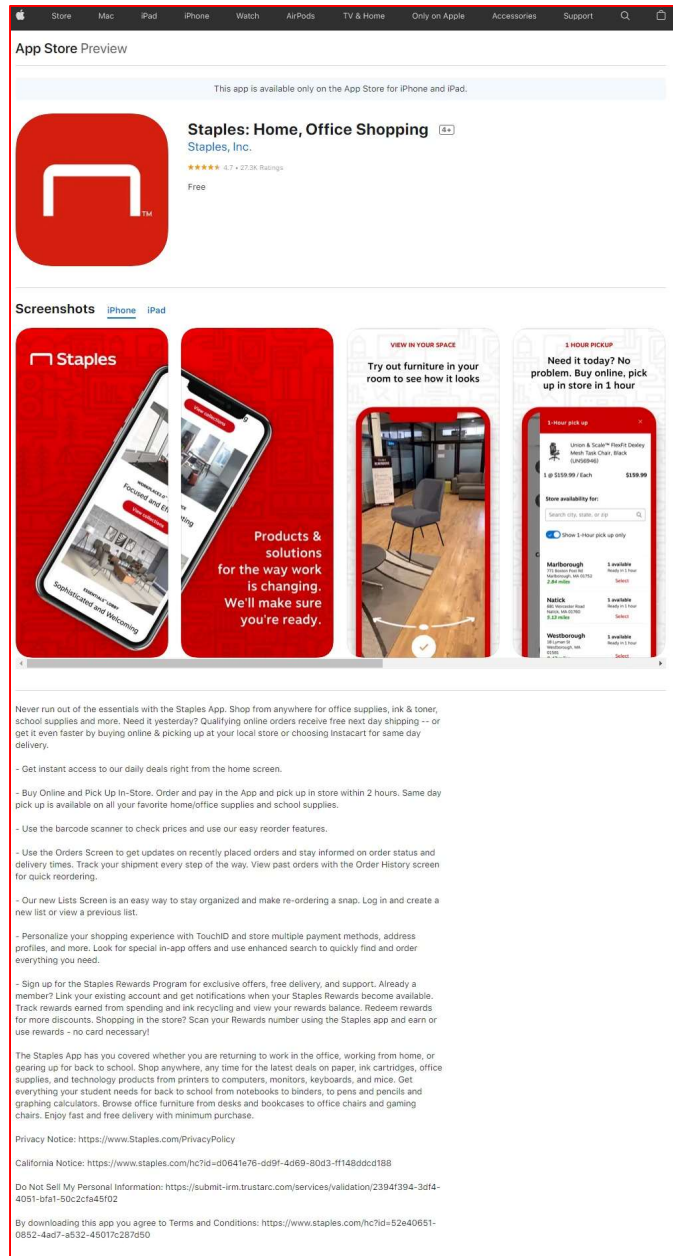
Count VIII - Infringement of United States Patent No. 10,783,529

171. Advanced Transactions repeats, realleges, and incorporates by reference, as if fully set forth here, the allegations of the preceding paragraphs above.

172. On information and belief, Staples (or those acting on its behalf) made, used, sold, imported and/or offered to sell the Staples Marketing Products, and Services; and made, used, sold, sold access to, imported, offered to sell and/or offered to sell access to the Staples Marketing System in the United States that infringe (literally and/or under the doctrine of equivalents) at least claim 8 of the '529 patent.

173. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of storing, by an electronic, portable device, (*e.g.*, a smartphone with the Staples App installed) a data structure, wherein the data structure encodes information indicative of a particular item of negotiable economic credit (*e.g.*, Staples Coupons, Staples Rewards, Staples Payment Wallet, Staples Gift Cards, etc.) through a wireless hand held device, (*e.g.*, a smart

phone with the Staples App installed) and further includes authentication information usable to authenticate the particular item of negotiable economic credit.



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Staples, Inc.

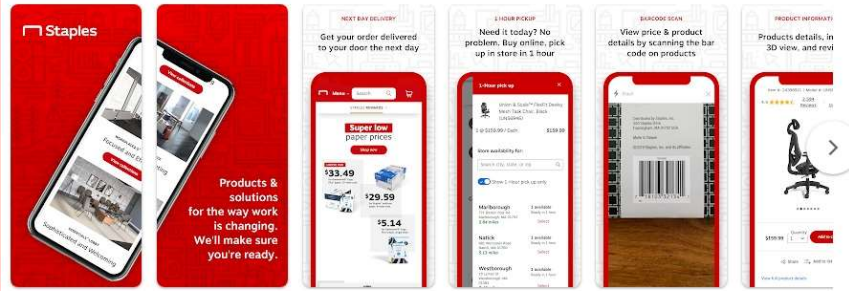
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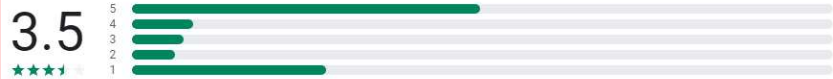
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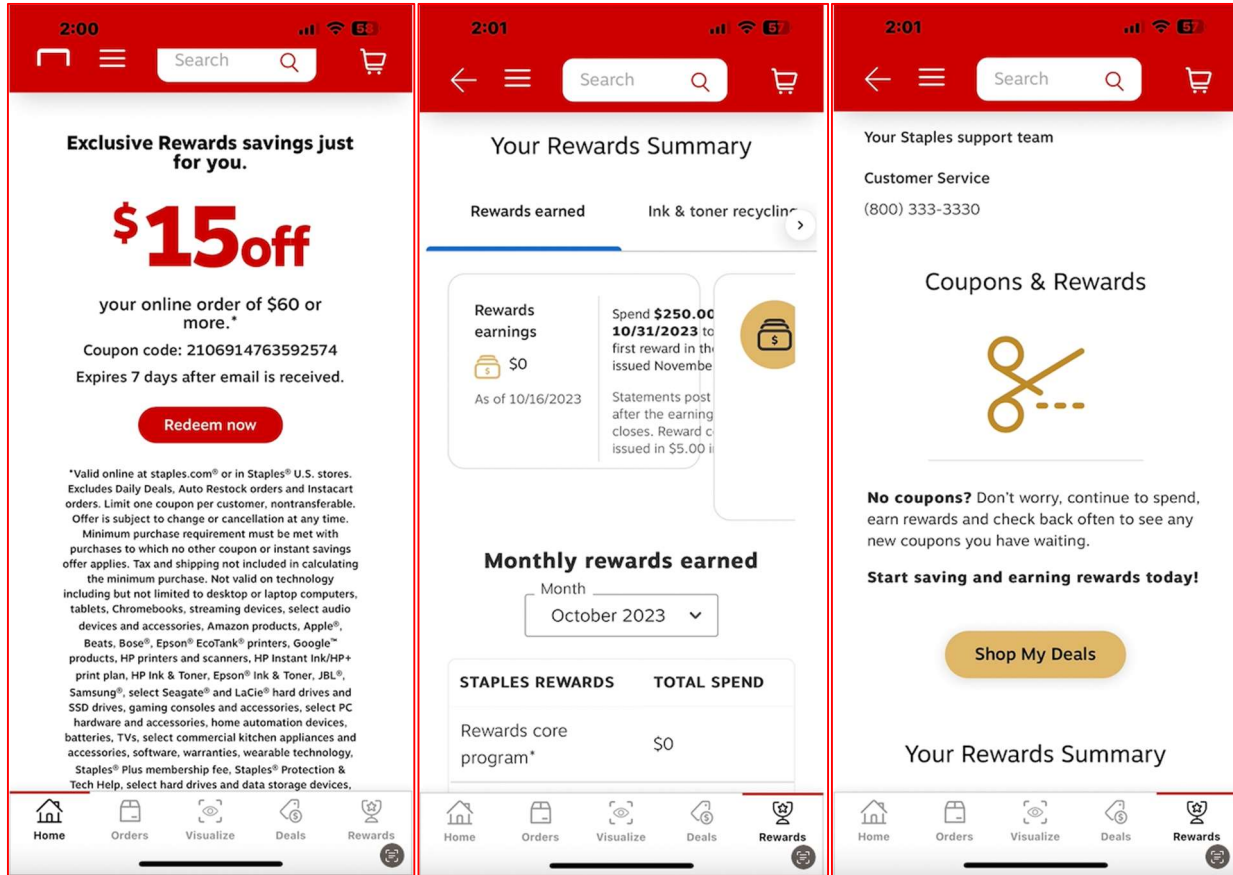
Developer contact ▾

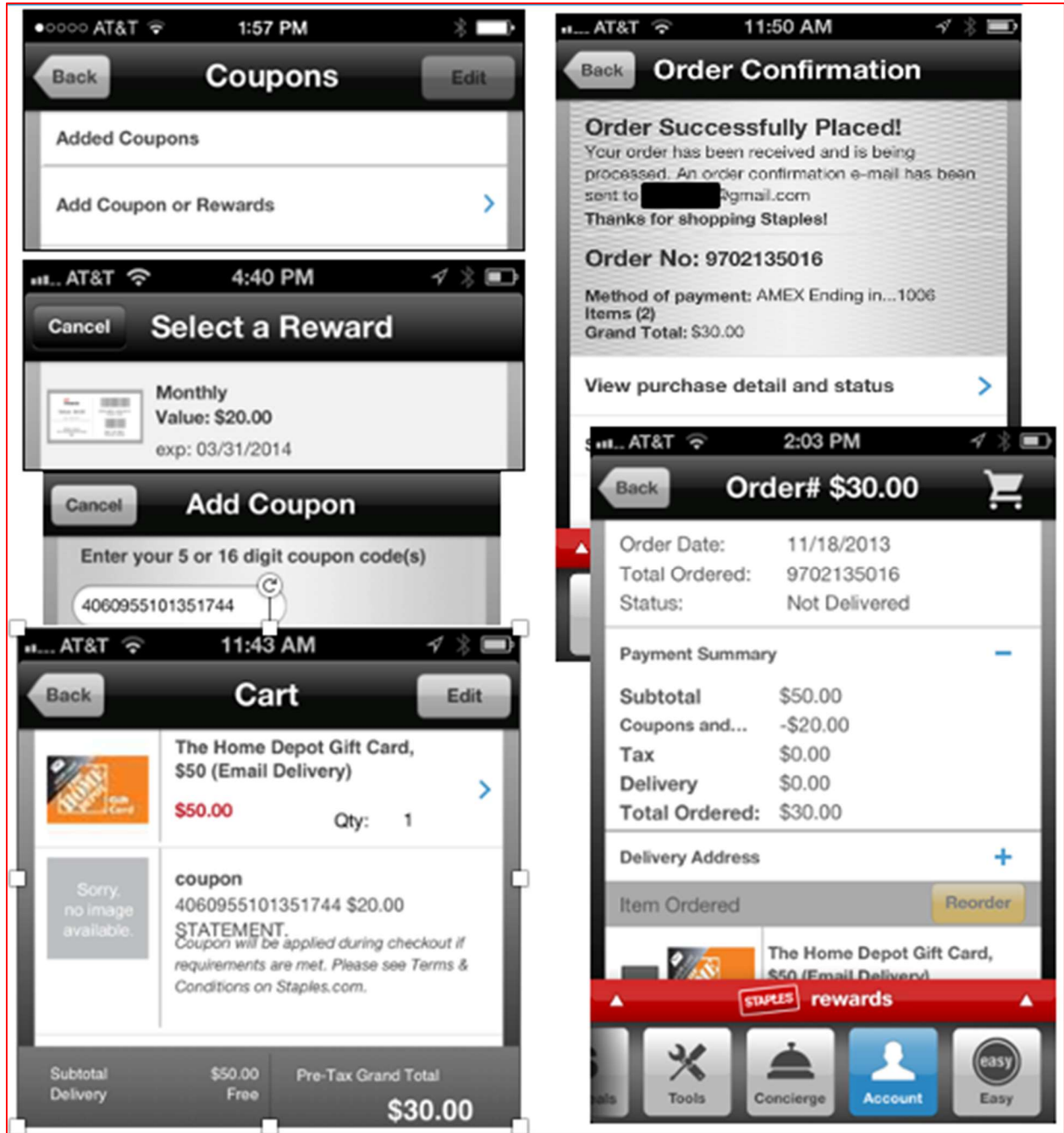
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More by Staples, Inc. →

- Staples Advantage**
Staples, Inc.
2.8 ★
- Staples Reorder**
Staples, Inc.





See e.g., screenshots of the Staples iOS and Android Apps and features.

174. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of detecting, by

the electronic, portable device, that a transaction has been initiated by a user of the electronic, portable device.

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App Store Preview

This app is available only on the App Store for iPhone and iPad.

Staples: Home, Office Shopping

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- Use the Orders Screen to get updates on recently placed orders and stay informed on order status and delivery times. Track your shipment every step of the way. View past orders with the Order History screen for quick reordering.
- Our new Lists Screen is an easy way to stay organized and make re-ordering a snap. Log in and create a new list or view a previous list.
- Personalize your shopping experience with TouchID and store multiple payment methods, address profiles, and more. Look for special in-app offers and use enhanced search to quickly find and order everything you need.
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Staples, Inc.

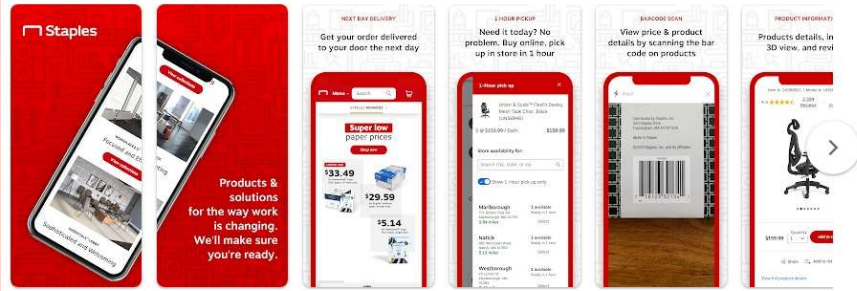
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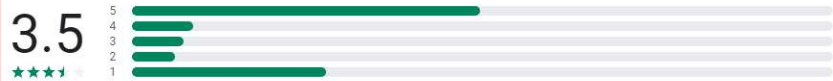
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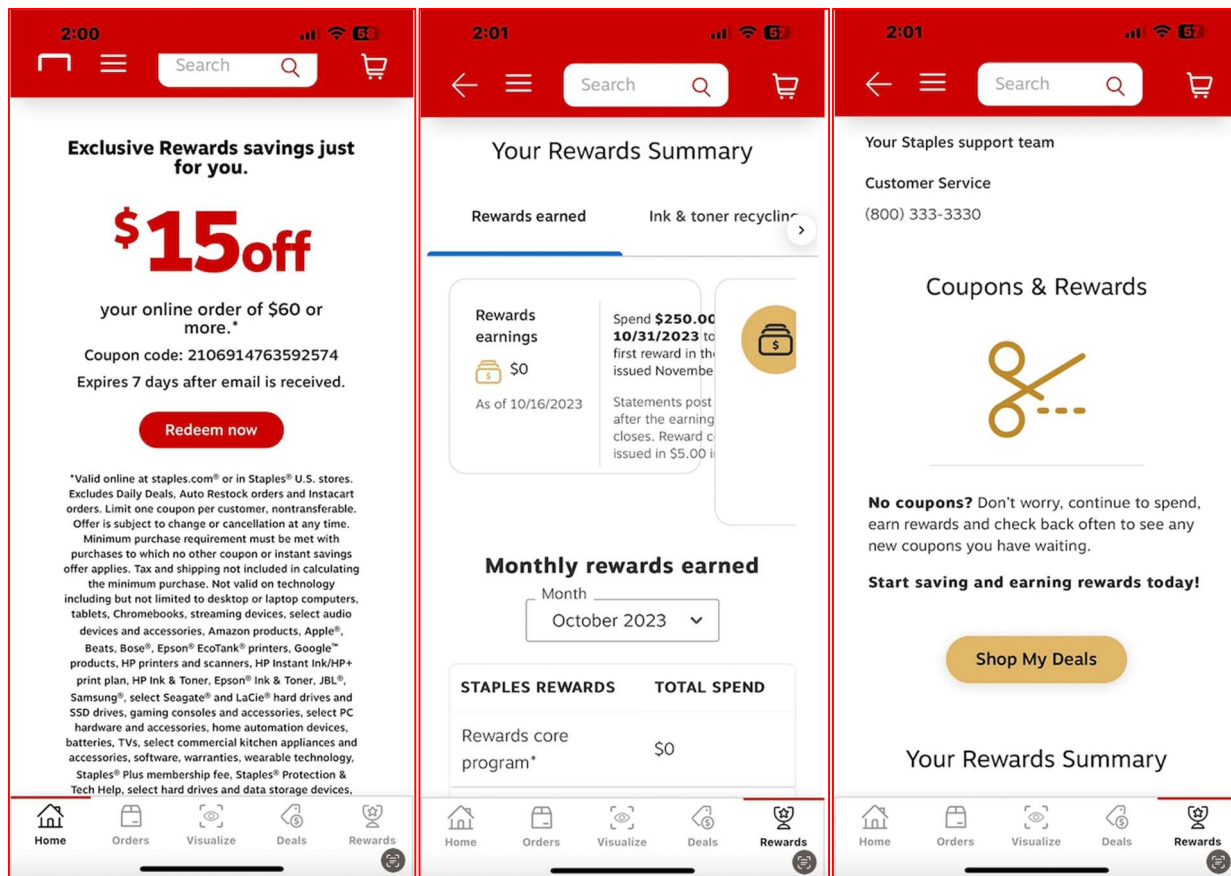
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Staples, Inc.




See e.g., screenshots of the Staples iOS and Android Apps and features.


175. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of in response to the detecting, the electronic, portable device transmitting the information indicative of the particular item of negotiable economic credit and the authentication information to a point-of-sale (POS) device, and instructing the POS device to apply the particular item of negotiable economic credit to the transaction such that a discount associated with the transaction is received by the user of the electronic, portable device.

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App Store Preview

This app is available only on the App Store for iPhone and iPad.



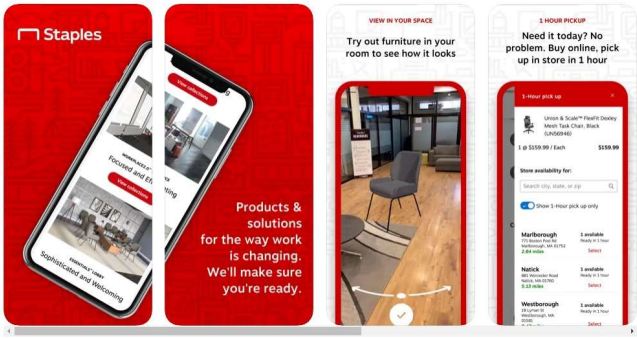
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- Our new Lists Screen is an easy way to stay organized and make re-ordering a snap. Log In and create a new list or view a previous list.
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- Sign up for the Staples Rewards Program for exclusive offers, free delivery, and support. Already a member? Link your existing account and get notifications when your Staples Rewards become available. Track rewards earned from spending and ink recycling and view your rewards balance. Redeem rewards for more discounts. Shopping in the store? Scan your Rewards number using the Staples app and earn or use rewards - no card necessary!

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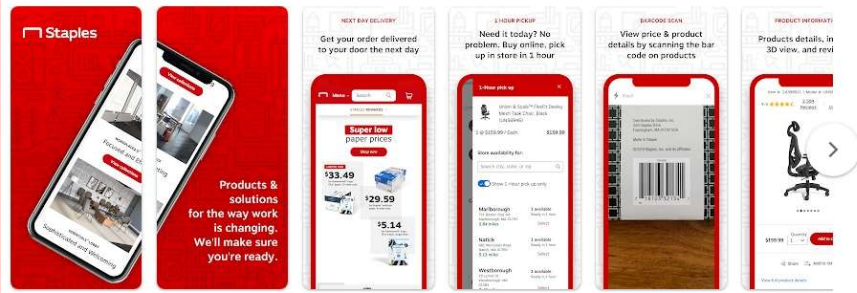
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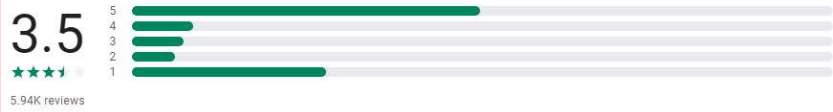
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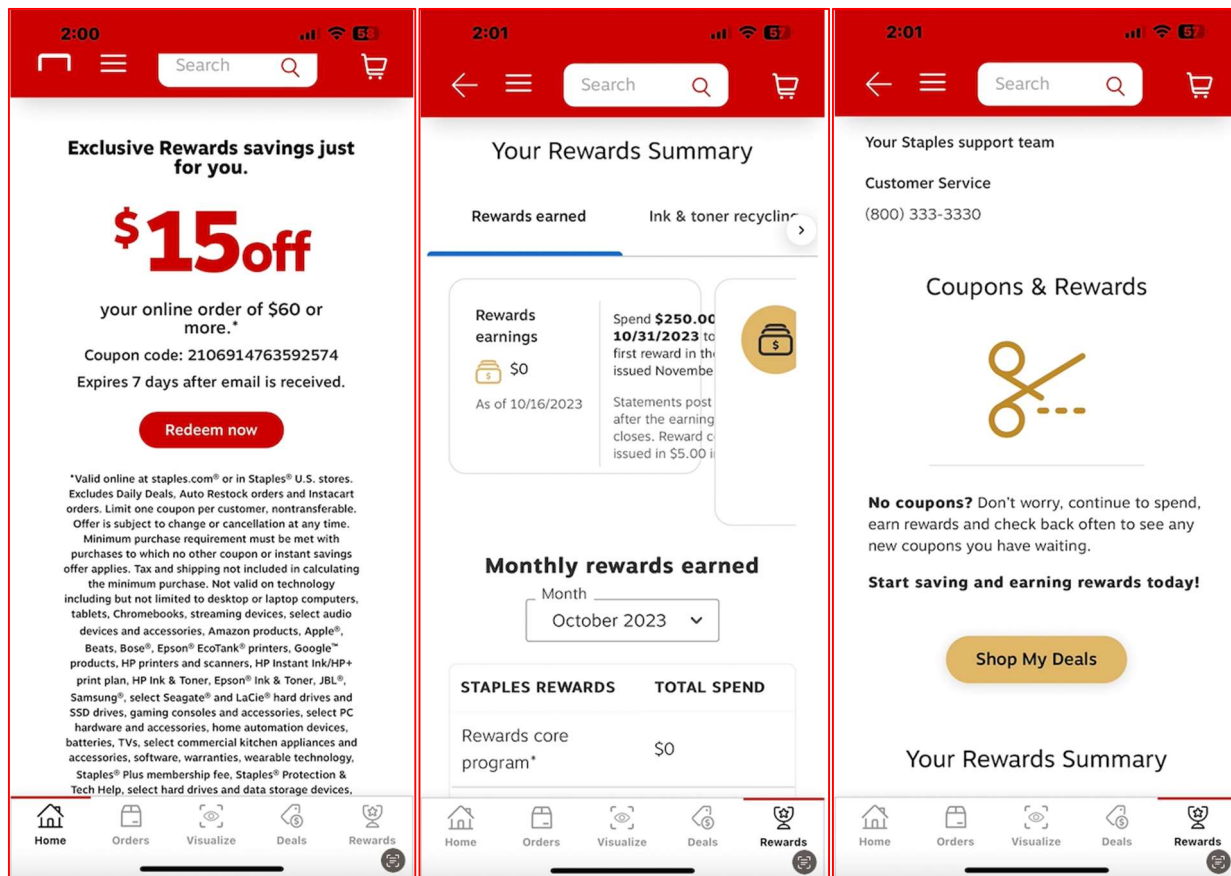
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Staples, Inc.



See e.g., screenshots of the Staples iOS and Android Apps and features.

176. On information and belief, one or more components of the Staples Marketing System employs and provides a method comprising the step of receiving, by the electronic, portable device, a message indicating that the particular item of negotiable economic credit has been authenticated by the POS device and applied to the transaction.

177. On information and belief, Staples directly infringed at least claim 8 of the '529 patent in violation of 35 U.S.C. § 271(a) by making, using, selling, importing, and/or offering to sell the Staples Marketing Products and Services; and making, using,

selling, selling access to, importing, offering for sale, and/or offering to sell access to the Staples Marketing System.

178. Advanced Transactions has been damaged by Staples' infringement and suffered damages as a result of this infringement.

JURY DEMANDED

179. Pursuant to Federal Rule of Civil Procedure 38(b), Advanced Transactions hereby requests a trial by jury on all issues so triable.

PRAYER FOR RELIEF

Advanced Transactions respectfully requests this Court to enter judgment in Advanced Transaction's favor and against Staples as follows:

- a. finding that Staples has infringed one or more claims of the '555 patent under 35 U.S.C. § 271(a);
- b. finding that Staples has infringed one or more claims of the '594 patent under 35 U.S.C. § 271(a);
- c. finding that Staples has infringed one or more claims of the '950 patent under 35 U.S.C. § 271(a);
- d. finding that Staples has infringed one or more claims of the '057 patent under 35 U.S.C. §§ 271(a) and (b);
- e. finding that Staples has infringed one or more claims of the '736 patent under 35 U.S.C. § 271(a);
- f. finding that Staples has infringed one or more claims of the '519 patent under 35 U.S.C. §§ 271(a);

- g. finding that Staples has infringed one or more claims of the '608 patent under 35 U.S.C. §§ 271(a) and (b);
- h. finding that Staples has infringed one or more claims of the '529 patent under 35 U.S.C. § 271(a);
- i. awarding Advanced Transactions damages under 35 U.S.C. § 284, or otherwise permitted by law, including supplemental damages for any continued post-verdict infringement;
- j. awarding Advanced Transactions pre-judgment and post-judgment interest on the damages award and costs;
- k. declaring that Staples has willfully infringed one or more claims of the Patents-in-Suit;
- l. awarding treble damages pursuant to 35 U.S.C. § 284 as a result of Staples' willful conduct in relation to one of more claims of the Patents-in-Suit;
- m. declaring this case exceptional and awarding cost of this action (including all disbursements) and attorney fees pursuant to 35 U.S.C. § 285, or as otherwise permitted by the law; and
- n. awarding such other costs and further relief that the Court determines to be just and equitable.

Dated: October 16, 2023

Respectfully submitted,
/s/ Zachary H. Ellis
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Texas State Bar No. 24122606
zellis@daignaultiyer.com
Tel. 512-829-7992

Tedd W. Van Buskirk (*pro hac vice* to be filed)*
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Vienna, VA 22182

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LLC*

*Not admitted to practice in Virginia