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1 2 3 4 5 6 7 8	HENRY C. BUNSOW (SBN 60707) bunsowh@howrey.com K.T. CHERIAN (SBN 133967) cheriank@howrey.com SCOTT WALES (SBN 179804) waless@howrey.com CONSTANCE F. RAMOS (SBN 203637) ramosc@howrey.com RONALD S. WYNN (SBN 105034) wynn@howrey.com HOWREY LLP 525 Market Street, Suite 3600 San Francisco, California 94105 Telephone: (415) 848-4900 Facsimile: (415) 848-4999	PILED 2009 FEB 24 PM I2: 31 CLERK U.S. DISTRICT COURT CENTRAL DIST. OF CALF. RIVERSIDE
10	Attorneys for Plaintiff ALLFLEX USA, INC.	
11	THE LETT OF I, II.O.	
12	UNITED STATES	DISTRICT COURT
13	CENTRAL DISTRIC	CT OF CALIFORNIA
14	EASTERN DIVISION	
15	ALLFLEX USA, INC., a Delaware corporation,	Case No. EDCV 06-1109 SGL (OPx)
16	Plaintiff, {	THIRD AMENDED COMPLAINT
17	vs. {	
18 19	AVID IDENTIFICATION SYSTEMS, INC., a California corporation,	
20	Defendant.	
21	AND RELATED COUNTERCLAIMS	
22		
23	Plaintiff ALLFLEX USA, INC. alleg	es:
24		
25	,	s a Delaware corporation, with principal
26	places of business in Dallas, Texas, and Boulder, Colorado. Allflex designs, develops,	
27	manufactures, and sells animal identification products for livestock and other	
28	production animals, for wildlife and other small animal species, and for pets. Allflex	
	Case No. EDCV 06-01109 SGL (OPx) THIRD AMENDED COMPLAINT DM US:21266498 2	

2. Defendant AVID Identification Systems, Inc. ("AVID") is a California corporation, with its principal place of business in Norco, California. AVID markets and sells animal identification products for the "companion pet" market.

JURISDICTION AND VENUE

- 3. Jurisdiction exists pursuant to 28 U.S.C. §§1331, 1332, 1337, 1338, 1367 and 2201-2202. Jurisdiction over the patent claims exists pursuant to 28 U.S.C. §1331, 1338, and 2201-2202. Declaratory judgment jurisdiction exists over the patent claims because AVID's Second Amended Counterclaim asserts Allflex's infringement of U.S. Patent Nos. 5,235,326, 5,214,409, and 5,499,017. Jurisdiction over the Sherman Act claims exists pursuant to 28 U.S.C. §§1331 and 1337, and 15 U.S.C. §15. The Court has jurisdiction over the state law claims pursuant to 28 U.S.C. §§1332 and 1367. On the state law claims, Allflex's damages exceed \$75,000, exclusive of interest and costs.
- 4. Venue is proper under 28 U.S.C. § 1391(b) and 15 U.S.C. §15 because defendant AVID maintains its corporate headquarters in this District, does substantial business in this District, and has engaged in certain of the acts complained of in and from this District.

FACTS APPLICABLE TO ALL COUNTS

Nature of the Action

- 5. Allflex specializes in the design, development, marketing, and distribution of animal identification products, including electronic radio frequency identification ("RFID") products. Allflex concentrates its business on products for identification, traceablility, and recordkeeping for livestock and other food-stock animals. Allflex also sells RFID products for use by pet owners, veterinary clinics, humane societies, animal shelters, animal control agencies, and insurance providers to identify companion pets.
- 6. AVID is the alter-ego of Dr. Hannis Stoddard, a veterinarian based in Norco, California. AVID's business focuses on the "companion pet" market. It sells RFID products used to locate lost dogs, cats, and pet birds. AVID was one of the first

- 7. In an effort to obtain, maintain, and extend its market dominance and to exclude competition from Allflex and other suppliers of companion animal RFID identification products in the U.S. market, AVID has conducted a multifaceted campaign of unfair competition. To accomplish its anticompetitive objectives, AVID:
- (a) Obtained multiple patents through knowing and willful fraud on the United States Patent and Trademark Office ("Patent Office");
- (b) Asserted multiple patents against Allflex and other competitors that AVID obtained through knowing and willful fraud on the Patent Office;
- (c) Asserted patents against Allflex and others that AVID knew were invalid and unenforceable;
- (d) Threatened to assert and asserted claims of patent infringement against Allflex that were objectively baseless and specifically intended to exclude competition and to interfere with Allflex's business;
- (e) Sought to obtain third-party patents specifically to assert against Allflex;
- (f) Used fraudulently procured patents and other deceptive means to prevent implementation and use in the United States of a "standard" RFID technology adopted by the International Standards Organization, and approved by the American National Standards Institute (ISO 11784 and ISO 11785)— with specific intent that AVID's proprietary system remain the sole or dominant system in the U.S. market, and

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even though AVID sells RFID pet identification products compliant with these ISO standards in numerous other countries throughout the world;

- (g) Entered into and/or coerced agreements with competitors that prevent and/or restrict the sale of ISO-compliant RFID products in the United States;
- (h) Employed encryption technology to render its RFID products incompatible with ISO-compliant and other non-AVID RFID products, specifically to prevent non-AVID scanners from reading AVID tags, and, thereby, to exclude competition from competitive RFID tags and readers;
- (i) Publicly threatened to commence patent infringement actions, based on fraudulently procured and knowingly invalid patents, against users of ISO-compliant companion pet RFID products, and against Allflex and other competitors of AVID, to create marketplace fear, uncertainty, and doubt;
- (j) Falsely asserted that ISO-compliant RFID products necessarily infringe AVID patents to create marketplace fear, uncertainty, and doubt;
- (k) Used its market power and encryption means to tie and unlawfully coerce the purchase of AVID RFID readers and AVID RFID tags, and to lock-out competitive products, in the companion pet RFID market; and
- (l) Promoted and maintained an AVID-only national database for companion pet RFID identification data that, combined with AVID's tag encryption and bad faith patent enforcement, had the purpose and effect of maintaining and extending AVID's dominance of the companion pet RFID market.
- 8. AVID has conducted this campaign of unfair competition with the specific intent and purpose of injuring Allflex and destroying competition; inducing, promoting, and coercing the purchase of AVID RFID products; misleading and deceiving the market; maintaining artificially high prices; dividing markets; diverting business from Allflex; and excluding Allflex and other competitors from the companion pet RFID market.
 - 9. On information and belief, Dr. Stoddard and Peter Troesch dominate,

control, and direct all actions of AVID. Stoddard and/or Troesch were the corporate officers through whom AVID planned, developed, orchestrated, and implemented the patent misuse, inequitable conduct, antitrust violations, unfair competition, and other unlawful conduct alleged in this Complaint.

RFID Tags and RFID Readers

- 10. RFID products used for identification of pets and other animals consist of two separate products: RFID tags and RFID readers. As used for pet identification, RFID tags are tiny radio frequency transponders implanted with a syringe under the skin of the animal. These transponders—sometimes called "microchips"—contain an identification number that can be detected and "read" by RFID readers. For pet identification, RFID readers are sold to veterinarians, pet hospitals, animal shelters, animal control agencies, and other places where lost pets are brought. Lost pets are scanned with the RFID readers. If the reader detects a microchip—and is not prevented by encryption from reading it—the identification number is extracted and matched to information stored in a database that links the identification number to the pet owner.
- operates compatibly with the RFID chip. An RFID reader is only capable of detecting an RFID chip if it is designed to receive and decode the frequency and protocol of a particular RFID chip. In 1996, specifically to insure compatibility between RFID transponder chips and RFID readers used for animal identification purposes, the International Standards Organization ("ISO") established ISO 11784 and ISO 11785 as the technology standards for animal identification RFID chips worldwide. The ISO standard has been adopted, approved, or supported in more than 40 countries worldwide, including Canada, Australia, New Zealand, Japan, and the European Union. The American National Standards Institute supports these ISO standards for RFID products sold in the United States, as does the United States Department of Agriculture, the American Society for the Prevention of Cruelty to Animals (ASPCA), the American Veterinary Medical Association, and numerous other animal welfare organizations.

International Market

12. On information and belief, substantially all RFID tags and RFID readers sold outside the United States for pet identification—including RFID tags and readers sold by AVID—conform to the ISO standards. As a result, Allflex RFID readers can read AVID tags and the tags of other competitive RFID suppliers, and the readers of competitive RFID suppliers (including AVID readers) can read Allflex RFID tags. As a result, there exists outside the United States a substantially universal reader/scanner product capable of identifying all animal-embedded microchips, regardless of manufacturer. This maximizes the likelihood that pet owners will be reunited with their lost pets, and enables suppliers of RFID animal identification products—AVID, Allflex, and numerous others—to compete for business through improved product performance, reliability, ease-of-use, lower prices, and similar pro-competitive factors that ultimately benefit the consumer.

U.S. Market

- 13. On information and belief, the majority of RFID pet identification tags and readers distributed in the United States are AVID tags and readers. AVID's tags and readers sold in the United States are <u>not</u> ISO-compliant. AVID programs AVID readers distributed in the United States specifically so that they will <u>not</u> detect or read ISO-compliant tags sold by Allflex or other suppliers. In addition, AVID encrypts its tags with a proprietary code so that the identification information in the AVID tag cannot be read by non-AVID readers. As a result, AVID tags can be read only by AVID readers or other readers that incorporate the necessary AVID decryption code.
- 14. There is no technical, cost, performance, or other legitimate commercial benefit from AVID's use of this encryption technology, or from AVID's use of non-ISO-compliant microchips. AVID RFID products sold in Canada, Europe, and elsewhere outside the United States are ISO-compliant and not encrypted. AVID encrypts its RFID chips in the U.S. market so that competitive scanners cannot read them. AVID programs its RFID readers in the U.S. market to prevent them from

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 reading ISO-compliant tags. The purpose and effect of this business practice is to exclude and stifle competition for companion pet RFID tags and readers in the United States, to create substantial and artificial barriers to entry into this market, and to preserve and extend AVID's market share.

15. AVID's blanket use of encryption in the United States far exceeds AVID's stated justification for it—to protect particularly valuable animals from theft through cloned identification numbers. AVID's asserted justification for its use of encryption is a pretext and sham justification for a practice specifically intended to maintain and extend AVID's market dominance. AVID uses the market power conferred by its patents and dominant installed base of encrypted, non-ISO microchips to coerce the purchase of AVID readers. AVID uses encryption together with its patents and installed base of non-ISO readers to coerce the purchase of AVID tags. AVID's specific intent is to exploit its market dominance to force California and other consumers of these products to purchase AVID RFID products—not based on technical superiority, better price, or other pro-competitive, pro-consumer factors—but based on AVID-caused fear that a lost pet's tag will not be read by a non-AVID reader.

Conspiracy

- 16. On information and belief, Digital Angel Corporation ("Digital Angel") is the second most-dominant supplier of RFID tags and RFID readers in the companion pet market in the United States, and is a direct competitor of AVID. As alleged more fully in Count 6, AVID entered into agreements with Digital Angel and other AVID competitors by which:
- (a) AVID provided its decryption code to Digital Angel and other of its direct competitors in exchange for those competitors' agreements not to produce, sell or distribute ISO-compliant RFID products in the United States;
- (b) AVID licensed Digital Angel under AVID patents in exchange for Digital Angel's agreement not to produce, sell or distribute ISO-compliant RFID products in the United States; and

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AVID and Digital Angel conspired to assert their patents and to (c) commence objectively baseless patent infringement lawsuits against new entrant competitors in the companion pet market in the United States, including Allflex.

Relevant Markets

- The relevant product markets are the markets for RFID tags and RFID 17. readers used to identify companion pets, comprised of RFID tags and RFID readers sold to veterinarians, veterinary clinics, humane societies, animal shelters, animal rescue organizations, pet insurers, and similar agencies and entities for use in identifying dogs, cats, birds, and similar companion pets. The products, distribution channels, customers, pricing, pricing sensitivities, and marketing focus for companion pet RFID are separate and distinct from the markets for other animal RFID products, and the companion pet RFID market constitutes a separate and distinct economic market from the broader, alternative relevant market for animal RFID products (collectively, the "Relevant Market(s)"). The physical products, read-ranges and other product requirements, customers, distribution channels, sales methods, pricing, and marketing focus for livestock (such as beef cattle, dairy cattle, sheep, and swine), and other non-companion animal RFID products are different from those applicable to companion animal RFID products. Among other things, livestock RFID ear tags are not functional, costeffective, or efficient substitutes for companion pet RFID injectable implants, and visual identification devices (such as dog, cat, or livestock collars) and branding are not reasonably acceptable substitutes for RFID tags.
- The relevant geographic market is the United States because, among other 18. reasons (1) AVID has used United States patents to preclude foreign suppliers from selling RFID products in the United States, and (2) foreign suppliers are not viable or reasonably accessible sources of RFID products for United States-based veterinarians, humane societies, and other such customers of companion animal RFID products.
- Barriers to entry into the companion pet RFID and animal RFID markets in 19. the United States are substantial, and AVID created and has maintained many of these

barriers through the anticompetitive strategy, acts, and practices alleged in Paragraph 7, above. In particular, AVID's fraudulently procured Patents-In-Suit have provided AVID exclusionary power sufficient to maintain and extend AVID's market power in the Relevant Markets, based on (1) AVID's marketplace assertions that adherence to the ISO standards infringes the AVID Patents-In-Suit, and (2) AVID's attempted enforcement of these fraudulently procured and knowingly invalid patents through threatened and actual litigation against Allflex, Allflex customers, and other potential competitors.

20. On information and belief, AVID's share of the companion pet RFID market in the United States exceeded 65 percent from 1995 through at least the declared unenforceability of the '326 patent, and—according to AVID—AVID's share of the animal RFID market in the United States exceeded 60 percent from 1995 through at least the end of 2005. On information and belief, the relevant market shares of AVID and Digital Angel combined during the same periods exceeded 80 percent.

AVID Patent Claims

21. On information and belief, AVID acquired and owns the following United States Patents (individually and collectively, the "Patents-In-Suit"):

No. 5,235,326 ("the '326 Patent") No. 5,214,409 ("the '409 Patent")

No. 5,499,017 ("the '017 Patent")

- 22. The inventions claimed in the Patents-In-Suit resulted from certain development work undertaken by AVID, certain AVID contractors, Eurosil Electronics GmbH, Deister Electronics, and others. This development work resulted in AVID's Standard Reader and e5500B tag products that AVID offered for sale and sold in the United States more than one year before AVID filed applications for the Patents-In-Suit.
- 23. The '326 patent claims inventions related to RFID readers and RFID tags. During prosecution of the '326 patent, AVID knew but misrepresented and/or

intentionally withheld from the Patent Office the facts that: 1 AVID's Standard Reader and e5500B tag were on sale in the United (a) 2 States before August 15, 1990, more than one year before the filing date of the '326 3 4 patent; AVID's e5500B tag included the features claimed as inventions in 5 (b) one or more claims of the '326 patent; AVID's Standard Reader was a "multi-mode" reader that included 7 the features claimed as inventions in one or more claims of the '326 patent; and 8 Inventors other than the inventors named in the application (d) 9 contributed materially to inventions claimed in the '326 patent, including Anatoli 10 Stobbe of Deister Electronics, and Gerold Klotzig and other personnel of Eurosil 11 Electronic GmbH. 12 The '409 and '017 patents claim inventions in certain memory devices for 13 24. RFID tags. During prosecution of the '409 and '017 patents, AVID knew but 14 misrepresented and/or intentionally withheld from the Patent Office the facts that: 15 AVID's e5500B tag was on sale in the United States before 16 (a) December 3, 1990, more than one year before the filing date of the '409 and '017 patents; 18 AVID's e5500B tags included the memory device features claimed (b) 19 as inventions in one or more claims of both the '409 and '017 patents; 20 AVID's e5500B tags included the "permanent disablement" feature 21 that AVID misrepresented to the Patent Office was not taught or suggested by the prior 22 23 art; Before filing for the Patents-In-Suit, AVID possessed and provided (d) 24 to its patent prosecutor a Eurosil specification for the e5500B tags that taught the 25 "permanent disablement" feature that AVID misrepresented to the Patent Office was not 26 taught or suggested by the prior art; 27 Inventors other than the inventors named in AVID's applications (e) 28

invented or contributed materially to inventions claimed in the '409 and '017 patents, including Gerold Klotzig and other personnel of Eurosil Electronic GmbH;

- (f) Eurosil had directed that AVID not seek patent protection for e5500-related inventions without naming the Eurosil contributors as co-inventors;
- (g) United States Patent No. 4,691,202 issued to Denne discloses (1) an identification tag with memory components for permanently storing data in an unalterable fashion in unalterable memory, and storing data in an alterable fashion in alterable memory, and (2) means for detecting an interrogation signal and communicating data from both ROM and RAM to an electronic identification reader upon detection of a non-modulated signal; and
 - (h) Claim 18 of the '017 patent is identical to Claim 5 of the '409 patent.
- 25. These facts that AVID misrepresented and withheld from the Patent Office were highly material to patentability of the claimed inventions, and AVID withheld them specifically to conceal facts that AVID knew or feared would jeopardize the patentability of the claimed inventions, and specifically to obtain allowance of patents on one or more claimed inventions that AVID knew were not patentable. Specifically to cover-up and conceal the on-sale activity that invalidates the Patents-In-Suit, Dr. Stoddard directed AVID personnel to destroy pre-filing date sales records for AVID's Standard Reader and e5500 tag products.
- 26. By a Request dated July 24, 2003—as AVID was preparing to commence litigation—AVID requested and obtained a Certificate of Correction that changed the language of Claim 56 of the '326 patent in two places based on alleged "clerical errors." In the Request, AVID represented to the PTO that: "Neither correction has any substantive effect on the claim except for removing the confusion resulting from the clerical errors."
- 27. This representation was materially false, and made with intent to deceive the Patent Office because:
 - (a) AVID's specific intent was to change and materially broaden the

- (b) The 2003 Certificate of Correction changed two references in Claim 56 from "power absorption"—which is a defining attribute of the full-duplex mode of operation ("FDX")—to "magnetic field variation," which distinguishes the HDX from the FDX mode of operation.
- (c) Original Claim 56 sought coverage for both FDX and HDX, and attempted to claim the HDX mode by claiming "means for obtaining a measure of magnetic field variations ... either before or after said generating means has stopped."
- (d) But the Examiner rejected original Claim 56 based specifically on this element of the claim. According to the Examiner: "Claim 56 includes the alternative statement of measuring 'before or after stopping' without specifying how or by what means one is selected. Further, it is unclear how the variation in the field could be measured before start of the field because there would clearly be no field to measure."
- (e) Rather than challenge the Patent Office's rejection of the HDX element of Claim 56, AVID withdrew and abandoned it, and agreed to narrow Claim 56 by deleting the HDX element as follows: "Claim 56 is amended to remove the phrase 'either before or after said generating means is stopped."
- (f) Claim 56 then issued in 1993 with specific references to the "power absorption" (FDX) element, and with the reference to data communication "after the generating means is stopped" (HDX) omitted and abandoned.
- (g) Despite knowledge that prosecution history estoppel limited Claim 56 to FDX readers—and despite knowledge of an industry controversy over this aspect of Claim 56 of the '326 patent—AVID concealed from the Patent Office the significance of the changes sought by the Certificate of Correction.
- (h) Far from having no "substantive effect on the claim" as AVID represented to the Patent Office, AVID specifically intended that the Correction would secure claim coverage for an element expressly abandoned during the patent's

prosecution.

- (i) AVID fraudulently procured the Certificate as a prelude to litigation enforcement of the '326 patent. Within two months of obtaining the Certificate, AVID overtly threatened Allflex with patent infringement—knowing that significant Allflex tag products operate in HDX mode—then sued another new-entrant supplier in the companion pet RFID market specifically for infringement of Claim 56 of the '326 patent as newly "corrected."
- 28. In May, 2004, AVID commenced suit against other AVID competitors in the United States District Court, Eastern District of Texas, for alleged infringement of the '326, '409, and '017 Patents ("the Texas litigation"). During the Texas litigation, AVID granted a license under the '326, '409, and '017 Patents to Philips Semiconductors B.V. and its Affiliates ("Philips") that authorizes Philips to sell its accused RFID transponder products to customers for "any applications for animals raised for human consumption," including livestock, dairy animals, and fish. Despite its knowledge that Allflex uses a licensed Philips RFID transponder exclusively within the use-restriction of the Philips license grant—which itself has the purpose and effect of maintaining and extending AVID's monopoly power in the companion pet market—AVID asserted Allflex's infringement of the '326, '409, and '017 Patents based specifically on Allflex's use of the licensed Philip's transponder in Allflex tag products. This infringement charge is knowingly false, made in bad faith, is objectively baseless, and is intended to interfere directly with Allflex's business.
- 29. During the Texas litigation, as well, AVID's Stoddard threatened publicly that if AVID "succeeds in this lawsuit, which it expects to do, then any user of these ISO scanners or microchips, including breeders, research facilities, and exhibitors, would also be infringing these very patents." By a post-trial Memorandum Opinion And Order dated September 28, 2007 (the "Inequitable Conduct Order"), the Texas court held that AVID obtained the '326 Patent through inequitable conduct in the Patent Office, and declared the '326 Patent unenforceable. As found in the Texas court's

Order based on "clear and convincing evidence": 1 "Avid's Standard Reader and e5500B tag were on sale prior to the critical 2 date of the '326 patent;" 3 "Stoddard had demonstrated the Avid reader and e5500B chip well in 4 advance of August 15, 1990;" 5 "the Standard Reader and e5500B integrated circuit and tag are 102(b) 6 prior art;" 7 "Avid's Standard Reader and e5500B tag were highly material to 8 patentability;" 9 "Avid was aware of the consequences of selling or offering to sell its 10 reader and tag before filing the '326 patent application, ... Avid attempted 11 to file the '326 patent application in advance of the 102(b) date, i.e. within one year after its first sales, but failed, and ... Avid intentionally withheld 12 evidence of such sales from the PTO in an effort to deceive the PTO and 13 secure allowance of the '326 patent;" 14 "Dr. Hannis Stoddard's trial and deposition testimony is simply not 15 credible on key issues," reflects "conspicuous inability to recall facts while testifying, combined with [a] refusal to acknowledge incontrovertible 16 events," "is not dependable," and "conflicts with sworn testimony he gave 17 in another lawsuit;" 18 Stoddard "was substantively involved in the prosecution of the '326 19 patent;" 20 "Avid acted with deceptive intent during the prosecution of the '326 21 patent;" 22 "Avid intentionally withheld information from the PTO in an effort to 23 deceive the PTO and obtain allowance of the '326 patent;" and 24 "Avid committed inequitable conduct" during prosecution of the '326 25 patent." 26 In July 2007, the United States Department of Agriculture reported to the 27 30. 28

United States Senate, in its Report On Regulation Of Pet Microchipping, that "AVID markets an encrypted chip; only AVID scanners can read the encrypted information. However, AVID's patents will soon expire, potentially resulting in more competition among chip producers, lower prices to consumers, and accelerated innovation among microchip manufacturers." The Relevant Market should not be forced to wait for the expiration of AVID's patents to achieve these benefits of fair competition. As alleged above and below, these AVID patents were procured by fraud on the Patent Office, are invalid and unenforceable, and have been used by AVID to violate federal and state antitrust and unfair competition laws. AVID's claims against Allflex for alleged infringement of the Patents-In-Suit, and its anticompetitive misuse of these patents both in litigation and in the market, have undermined competition in the relevant market, substantially restricted growth of the relevant market, and unlawfully disrupted and interfered with Allflex' business, and will continue to so disrupt Allflex's business and the relevant market until the Court issues its declaratory judgment that the Patents-In-Suit are invalid, unenforceable, and not infringed.

COUNT 1

(The '409 and '017 Patents)

- 31. Allflex realleges Paragraphs 1 through 30.
- 32. An immediate, real, and substantial controversy exists between Allflex and AVID regarding their respective rights in relation to the '409 and '017 Patents.
- 33. Allflex does not directly or indirectly infringe any valid and enforceable claim of the '409 or '017 Patents, either literally or under the doctrine of equivalents.
- 34. The '409 and '017 Patents are invalid and unenforceable for failure to comply with 35 U.S.C. §§102, 103, 112, 116 and/or other statutory requirements for patentability.
- 35. The '409 and '017 Patents are unenforceable based on AVID's inequitable conduct during prosecution of the '409 and '017 Patents. During prosecution of the '409 and '017 Patents, AVID knew but misrepresented and/or intentionally withheld

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from the Patent Office the highly material facts that: 1 AVID's e5500B tag was on sale in the United States before (a) 2 December 3, 1990, more than one year before the filing date of the '409 and '017 Patents; 4 AVID's e5500B tags included the memory device features claimed (b) 5 as inventions in one or more claims of the '409 and '017 Patents; 6 AVID's e5500B tags included the "permanent disablement" feature (c) 7 that AVID misrepresented to the Patent Office was not taught or suggested by the prior 8 9 art; Before filing for the Patents-In-Suit, AVID possessed and provided (d) 10 to its patent prosecutor a Eurosil specification for the e5500B tags that taught the 11 "permanent disablement" feature that AVID misrepresented to the Patent Office was not 12 taught or suggested by the prior art; 13 Inventors other than the inventors named in AVID's applications 14 invented exclusively or contributed materially to inventions claimed in the '409 and 15 '017 Patents, including Gerold Klotzig and other personnel of Eurosil Electronic 16 GmbH; 17 Eurosil had directed that AVID not seek patent protection for e5500-(f) 18 related inventions without naming the Eurosil contributors as co-inventors; 19 United States Patent No. 4,691,202 issued to Denne discloses (1) an (g) 20 identification tag with memory components for permanently storing data in an 21 unalterable fashion in unalterable memory, and storing data in an alterable fashion in 22 alterable memory, and (2) means for detecting an interrogation signal and 23 communicating data from both ROM and RAM to an electronic identification reader 24 upon detection of a non-modulated signal, which AVID knew because Denne '202 was 25 cited in the '326 patent prosecution before issuance of the '409 and '017 patents; and 26 Claim 18 of the '017 Patent is identical to Claim 5 of the '409 (h) 27

Patent, which double patenting cannot be cured by terminal disclaimer.

COUNT 2

(Sherman Act §2—Walker Process)

36. Allflex realleges Paragraphs 1 through 35.

- 37. AVID has monopoly power sufficient to exclude and restrict competition for RFID tags and RFID readers in the Relevant Market(s).
- 38. AVID obtained the Patents-In-Suit and Certificate Of Correction through knowing and willful concealment, withholding, and misrepresentation of highly material facts in the Patent Office.
- understood that (a) AVID's Standard Reader and e5500B tags were on sale in the United States more than one year before AVID filed applications for the Patents-In-Suit; (b) AVID's Standard Reader and e5500B tags incorporated inventions and features claimed in the Patents-In-Suit; (c) AVID's sales of the Standard Reader and e5500B would preclude or jeopardize AVID's patent rights, by making them prior art to the features that AVID claimed were novel and non-obvious; (d) joining Stobbe, Klotzig and others as co-inventors would give Deister and/or Eurosil exclusive or joint ownership of some or all of the Patents-In-Suit, (e) the Denne reference was prior art that would preclude patent protection for the inventions claimed in the '409 and '017 Patents; (f) Claim 56 of the '326 Patent was limited to RFID readers that operate in the FDX mode; and (g) the language change that AVID requested and obtained through the Certificate Of Correction was intended to expand the claim coverage from FDX-only to include HDX.
- 40. The Patent Office would not have issued the Patents-In-Suit or the Certificate Of Correction but for AVID's concealment, withholding, and misrepresentation of material facts as herein alleged.
- 41. AVID asserted the Patents-In-Suit against Allflex with full knowledge that AVID had obtained the Patents-In-Suit and Certificate Of Correction through such concealment, withholding, and misrepresentation of highly material facts.

- 43. AVID's use of the Patents-In-Suit as alleged violates the Sherman Act, and has substantially injured and lessened competition.
- 44. Allflex has suffered substantial injury from the anticompetitive effects of AVID's antitrust violations.

COUNT 3

(Sherman Act §2—Monopolization)

- 45. Allflex realleges Paragraphs 1 through 44.
- 46. AVID has monopoly power sufficient to exclude and restrict competition for RFID tags and RFID readers in the Relevant Market(s).
- 47. AVID asserted the Patents-In-Suit and has maintained and prosecuted objectively baseless claims for infringement of the Patents-In-Suit against Allflex in bad faith, despite knowledge that these Patents-In-Suit are invalid, unenforceable, and not infringed.
- 48. AVID has used the Patents-In-Suit to acquire, maintain, and extend its monopoly power in the Relevant Market(s), with the specific intent of damaging Allflex and lessening competition; inducing, promoting, and coercing the purchase of AVID RFID products; and excluding Allflex and other competitors from the Relevant Market(s).
- 49. AVID's bad faith enforcement of the Patents-In-Suit as alleged violates the Sherman Act, and has substantially injured and lessened competition.
- 50. Allflex has suffered substantial injury from the anticompetitive effects of AVID's antitrust violations.

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COUNT 4 1 (Sherman Act §2—Scheme to Monopolize) 2 Allflex realleges Paragraphs 1 through 50. 51. 3 AVID has monopoly power sufficient to exclude and restrict competition 4 52. for RFID tags and RFID readers in the Relevant Market(s). 5 AVID planned and implemented an overall scheme to monopolize the 53. 6 companion pet RFID market, and has engaged in pattern and practice of exclusionary 7 conduct in furtherance of this scheme. Among other anticompetitive acts, AVID: 8 Obtained multiple patents through knowing and willful fraud on the 9 (a) Patent Office: 10 Asserted patents against Allflex and others that AVID obtained 11 (b) through knowing and willful fraud on the Patent Office; 12 Asserted patents against Allflex and others that AVID knew were 13 (c) invalid and unenforceable; 14 Threatened to assert and asserted claims of patent infringement 15 (d) against Allflex that were objectively baseless, and specifically intended to exclude 16 competition and to interfere with Allflex's business; 17 Sought to obtain third-party patents specifically to assert against (e) 18 Allflex; 19 Used fraudulently procured patents and other deceptive means to 20 (f) prevent implementation and use in the United States of a "standard" RFID technology 21 adopted by the International Standards Organization, and approved by the American 22 National Standards Institute (ISO 11784 and ISO 11785)—with specific intent that 23 AVID's proprietary system remain the sole or dominant system in the U.S. market, and 24 even though AVID sells RFID pet identification products compliant with these ISO 25 standards in numerous other countries throughout the world; 26 Entered into and/or coerced agreements with competitors that 27 (g) prevent and/or restrict the sale of ISO-compliant RFID products in the United States; 28

- Promoted and maintained an AVID-only national database for companion animal RFID identification data that, combined with AVID's tag encryption and bad faith patent enforcement, had the purpose and effect of maintaining and extending AVID's dominance of the companion pet RFID market and jeopardizing the lives of lost companion pets nationwide.
- AVID's overall scheme as alleged violates the Sherman Act, and has 54. substantially injured and lessened competition in the Relevant Market(s).
- Allflex has suffered substantial injury from the anticompetitive effects of 55. AVID's antitrust violations.

COUNT 5

(Sherman Act §2—Attempted Monopolization)

- Allflex realleges Paragraphs 1 through 55. 56.
- AVID has attempted to monopolize the companion pet RFID and animal 57. RFID markets in the United States, and has engaged in pattern and practice of exclusionary conduct specifically intended to establish monopoly power in the

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Publicly threatened to commence patent infringement actions, based

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on fraudulently procured and knowingly invalid patents, against users of ISO-compliant companion pet RFID products, and against Allflex and other competitors of AVID, to create marketplace fear, uncertainty, and doubt;

(j) Falsely asserted that ISO-compliant RFID products necessarily

- (j) Falsely asserted that ISO-compliant RFID products necessarily infringe AVID patents to create marketplace fear, uncertainty, and doubt;
- (k) Attempted through its market power and encryption means to tie and unlawfully coerce the purchase of AVID RFID readers and AVID RFID chips, and to lock-out competitive products, in the companion pet RFID market; and
- (l) Promoted and maintained an AVID-only national database for companion animal RFID identification data that, combined with AVID's tag encryption and bad faith patent enforcement, had the purpose and effect of maintaining and extending AVID's dominance of the companion pet RFID market and jeopardizing the lives of lost companion pets nationwide.
- 58. AVID's attempt to monopolize the companion pet RFID and animal RFID markets in United States as alleged has a substantial probability of success.
- 59. AVID's attempt to monopolize the companion pet RFID and animal RFID markets as alleged violates the Sherman Act, and has substantially injured and lessened competition in the companion pet RFID market.
- 60. Allflex has suffered substantial injury from the anticompetitive effects of AVID's antitrust violations.

COUNT 6

(Sherman Act §2—Conspiracy To Monopolize)

- 61. Allflex realleges Paragraphs 1 through 60.
- RFID tag and reader suppliers, with specific intent to obtain and maintain monopoly power in the companion pet RFID market, to maintain artificially high prices for RFID tags and RFID readers, to divide markets, and to exclude competition. Among other joint activity implemented to obtain and maintain monopoly power, AVID conspired

with competitors to:

- (a) restrict the market for companion pet RFID tags to non-ISO 125kHz tags;
- (b) provide decryption code for AVID tags only for readers sold or given away to certain users and not others;
- (c) provide decryption code for AVID tags only to competitors that agreed not to produce, sell or distribute ISO-compliant RFID products in the companion pet market in the United States;
- (d) exclude competition from ISO-compliant products in the companion pet RFID market in the United States;
- (e) oppose adoption of the ISO standards for companion pet RFID in the United States; and
- (f) assert objectively baseless patent infringement claims against Allflex and other suppliers and customers of competitive RFID products.
- 63. In 1996, and continuing through and after commencement of this lawsuit, AVID, Digital Angel (originally through its predecessor Destron-Fearing Corp), and other direct competitors of AVID entered into and acted pursuant to written and oral agreements under which the group members cross-licensed and pooled their patents, with the specific intent of convincing customers (a) that each group member's RFID readers were compatible with and could read the RFID tags sold by every other group member, (b) that each group member's RFID products could be sold and used free of patent or other intellectual property claims by every other group member, and (c) that the RFID products of suppliers outside and excluded from the group could not operate compatibly with the group members' products, were not licensed under the group members' patents, and were not free of patent or other intellectual property claims from the group members.
- 64. In furtherance of this agreement, AVID provided each member of the group the decryption code or other technical capability to decrypt information contained

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in AVID tags, subject to agreed terms and conditions, including each group member's agreement not to sell or support ISO-compliant tags and readers.

- 65. As AVID and its co-conspirators knew and intended, RFID product competitors excluded from the group cannot compete effectively with those in the group because (1) they are forced to sell readers that cannot effectively read AVID tags, which account for over 65% of tags in the companion pet market, and (2) they are forced to sell under threat of patent litigation, when members' of the conspiracy are not. AVID has refused to grant reasonable patent licenses or to provide its decryption capability to Allflex or to other new-entrant competitors in the companion pet market. As alleged in Paragraphs 13-15, AVID's stated justification for encrypting its companion animal tags is a pretext for its exclusion of Allflex and other competitors from the Relevant Market, and no efficiency justification exists either for the blanket use of encryption in the companion animal market or for denying access to Allflex of the decryption means and licenses provided to Digital Angel and other members the group.
- 66. This AVID-orchestrated conspiracy to monopolize the companion pet RFID market as alleged violates the Sherman Act, and has substantially injured and lessened competition in the Relevant Market(s).
- 67. Allflex has suffered substantial injury from the anticompetitive effects of AVID's antitrust violations.

COUNT 7

(Sherman Act §1—Conspiracy To Restrain Trade)

- 68. Allflex realleges Paragraphs 1 through 67.
- 69. AVID conspired and entered into agreements with Digital Angel and other RFID tag and reader suppliers, with specific intent to obtain and maintain monopoly power in the companion pet RFID market, to maintain artificially high prices for RFID tags and RFID readers, to divide markets, and to exclude competition. Among other concerted action implemented to obtain and maintain monopoly power and as alleged more fully in Count 6 and Paragraphs 63-66, AVID conspired with and coerced

1	competitors to:		
2	(a) restrict the market for companion pet RFID tags to non-ISO 125kHz		
3	tags;		
4	(b) provide decryption code for AVID tags only for readers sold or		
5	given away to certain users and not others;		
6	(c) provide decryption code for AVID tags only to competitors that		
7	agreed not to produce, sell or distribute ISO-compliant RFID products in the companion		
8	pet market in the United States;		
9	(d) exclude competition from ISO-compliant products in the companion		
10	pet market in the United States; and		
11	(e) oppose adoption of the ISO standards for companion pet RFID in the		
12	United States; and		
13	(f) assert objectively baseless patent infringement claims against Allflex		
14	and other suppliers and customers of competitive RFID products.		
15	70. This AVID-orchestrated conspiracy to restrain trade in the companion pet		
16	RFID market as alleged violates the Sherman Act, and has substantially injured and		
17	lessened competition in the Relevant Market(s).		
18	71. Allflex has suffered substantial injury from the anticompetitive effects of		
19	AVID's antitrust violations.		
20	COUNT 8		
21	(Sherman Act §1—Tying Arrangement)		
22	72. Allflex realleges Paragraphs 1 through 71.		
23	73. RFID tags and RFID readers are separate products in the companion pet		
24	RFID market. Provided that the RFID reader can read the tag of a competitive		
25	supplier—and the RFID tag can be read by the reader of a competitive supplier—there		
26	is a separate submarket for RFID readers and RFID tags, a separate customer base, and		
27	a separate demand, and there is no inherent technical, cost, performance, or other		
28	legitimate commercial justification in the companion pet RFID market requiring use or		

purchase of RFID tags and RFID readers from a single supplier. Allflex and other suppliers sell tags that can be read by competitive readers, and Allflex and other suppliers sell readers that can read competitive tags.

- 74. AVID encrypts AVID RFID tags sold in the companion pet market in the United States specifically so that competitive readers cannot read AVID tags. AVID programs AVID RFID readers sold in the companion pet market in the United States specifically to prevent them from reading ISO-compliant tags. The purpose and effect of this practice is to coerce the consumer to purchase both AVID tags and AVID readers. The purpose and effect of this practice is to prevent consumers from choosing companion pet RFID tags and readers on the merits—on the basis of better performance, better price, or better service—rather than on the AVID-caused fear that a lost pet's tag will not be read by a non-AVID reader.
- 75. AVID uses the market power conferred by its installed base of encrypted, non-ISO tags to coerce the purchase of AVID readers.
- 76. AVID uses encryption together with the market power conferred by its dominant installed base of non-ISO readers to coerce the purchase of AVID encrypted tags.
- 77. There is no technical, cost, performance, or other legitimate commercial justification for AVID's use of encryption in the companion pet RFID market, or from AVID's use of non-ISO-compliant RFID tags and readers. AVID encrypts AVID tags and disables AVID readers from reading ISO-compliant tags specifically to exclude and restrict competition for companion pet RFID tags and readers in the United States, to create substantial and artificial barriers to competition, and preserve and extend AVID's dominant market share.
- 78. AVID's use of encryption has the purpose and effect of a tying arrangement in violation of the Sherman Act, and has substantially injured and lessened competition in the companion pet RFID market for both RFID readers and RFID tags.
 - 79. Allflex has suffered substantial injury from the anticompetitive effects of

AVID's antitrust violations.

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COUNT 9

(Cartwright Act—Cal. Bus. & Prof. Code §§16720 et seq.—Unlawful Trust)

- Allflex realleges Paragraphs 1 through 79. 80.
- Through the anticompetitive conduct alleged herein, AVID established a 81. trust specifically intended, without limitation:
- to create and carry out restrictions in trade and commerce for RFID tags and RFID readers used for companion pet identification;
- to limit and reduce the production of ISO-compatible RFID tags and (b) readers, and—by excluding competition—to maintain and increase artificially high prices for AVID RFID tags and readers; and
- to prevent competition in the market for RFID tags and RFID readers (c) used for companion pet identification.
- This AVID-orchestrated trust foreclosed competition and appreciably 82. restrained substantial commerce in the markets for RFID tags and RFID readers used for companion pet identification.
 - This unlawful trust caused Allflex substantial damage and pecuniary loss. 83.

COUNT 10

(Cartwright Act—Cal. Bus. & Prof. Code §§16720, 16727—Tying Arrangement)

- Allflex realleges Paragraphs 1 through 83. 84.
- As alleged above, AVID uses the market power conferred by its patents 85. and installed base of encrypted, non-ISO tags to coerce the purchase of AVID readers, and uses encryption together with the market power conferred by its patents and dominant installed base of non-ISO readers to coerce the purchase of AVID encrypted tags.
- This AVID-implemented tying arrangement forecloses competition and 86. appreciably restrains substantial commerce in the markets for RFID tags and RFID readers used for companion pet identification.

1	87. This tying arrangement has caused Allflex substantial damage and		
2	pecuniary loss.		
3	COUNT 11		
4	(Cal. Bus. & Prof. Code §17200—Unfair Competition)		
5	88. Allflex realleges Paragraphs 1 through 87.		
6	89. AVID has engaged in unfair competition in violation of Section 17200 et		
7	seq. of the California Business & Professions Code through the unlawful, unfair, and		
8	fraudulent business acts and practices alleged in this Complaint.		
9	90. AVID's unfair competition has substantially damaged Allflex's business,		
10	substantially damaged consumers' interests, and unjustly enriched AVID, and will		
11	continue such damage and unjust enrichment unless enjoined by the Court.		
12	91. AVID engaged in such unfair competition with knowledge of its illegality		
13	and with specific intent to extend is market dominance, harm competition, and damag		
14	Allflex's business.		
15	<u>COUNT 12</u>		
16	(Unfair Competition)		
17	92. Allflex realleges Paragraphs 1 through 91.		
18	93. Through the anticompetitive conduct alleged herein, AVID engaged in		
19	unfair competition in violation of California common law.		
20	94. AVID's unfair competition has substantially damaged Allflex's business,		
21	substantially damaged consumers' interests, and unjustly enriched AVID, and will		
22	continue such damage and unjust enrichment unless enjoined by the Court.		
23	95. AVID's committed its unfair competition with malice, oppression, and		
24	fraud, and justifies imposition of punitive damages.		
25	COUNT 13		
26	(The '326 Patent)		
27	96. Allflex realleges Paragraphs 1 through 95, above, realleges Count 6 of		
20	Allfley's First Amended Complaint and alleges the Court's February 29, 2009, Orde		

and otherwise as allowed by law;

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For pre-judgment and post-judgment interest as allowed by law; and 11. For such other and further relief as the Court deems proper. 12. DATED: February 23, 2009 **HOWREY LLP** Attorneys for Plaintiff ALLFLEX USA, INC.

PROOF OF SERVICE I, Kim McIntyre, declare that I am employed in the City and County of San Francisco, California in the office of a member of the bar of this court at whose direction this service was made. I am over the age of eighteen and not a party to this action. On February 24, 2009, I served the following document exactly entitled: THIRD AMENDED COMPLAINT on the interested parties in this action by placing a true and correct copy thereof, on the above date, enclosed in a sealed envelope, following the ordinary business practice of Howrey LLP, as follows: Marc H. Cohen Philip T. Chen Tel: 213-680-8341 Fax: 213-680-8500 E-Mail: Sean O. Christofferson mcohen@kirkland.com KIRKLAND & ELLIS LLP pchen@kirkland.com E-Mail: 777 South Figueroa Street E-Mail schristofferson@kirkland.com Los Angeles, CA 90017 []U.S. Mail: I am personally and readily familiar with the business practice of Howrey LLP for collection and processing of correspondence for mailing with the United States Postal Service, pursuant to which mail placed for collection at designated stations in the ordinary course of business is deposited the same day, proper postage prepaid, with the United States Postal Service. I caused such document[s] to be sent via U.S. Mail according to the practices above. [] OVERNIGHT COURIER: I caused such documents[s] to be delivered by an overnight courier service for delivery by the following business day. ELECTRONIC MAIL: I caused said document[s] to be sent by electronic mail to Xthe e-mail addresses indicated for the parties listed above. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct, and that this declaration was executed on February 24, 2009 at San Francisco, California. Kim Mhityres Kim McIntyre

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