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6 Attorney for Plaintiff,
7 **GAMETEK LLC**

8 UNITED STATES DISTRICT COURT
9 SOUTHERN DISTRICT OF CALIFORNIA

10
11 GAMETEK LLC,

Case No.: '12CV2936 MMARBB

12 Plaintiff,
13 v.

**COMPLAINT FOR INFRINGEMENT OF
U.S. PATENT NO. 7,076,445**

14 ROCKYOU, INC.,

DEMAND FOR JURY TRIAL

15 Defendant.

Complaint Filed: December 10, 2012
Trial Date: not set

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17 This is an action for patent infringement in which GAMETEK LLC submits this Complaint
18 against the Defendant named herein, namely ROCKYOU, INC. ("Defendant"), as follows:

19
20 **THE PARTIES**

21 1. GAMETEK LLC ("GAMETEK" or "Plaintiff") is a California limited liability
22 company with a place of business at 500 Newport Center Drive, Suite 700, Newport Beach, CA
23 92660.

24 2. On information and belief, ROCKYOU, INC. ("ROCKYOU") is a Delaware
25 corporation with a place of business at 425 Broadway Street, Redwood City, CA 94063.
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27 **JURISDICTION AND VENUE**

1 6. United States Patent No. 7,076,445 (“the ‘445 patent”), entitled “SYSTEM AND
2 METHODS FOR OBTAINING ADVANTAGES AND TRANSACTING THE SAME IN A
3 COMPUTER GAMING ENVIRONMENT,” issued on July 11, 2006.

4 7. GAMETEK is the present assignee of the entire right, title and interest in and to the
5 ‘445 patent, including all rights to sue for past and present infringement. Accordingly, GAMETEK
6 has standing to bring this lawsuit for infringement of the ‘445 patent.
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8 8. The various claims of the ‘445 patent cover, inter alia, a method of managing a game
9 comprising displaying a plurality of game objects, determining if the user has sufficient
10 consideration to purchase a game object, presenting an offer to purchase the game object dependent
11 upon parameters comprising the tracked activity of the user and the indication that the user has
12 sufficient consideration, permitting the user to purchase the game object without interrupting the
13 game, supplying the purchased game object to the user without interrupting the game, and
14 incorporating the game object into the game.
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16 9. On information and belief, ROCKYOU has been and now is infringing, including
17 jointly, the ‘445 patent by actions comprising managing a game comprising displaying a plurality of
18 game objects, determining if the user has sufficient consideration to purchase a game object,
19 presenting an offer to purchase the game object dependent upon parameters comprising the tracked
20 activity of the user and the indication that the user has sufficient consideration, permitting the user to
21 purchase the game object without interrupting the game, supplying the purchased game object to the
22 user without interrupting the game, and incorporating the game object into the game. On information
23 and belief, such methods comprise Zoo World and Zoo World 2.
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26 10. Further, on information and belief, ROCKYOU makes, uses, and hosts the game
27 known as Zoo World.
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DEMAND FOR JURY TRIAL

Plaintiff, under Rule 38 of the Federal Rules of Civil Procedure, requests a trial by jury of any issues so triable by right.

Dated: December 10, 2012

Respectfully submitted,

COLLINS, EDMONDS, POGORZELSKI,
SCHLATHER & TOWER, PLLC

/s/ John J. Edmonds
John J. Edmonds

Attorney for Plaintiff
GAMETEK LLC