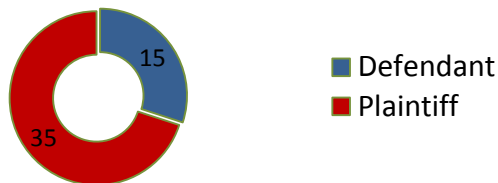


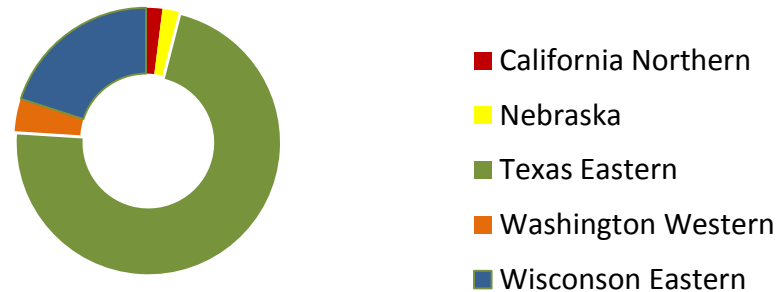
IPTT's Quarterly Troll Review™

Troll of the Quarter: **LODSYS GROUP**

Cases by Type



Cases by District



Note: All cases where Lodsys is the plaintiff are in EDTX.

Patents

Number	Abstract
5,999,908	Customer-based product design module
7,133,834	Product value information interchange server
7,222,078	Methods and systems for gathering information from units of a commodity across a network
7,620,565	Customer-based product design module

The low-down: Lodsys is your typical patent troll, right down to the offices in Marshall, TX that house nothing more than...*nothing*. They went after app developers (iOS and Android) for infringement even after hoodwinking Apple and Google to take licenses. Going after the little guys? Trollish behavior. In July of 2011, a European developer named Simon Maddox removed all of his apps from the US app stores (all platforms) rather than face a suit from Lodsys, which tells you what a bunch of bullies they are. Their most recent action is to go after Martha Stewart Living Omnimedia, where all predictions are that it will be a much bigger smack-down than even TMSoft brought to bear.

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Industry Trends: The technology sector is where patent trolling got its start, and it's not likely trolls will ever leave the nerds completely alone. But with the recent exposure both from the government side with proposed troll-hampering legislation, and from the company side (Rackspace, Neiman's, TMSoft, Fark, Martha Stewart, and Newegg banging the anti-troll drum), the heyday may actually be waning. Which of course means the trolls are going to need a new bridge or two to hide under. Where will they go? Here's my 50 cents:

Retail – RFID patents, reference Round Rock v. Checkpoint. [Terso Solutions, Inc.](#) advertises their patent portfolio on their website. Trolls do that too. *Hmmm.* [This article](#) indicates that RFID smart cabinets are a \$600 million dollar business. A company called Sourland [has a listing of RFID patents](#). [This](#) is also a neat summary.

Oil & Gas – Bloomberg [published an online article](#) about the oil patch buying up patents at a much higher rate than in the past. For defense against the Dark Arts, perhaps? Software solutions are becoming a big part of the oil business as well and though we all know software shouldn't be patentable, it currently is. Big door for trolls to squeeze through.

Top Trolls Tracked: Activision TV, Inc. , Treehouse Avatar Technologies, Personal Audio

Disclaimer: All opinions and ideas in this newsletter are mine. Information contained herein is not advice, and should not be treated as such.

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