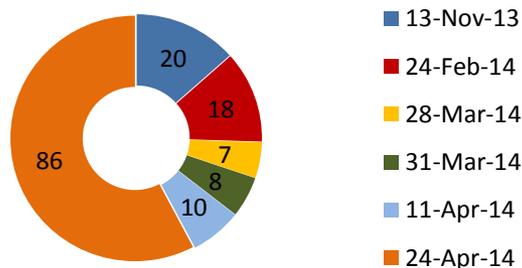
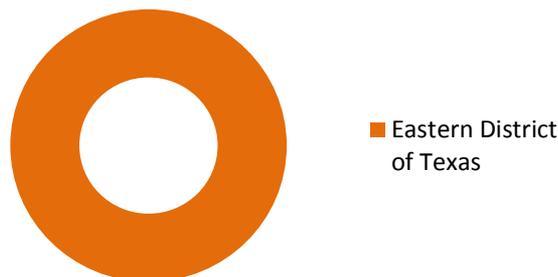


Troll of the Quarter: **eDekka**

## Cases by Filing Date



## Cases by District



The low-down: A total of 149 cases have been filed by eDekka since Last November, all in the Eastern District of Texas. The inventor is Donald J Hejna, and the patent was assigned to eDekka in September of 2013. It took them two whole months to file their first suit! These guys are going after retail establishments with a vengeance. There's not much information about them, other than they have an office in Plano which would put them close to Patent Troll Headquarters of Marshall, Texas. More than likely, it's nothing but a shell company for a law firm, a la [Mac Rust/MPHJ](#). They represent a significant threat to online retailers; check the National Retail Federation's website: [NRF Fair Patent Laws](#) for updates on this troll!

## Patent

US 6,266,674:

## Abstract (partial)

Method and apparatus for storing information wherein a user defines labels which relate to the stored information and the user defines a data structure, for example, a hierarchical structure, comprised of such labels and method and apparatus for retrieving the stored information wherein the user randomly accesses the information utilizing the labels and the structure. In one embodiment of the present invention, a keypad is provided with pads to select movement up, down, to the right, and to the left in a hierarchical structure.

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

# IPTT's Quarterly Troll Review™

Q2 2014

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Legislation Update: The Innovation Act failed to come to a vote in the Senate, so that's dead for now. Conventional wisdom at this point holds that Big Pharma and the trial lawyers got to Harry Reid and killed it. [I'm not sure that's all that killed it](#), but time will tell.

Industry Trends: For the first time last Fall, the retail industry achieved the top ranking as the chief target for patent trolls, according to [Patent Freedom](#). It could be a couple of things: the smart phone wars are cooling off, with mostly the big players suing each other rather than the traditional trolls hitting them up. Additionally, while online retailing makes up only about 5-7% of profits, there are thousands upon thousands of online retailers. As software patents, and internet-related software patents in particular, are the most ripe for the trolls to pick, it makes sense to move into the retail market. There's also the RFID angle, mentioned in the [first QTR](#). Retailers would be a big market for RFID tagging.

News of the Quarter: Patent Freedom is the go-to source for patent litigation statistics. A month or so ago, RPX Corp came out with it's own [online searchable database](#) of patent litigation. It has now been reported by I AM that [RPX will be purchasing Patent Freedom](#). Rumors of a buy-out have been swirling for years and finally the sonic boom went off. Dan McCurdy is the premier purveyor of NPE litigation statistics and is a key add to RPX's leadership team. As mentioned in the I AM article link, we'll have to see what this will do to [Allied Security Trust](#). The move positions RPX as a major data repository for not only patents and NPE information, but for litigation statistic now as well. [Lex Machina](#) is the current king of that mountain, so it will be interesting to watch how both companies continue to use what they have.

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