UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE PATENT TRIAL AND APPEAL BOARD

INTERACTIVE COMMUNICATIONS INTERNATIONAL, INC., Petitioner

v.

BLACKHAWK NETWORK, INC.
Patent Owner

Case: PGR2020-00084 U.S. Patent No. 10,769,894

PATENT OWNER'S MANDATORY NOTICE

Pursuant to 37 C.F.R. § 42.8, the Patent Owner, Blackhawk Network, Inc., hereby provides the following notice:

A. Real Party-in-Interest (37 C.F.R. § 42.8(b)(1))

Blackhawk Network, Inc. is the owner of U.S. Patent No. 10,769,894 (the "'894 patent") and the real-party-in-interest.

B. Related Matters (37 C.F.R. § 42.8(b)(2))

The '894 patent is the subject of a petition filed by the same Petitioner in this proceeding in PGR2020-00085.

C. Lead and Back-Up Counsel (37 C.F.R. § 42.8(b)(3))

Patent Owner identifies the following practitioners as its Lead Counsel and Back-Up Counsel in this proceeding:

LEAD COUNSEL	BACK-UP COUNSEL
Orion Armon (Reg. No. 65,421)	Kevin Zimmer (Reg. No. 36,977)
Cooley LLP	Cooley LLP
380 Interlocken Crescent, Suite 900	4401 Eastgate Mall
Broomfield, CO 80021	San Diego, CA 92121
Tel: (720) 566-4119	Tel: (858) 550-6074
Fax: (720) 566-4099	Fax: (858) 550-6420
oarmon@cooley.com	kzimmer@cooley.com
	Chih-Yun Wu (Reg. No. 69,082)
	Cooley LLP
	3175 Hanover Street
	Palo Alto, CA 94304
	Tel: (650) 843-5000
	Fax: (650) 849-7400
	swu@cooley.com

D. Service Information (37 C.F.R. § 42.8(b)(4))

Please address all correspondence to the Lead Counsel and Back-Up Counsel as shown above. The Patent Owner consents to electronic service by e-mail at the e-mail addresses provided above.

Dated: March 18, 2021

COOLEY LLP 380 Interlocken Crescent, Suite 900 Broomfield, CO 80021

Tel: (720) 566-4119 Fax: (720) 566-4099 oarmon@cooley.com Respectfully submitted, COOLEY LLP

By: /Orion Armon/ Orion Armon Reg. No. 65,421

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6(e), the undersigned certifies that on March 18, 2021, a complete and entire copy of this **Patent Owner's Mandatory Notice** was served by filing this document through the E2E System and via electronic mail upon the following counsel of record:

Patrick McPherson DUANE MORRIS LLP 505 9th Street NW, Suite 1000 Washington, D.C. 20004 Phone: (202) 776-5214 Fax: (202) 478-0826 PDMcPherson@duanemorris.com

Robin McGrath DUANE MORRIS LLP 1075 Peachtree Street NW, Suite 2000 Atlanta, GA 30309 Phone: (404) 253-6922 Fax: (404) 745-0806

RLMcGrath@duanemorris.com

Patrick C. Muldoon DUANE MORRIS LLP 505 9th Street NW, Suite 1000 Washington, D.C. 20004 Phone: (202) 776-7840 Fax: (202) 478-1746 PCMuldoon@duanemorris.com

D. Joseph English
DUANE MORRIS LLP
505 9th Street NW, Suite 1000
Washington, D.C. 20004
Phone: (202) 776-5228
Fax: (202) 478-0667
DJEnglish@duanemorris.com

By: /Orion Armon/ Orion Armon Reg. No. 65,421