

# **Askeladden Files Petition for Review of NextCard Patent Related to Providing Customized Offers**

*Seeks PTAB review and cancellation of all claims in view of known technologies*

## **For Immediate Release:**

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Askeladden L.L.C., as part of its Patent Quality Initiative, recently filed a petition for *Inter Partes* Review (IPR) of a patent owned by NextCard, LLC with the Patent Trial and Appeal Board (PTAB). Askeladden's Patent Challenge Committee decided to seek review of the patent as part of Askeladden's efforts to address poor quality patents.

In the petition, Askeladden asks the PTAB to review the validity of US Patent No. 7,552,080. The petition asserts that all of the patent's claims, which relate to providing customized offers (e.g., credit card offers) based on terms requested by an applicant, were known and obvious at the time the application for the '080 patent was filed and should be found unpatentable.

"The filing of this IPR petition demonstrates our continued commitment to improving patent quality," said Sean Reilly, General Counsel of Askeladden. "Patent quality is critically important for incentivizing investment in research and development of new technologies and products."

Established earlier this year, Askeladden's Patent Challenge Committee consists of former U.S. District Judge Roderick McKelvie, the Honorable Gerald Mossinghoff, former Assistant Secretary of Commerce, Commissioner of Patents and Trademarks (1981-1985), and Professor John Thomas of the Georgetown University Law Center.

## **About Patent Quality Initiative**

Askeladden is an education, information and advocacy organization that launched an initiative to improve the understanding, use and reliability of patents in financial services and other industries. As part of its Patent Quality Initiative, Askeladden strives to improve the quality of issued patents and discourage the improper assertion of patents by filing amicus briefs, petitioning for *Inter Partes* Review and engaging in educational activities. For more information, visit [patentqualityinitiative.com](http://patentqualityinitiative.com).