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[Your Name]

[Your Title]

[Your Company]

[Street Address, City, State ZIP]

May 14, 2026

[Opposing Counsel Name]

[Firm Name]

[Address]

**Re: U.S. Patent No. 8886536 — Response to Assertion of Infringement**

Dear Counsel,

We acknowledge receipt of your correspondence asserting infringement of U.S. Patent No. 8886536 (the "8886536 Patent"). After preliminary review, we have substantial concerns about the validity, enforceability, and scope of the asserted claims, summarized below. We reserve all rights and defenses.

## **1. Subject Patent — Summary**

A technical analysis of U.S. Patent 8,886,536 reveals the following details:

Title: System and method for delivering targeted advertisements and tracking advertisement interactions in voice recognition contexts

Assignee: VB Assets LLC

Inventors: Tom Freeman, Mike Kennewick

Filing Date: September 3, 2013

Issue Date: November 11, 2014

Abstract:

The system and method described in this patent utilize various natural language models to deliver targeted advertisements and monitor user interactions with these ads within voice recognition environments. Specifically, when a device receives a spoken utterance, a conversational language processor selects and presents one or more advertisements...

## **2. Validity Concerns under 35 U.S.C. § 102 — Prior Art**

We have identified prior-art references that, in our preliminary view, anticipate one or more asserted claims of the 8886536 Patent:

Prior Art Analysis for U.S. Patent 8,886,536

As of May 5, 2026, the following analysis details the most relevant prior art cited during the prosecution of U.S. Patent 8,886,536 ('536 patent). This analysis examines the references cited by the USPTO examiner and evaluates their potential impact on the patent's claims under 35 U.S.C. § 102 (Anticipation).

The '536 patent describes a system that uses a natural language conversation to deliver targeted promotional content. Key aspects of the invention include interpreting a user's spoken utterance in the context of a prior utterance, using different "domain agents" to determine the best interpretation, and then selecting a relevant advertisement. The prior art cited against these claims generally involves voice-based search, targeted advertising, and dialogue management systems.

Here are the most relevant prior art references:

1. U.S. Patent No. 7,725,493 B1 ("Busay")

- Full Citation: US 7,725,493 B1, "Voice-based search with advertising"
- Assignee: Google Inc.
- Publication Date: May 25, 2010 (Filed: July 19, 2007)
- Brief...

#### **4. Litigation History of the Patent**

Public records reflect that the 8886536 Patent has been the subject of the following litigation, which informs our view of the asserted claims and your client's enforcement posture:

- VB Assets LLC v. Android International Inc et al. — 1:26-cv-00443 · Delaware District Court · filed 2026-04-17 · Open
- VB Assets, LLC v. Apple Inc. — 1:24-cv-01368 · U.S. District Court for the District of Delaware · Active
- VB Assets, LLC v. SoundHound AI, Inc. — 1:24-cv-01279 · U.S. District Court for the District of Delaware · Active
- VB Assets, LLC v. Samsung Electronics Co., Ltd. — 2:24-cv-00828 · U.S. District Court for the Eastern District of Texas · Active
- VB Assets, LLC v. Amazon.com, Inc. et al. — 1:19-cv-01410 · U.S. District Court for the District of Delaware · filed 2019-07-26 · Active
- VB Assets, LLC v. Amazon.com Services LLC — 25-1142 · U.S. Court of Appeals for the Federal Circuit · Dismissed
- Samsung Electronics Co. Ltd. v. VB Assets, LLC — IPR2025-00869 · Patent Trial and Appeal Board · filed 2025-04-20 · Pending

#### **4. Request**

In light of the foregoing, we request that your client (i) provide a detailed claim chart identifying each accused product or service and mapping every limitation of each asserted claim, (ii) identify any prior art known to your client, including any references cited during prosecution or reexamination, and (iii) substantiate the basis for any damages or licensing demand. We are prepared to discuss the matter further once we have received and reviewed the foregoing.

Sincerely,

[Your Name]

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