



In The Press: Askeladden LLC Announces Amster Rothstein & Ebenstein LLP Filed IPR On Its Behalf Against Verify Smart

Askeladden Urges Review of Verify Smart's Patent Related to Identity Verification in Electronic Transactions

Seeks cancellation of all claims in view of known authentication and verification technologies

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Askeladden LLC, as part of its Patent Quality Initiative, is challenging the validity of U.S. Patent No. 8,285,648 which Verify Smart Corporation has asserted against technology and financial services companies including Apple, Facebook, Microsoft and Discover. Askeladden's [Patent Challenge Committee](#)—respected and experienced experts in the field of patent law—decided to file this challenge as part of Askeladden's efforts to protect innovation in the financial and technology industries.

Verify Smart's patent is directed to a system and methods for verifying the identity of users in the course of electronic transactions. Askeladden's petition for Inter Partes Review (IPR), filed yesterday with the Patent Trial and Appeal Board (PTAB), argues that the patent's claims were known and obvious at the time the application for the patent was filed and therefore should be found unpatentable by the PTAB.

"Lawsuits based on poor quality patents undermine the core purposes of the patent system," said Sean Reilly, General Counsel of Askeladden. "We look forward to continuing our efforts to promote patent quality in 2017."

Askeladden is represented by Amster, Rothstein & Ebenstein LLP.

About Patent Quality Initiative

Askeladden is an education, information and advocacy organization with the goal of improving the understanding, use and reliability of patents in financial services and other industries. As part of its Patent Quality Initiative, Askeladden strives to promote better patents and patent



holder behaviors by regularly filing amicus briefs, Inter Partes Reviews (IPRs) and engaging in educational activities.