

IN THE UNITED STATES DISTRICT COURT  
FOR THE WESTERN DISTRICT OF PENNSYLVANIA

AQUAPAW BRANDS LLC,  
Plaintiff,

v.

YAN-PENG, Autokcan-US, Best Audio  
Parts, Billie Bean Products, CaiFangUS,  
Carhersv, Cheeglu, Daeg's Convenient  
Store, Don Gato Inc,  
DONGPACHUSHANGMAO, EASY  
FASHION, EAVPORT, Hicomie, H-Jia,  
HRZESZ, HUIJIAJUNHAO, Jondarla,  
KingworaUS, LAVILI, Lite Life, Markhor  
Traders INC, MarryMoo, Matier, Mozart  
Casa, pqzeng, Pusner lucewin, SEIS,  
SHUIRONG, Starlight Sonic, True Glory,  
UnisonPet, Vcostore, VECT TOOLS,  
VIRTUALUNIQUE, XMXJT, and  
YWZSP

Defendants.

Civil Action No.

**FILED UNDER SEAL**

**COMPLAINT FOR DAMAGES AND INJUNCTIVE RELIEF**

AQUAPAW BRANDS LLC, a Delaware limited liability company (“Plaintiff”), hereby sues Defendants, the Individuals, Partnerships, and Unincorporated Associations identified in the Caption and which are set forth in **Schedule “A”** hereto (collectively “Defendants”). Each of the Defendants has willfully infringed one or more of the claims of U.S. Patent No. 10,834,894 (“Plaintiff’s Patent” or “the Plaintiff’s Patent”) by offering for sale, selling, and distributing knock-off versions of Plaintiff’s Slow Treater<sup>®</sup> Brand dog soothing device (“Infringing Products”). In support of their claims, Plaintiff allege as follows:

## NATURE OF THE ACTION

1. Nate Jelovich is an executive of the Plaintiff company, AQUAPAW BRANDS LLC, the 100% owner of all the assets of AQUAPAW LLC, the original company that developed and marketed the product at issue in this case (i.e., the Slow Treater<sup>®</sup>). The inventor of the Plaintiff's patented product solved the challenging problem of bathing a dog. By placing peanut butter into the patented device, that includes rubber protuberances ("nubs") in the center of the product, and affixing it with suction cups to the bathroom wall, the pet is enticed to jump into the tub where it can be bathed. The nubs on the device slow down the pet's ability to get all the peanut butter out of the device and the licking at the peanut butter soothes the pet. The product is sold by Plaintiff under the brand name Slow Treater<sup>®</sup> ("Plaintiff's Product").

2. Defendants have offered for sale, sold, and distributed knock-off versions of the Plaintiff's Product which infringe at least one claim of the Plaintiff's Patent. Moreover, Defendants' sale, distribution, and advertising of the Infringing Product are highly likely to cause consumers to believe that Defendants are offering a genuine version of Plaintiff's Product when they are not.

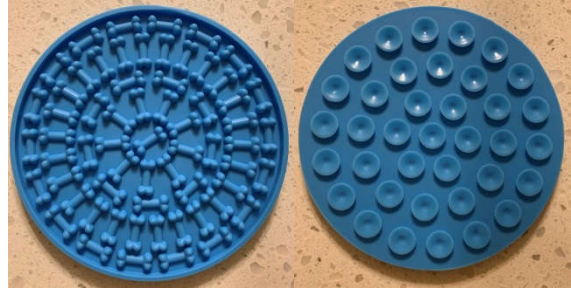
3. Shown below are the example types of Infringing Product offered for sale by the Defendants<sup>1</sup>:

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<sup>1</sup> Other Infringing Products appear in screenshots in Schedule "B" attached hereto. Some of the screenshots may show non-infringing products that are bundled with the Infringing Products.



**PLAINTIFF'S PRODUCT**



**TYPE 1 INFRINGING PRODUCT**



**PLAINTIFF'S PRODUCT**



**TYPE 2 INFRINGING PRODUCT**



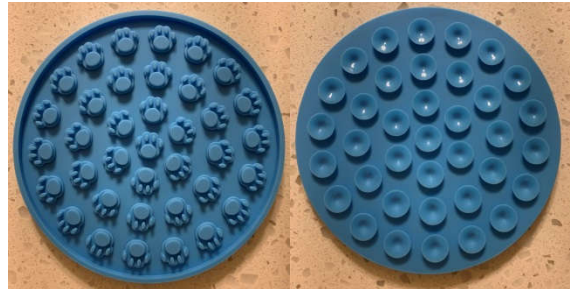
**PLAINTIFF'S PRODUCT**



**TYPE 3 INFRINGING PRODUCT**



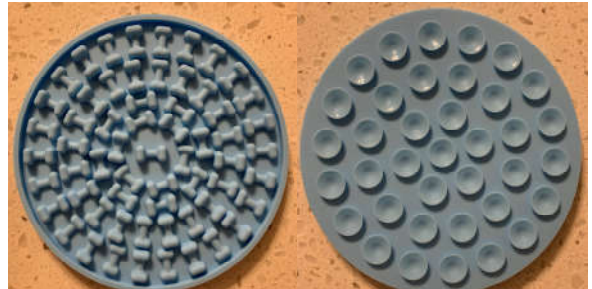
**PLAINTIFF'S PRODUCT**



**TYPE 4 INFRINGING PRODUCT**



**PLAINTIFF'S PRODUCT**



**TYPE 5 INFRINGING PRODUCT**



**PLAINTIFF'S PRODUCT**



**TYPE 6 INFRINGING PRODUCT**

4. As poorly designed and manufactured products, Defendants' Infringing Products may injure an unsuspecting pet that tries to ingest it; likewise, the flimsiness of the product may disappoint a customer who may give the product a bad review.

5. Defendants' Infringing Products are substantially inferior to the genuine product. With poorly designed and manufactured products, Defendants' Infringing Products create serious public safety risks and threaten to destroy the reputation of high quality that Plaintiff's Products have earned.

6. Plaintiff's Product is marketed and advertised extensively including on its website [aquapaw.com](http://aquapaw.com) and its storefront on [Amazon.com](http://Amazon.com). The unique features of Plaintiff's Product and the manner in which it is marketed and advertised, including, the distinct photographs, the design, the instructions, the packaging, and the unique presentation of the product, all comprise Plaintiff's valuable intellectual property ("IP") and all have become distinct in consumer's minds such that consumers associate all of this IP with Plaintiff's Product. Screenshots from Plaintiff's Website and Amazon Store are attached as Complaint Exhibit 1.

7. The innovative features of Plaintiff's Product are the subject of U. S. Patent No. 10,834,894 entitled "Animal Feeder System and Method of Use". A copy of the patent is

attached as Complaint Exhibit 2. The Plaintiff's Product is marked in accordance with the Patent Act.

8. On information and belief, Defendants' sale of Infringing Products gives rise to a plausible expectation that discovery will reveal that Defendants' actions all arise from the same transaction, occurrence, or series of transactions. Specifically, on information and belief, Defendants are actively participating in a conspiracy to distribute and sell Infringing Products. For example, Defendants, on information and belief, are working together to manufacture, arrange the manufacture of and/or sell and otherwise distribute the Infringing Products. Moreover, the Infringing Products all infringe on at least one claim of the Plaintiff's Patent.

9. Plaintiff therefore brings this action for Patent Infringement under 35 U.S.C. § 271, and The All Writs Act, 28 U.S.C. § 1651(a).

### **JURISDICTION AND VENUE**

10. This Court has subject matter jurisdiction over this action pursuant to 28 U.S.C. §§ 1331 and 1338.

11. This Court may exercise personal jurisdiction over a non-resident of the State in which the Court sits to the extent authorized by the state's laws. Fed. R. Civ. P. 4(e). Pennsylvania authorizes personal jurisdiction over each Defendant pursuant to 42 Pa. Cons. Stat. § 5322 (a) which provides in pertinent part: "A tribunal of this Commonwealth may exercise personal jurisdiction over a person ... as to a cause of action or other matter arising from such person: (1) Transacting any business in this Commonwealth. Without excluding other acts which may constitute transacting business for the purpose of this paragraph: (ii) The doing of a single act in this Commonwealth for the purpose of thereby realizing pecuniary benefit ... (3)

Causing harm or tortious injury by an act or omission in this Commonwealth. (4) Causing harm or tortious injury by an act or omission outside this Commonwealth ... (10) Committing any violation within the jurisdiction of the Commonwealth of any statute, home rule charter, local ordinance or resolution, or rule or regulation promulgated thereunder by any government unit or of any order of court or other government unit.” In the alternative, Federal Rule of Civil Procedure 4(k) confers personal jurisdiction over the Defendants because, upon information and belief, Defendants regularly conduct, transact and/or solicit business in Pennsylvania and in this judicial district, and/or derive substantial revenue from their business transactions in Pennsylvania and in this judicial district and/or otherwise avail themselves of the privileges and protections of the laws of the Commonwealth of Pennsylvania such that this Court's assertion of jurisdiction over Defendants does not offend traditional notions of fair play and due process, and/or Defendants' illegal counterfeiting and infringing actions caused injury to Plaintiff in Pennsylvania and in this judicial district such that Defendants should reasonably expect such actions to have consequences in Pennsylvania and in this judicial district, for example:

a. Upon information and belief, at all times relevant hereto, Defendants were and/or are systematically directing and/or targeting their business activities at consumers in the United States, including Pennsylvania, through on-line platforms with Merchant Storefronts (as defined *infra*), via on-line marketplace websites, such as Amazon.com, under the Seller IDs, as well as any and all as yet undiscovered accounts with Merchant Storefronts held by or associated with Defendants, their respective officers, employees, agents, servants and all persons in active concert or participation with any of them (“User Accounts”), through which consumers in the United States, including Pennsylvania, can view the one or more of Defendants' Merchant Storefronts that each Defendant operates,

uses to communicate with Defendants regarding their listings for Infringing Products and to place orders for, receive invoices for and purchase Infringing Products for delivery in the U.S., including Pennsylvania, as a means for establishing regular business with the U.S., including Pennsylvania.

b. Upon information and belief, certain Defendants are sophisticated sellers, each operating one or more commercial businesses using their respective User Accounts through which Defendants, their respective officers, employees, agents, servants and all persons in active concert of participation with any of them, operate storefronts to manufacture, import, export, advertise, market, promote, distribute, offer for sale and/or otherwise deal in products, including the Infringing Products, which are held by or associated with Defendants, their respective officers, employees, agents, servants and all persons in active concert or participation with any of them (“Merchant Storefront(s)”) in wholesale quantities at significantly below-market prices to consumers worldwide, including to those in the U.S., and specifically Pennsylvania.

c. Upon information and belief, Defendants’ Merchant Storefronts reflect multiple sales to consumers all over the world, including repeat sales to consumers in the U.S. and into this judicial district.

d. Upon information and belief, all Defendants accept payment in U.S. Dollars and offer shipping to the U.S., including to Pennsylvania.

e. Upon information and belief, at all times relevant, Defendants have transacted business with consumers located in the U.S., including Pennsylvania, for the sale and shipment of Infringing Products.

f. Upon information and belief, some Defendants are employing and benefiting from substantially similar, paid advertising and marketing and advertising strategies in order to make their Merchant Storefronts selling illegal goods appear more relevant and attractive to search result software across an array of search words, including but not limited to “SLOW” and, “FEEDER”. By their actions, Defendants are causing concurrent and indivisible harm to Plaintiff and the consuming public by (i) depriving Plaintiff of their right to fairly compete for space within the various on-line marketplace search results and reducing the visibility of the Plaintiff’s Product on various on-line marketplaces and/or diluting and driving down the retail market price for the Plaintiff’s Product (ii) causing an overall degradation of the value of the goodwill associated with Plaintiff’s Product; and (iii) increasing Plaintiff’s overall cost to market its goods and educate consumers about its brand and products.

g. Upon information and belief, Defendants have cooperated, communicated their plans with one another, shared information, and coordinated their efforts, all in order to create an illegal marketplace operating in parallel to the legitimate marketplace of Plaintiff’s and the legally authorized resellers of Plaintiff’s genuine goods.

h. Upon information and belief, Defendants are concurrently targeting their infringing activities toward consumers and causing harm in Allegheny County, Pennsylvania.

i. Upon information and belief, Defendants likely reside and/or operate in foreign jurisdictions with lax trademark and patent enforcement systems and are cooperating by creating an illegal stream of infringing and counterfeit goods.

j. Upon information and belief, Defendants are aware of Plaintiff, its genuine Slow Treater<sup>®</sup> dog soothing device, and are aware that their illegal infringing actions alleged herein are likely to cause injury to Plaintiff in the United States, in Pennsylvania and in this judicial district specifically, as Plaintiff conducts substantial business in Pennsylvania.

k. Plaintiff is suffering irreparable and indivisible injury and suffered substantial damages as a result of Defendants' unauthorized and wrongful sale of infringing goods.

12. Venue is proper, *inter alia*, pursuant to 28 U.S.C. § 1391 because, for example:

a. Upon information and belief, Defendants conduct, transact, and/or solicit business in this judicial district.

b. Upon information and belief, Defendants or their agent(s) may be found in this district because personal jurisdiction is proper in this district.

c. Upon information and belief, this is a judicial district in which a substantial part of the events or omissions giving rise to the infringement claims occurred, or a substantial part of the property that is the subject of the action is situated.

d. Defendants not resident in the United States may be sued in this judicial district because personal jurisdiction is proper in this district.

### **THE PLAINTIFF**

13. Plaintiff, AquaPaw Brands LLC, is a Delaware limited liability company and has its principal place of business at 113 Cherry Street, PMB 89249, Seattle, Washington 98104-2205 US.

14. Plaintiff is, in part, engaged in the business of manufacturing and distributing throughout the world, including within this district, the Slow Treater<sup>®</sup> dog soothing device, through its website, aquapaw.com, its authorized storefront on amazon.com, and various retail establishments. Defendants, through the sale and offer to sell Infringing Products are directly, and unfairly, competing with Plaintiff's economic interest in the Commonwealth of Pennsylvania and causing Plaintiff harm within this jurisdiction.

15. Like many other brand owners, Plaintiff suffer ongoing daily and sustained violations of their rights at the hands of infringers, such as Defendants herein, who wrongfully reproduce Plaintiff's Products for the twin purposes of (i) duping and confusing the consuming public and (ii) earning substantial profits from the sale of their Infringing Products. The natural and intended byproduct of Defendants' actions is the erosion and destruction of the goodwill associated with Plaintiff's Products and the destruction of the legitimate market sector in which Plaintiff operate.

16. The recent explosion of counterfeiting and infringement over the Internet, including through online marketplace platforms, has created an environment that requires brand owners, such as Plaintiff, to expend significant time and money across a wide spectrum of efforts in order to protect both consumers and Plaintiff from the ill effects of confusion and the erosion of the goodwill associated with Plaintiff's brand and products.

### **THE DEFENDANTS**

17. The Defendants are individuals and/or business entities of unknown makeup, each of whom, upon information and belief, either reside or operate in foreign jurisdictions, or (though not foreign) redistribute products from the same or similar sources in those foreign locations. Defendants have the capacity to be sued pursuant to Federal Rule of Civil Procedure 17(b).

Defendants target their business activities toward consumers throughout the United States, including within this district, and conduct pervasive business through the operation of, at least, one fully interactive commercial Internet based e-commerce store via, at least one of the Internet based online marketplaces Amazon.com, ebay.com, aliexpress.com, and wish.com, all under the Seller IDs.

18. Upon information and belief, the Defendants use aliases in conjunction with the operation of their businesses as set forth in Schedule "A" hereto.

19. Defendants are the past and present controlling forces behind the sale of products infringing at least one claim of the Plaintiff's Patent described herein using at least the Seller IDs.

20. Upon information and belief, Defendants were willfully advertising, offering for sale and selling goods infringing upon at least one claim of the Plaintiff's Patent to consumers within the United States and this district through several fully interactive, commercial Internet websites and Internet based e-commerce stores operating under, at least, the storefronts, the Seller IDs, and any additional domain names, websites and corresponding website URLs or seller identifications and store URL aliases not yet known to Plaintiff. Defendants have purposefully directed some portion of their illegal activities towards consumers in the Commonwealth of Pennsylvania through the advertisement, offer to sell, sale, and/or shipment of Infringing Products into the Commonwealth.

21. Defendants have registered, established or purchased, and maintained the on-line marketplace website storefronts and Seller IDs. Upon information and belief, Defendants have engaged in fraudulent conduct with respect to the registration of the storefronts and Seller IDs by providing false and/or misleading information to the Internet based e-commerce platforms where

they offer for sale and/or sell, during the registration or maintenance process related to their respective Seller ID. Upon information and belief, Defendants have anonymously registered and maintained some of the Seller IDs for the sole purpose of engaging in illegal infringing activities.

22. Upon information and belief, Defendants will continue to register or acquire new seller identification aliases for the purpose of selling and offering for sale goods infringing at least one claim of the Plaintiff's Patent unless preliminarily and permanently enjoined.

23. Defendants' Internet-based businesses amount to nothing more than illegal operations established and operated in order to infringe the intellectual property rights of Plaintiff.

24. Defendants' business names, i.e., the Seller IDs, associated payment accounts, and any other alias seller identification names used in connection with the sale of goods infringing on at least one claim of the Plaintiff's Patent are essential components of Defendants' online activities and are the means by which Defendants further their infringement scheme and cause harm to Plaintiff.

### **COMMON FACTUAL ALLEGATIONS**

#### **Plaintiff and Its Slow Treater® brand Dog Soothing Device**

25. The Plaintiff's Product is designed to entice the pet to get into the bathtub and keep it there while distracted by the task of licking a treat from the feeder. The product is molded in FDA-approved food grade material. The top of the product includes multiple nubs and surrounded by a circular raised rim to hold the treat and slow the pet's ability to lick it out. Suction cups are disposed on the back of the product for fastening to the bathtub wall. The Plaintiff's Product retails for \$10.95:



26. On November 17, 2020, the U.S. Patent and Trademark Office issued the '894 patent, the claims of which protect Plaintiff's Product. The Plaintiff's Patent has never been assigned or licensed to any of the Defendants in this matter. Plaintiff has provided constructive notice of the Plaintiff's Patent by placing the patent number of the patent on the packaging of Plaintiff's Product.

27. Plaintiff's Product has been featured in videos or articles by numerous media outlets, including:

NBC's *The Today Show*

Buzz Feed: <https://www.buzzfeed.com/malloryannp/products-from-amazon-thatll-make-grooming-your-pet-so>

Buzz Feed: <https://www.buzzfeed.com/malloryannp/products-that-are-almost-too-damn-clever-2019>

Good Housekeeping: <https://www.goodhousekeeping.com/holidays/gift-ideas/g474/pet-gifts/?slide=8>

Pop Sugar: <https://www.popsugar.com/family/Aquapaw-Slow-Treater-Mat-Bathing-Dogs-45362700>

<https://tppm.com/p/27845/aquapaw/aquapaw-slow-treater/>

<https://www.purewow.com/family/how-to-give-a-dog-a-bath>

### **Defendants' Wrongful and Infringing Conduct**

28. Upon information and belief, Defendants are, through at least the Internet based e-commerce stores operating under the Seller IDs, promoting, selling, offering for sale and distributing goods that willfully infringe at least one claim of the Plaintiff's Patent while marketing their knock-off products in a willful attempt to pass off their knock-off products as the genuine version of Plaintiff's Products.

29. Upon information and belief, Defendants' Infringing Products are of a quality substantially and materially different than that of Plaintiff's genuine goods. Defendants, upon information and belief, are actively using, promoting and otherwise advertising, distributing, selling, and/or offering for sale substantial quantities of their Infringing Products with the knowledge and intent that such goods will be mistaken for the genuine high quality goods offered for sale by Plaintiff despite Defendants' knowledge that they are without authority to use the subject matter of the Plaintiff's Patent.

30. Defendants advertise their Infringing Products for sale to the consuming public via Internet based e-commerce stores on, at least, one Internet marketplace using at least the Seller IDs. In so advertising these goods, Defendants improperly and unlawfully infringe at least one claim of the Plaintiff's Patent without Plaintiff's permission.

31. As part of their overall infringement scheme, Defendants are, upon information and belief, concurrently employing and benefitting from substantially similar, advertising and

marketing strategies based, in large measure, upon an illegal use of infringements of the Plaintiff's Patent in order to make their e-commerce stores selling illegal goods appear more relevant and attractive to consumers online. By their actions, Defendants are contributing to the creation and maintenance of an illegal marketplace operating in parallel to the legitimate marketplace for Plaintiff's genuine goods. Defendants are causing, individual, concurrent and indivisible harm to Plaintiff and the consuming public by (i) depriving Plaintiff and other third parties of their right to fairly compete for space within search engine results and reducing the visibility of Plaintiff's genuine goods on the World Wide Web, (ii) causing actual consumer confusion, (iii) harm to Plaintiff's reputations, including tarnishing their status as the innovator in this market, (iv) an overall degradation of the value of the goodwill associated with the Plaintiff's brand, and (v) increasing Plaintiff's overall cost to market its goods and educate consumers about its brand via the Internet.

32. Plaintiff confirmed that Defendants were and/or are still currently offering for sale and/or selling Infringing Products for sale to the consuming public via Internet based e-commerce stores on, at least, one Internet marketplace using at least the Seller IDs and that Defendants provide shipping and/or have actually shipped Infringing Products to customers located within this judicial district.

33. There is no question that the Infringing Product itself and the manner in which it is marketed is designed to confuse and mislead consumers into believing that they are purchasing Plaintiff's Product or that the Infringing Product is otherwise approved by or sourced from Plaintiff, thereby trading on the goodwill and reputation of Plaintiff.

34. Upon information and belief, at all times relevant hereto, Defendants in this action had full knowledge of Plaintiff's ownership of the Plaintiff's Patent. Defendants' use of the patent is without Plaintiff's consent or authorization.

35. Defendants are engaging in the above-described illegal infringing activities knowingly and intentionally or with reckless disregard or willful blindness to Plaintiff's rights for the purpose of infringing the Plaintiff's Patent and trading on Plaintiff's goodwill and reputation. If Defendants' intentional infringing activities are not preliminarily and permanently enjoined by this Court, Plaintiff and the consuming public will continue to be harmed.

36. Defendants' above identified infringing activities are likely to cause confusion, deception, and mistake in the minds of consumers before, during, and after the time of purchase. Moreover, Defendants' wrongful conduct is likely to create a false impression and deceive customers, the public, and the trade into believing there is a connection or association between Plaintiff's Products and Defendants' Infringing Products, which there is not.

37. Upon information and belief, Defendants' payment and financial accounts are being used by Defendants to accept, receive, and deposit profits from Defendants' infringing activities connected to their Seller IDs and any other alias e-commerce stores, photo albums, seller identification names, domain names, or websites being used and/or controlled by them.

38. Further, upon information and belief, Defendants are likely to transfer or secret their assets to avoid payment of any monetary judgment awarded to Plaintiff.

39. Plaintiff has no adequate remedy at law.

40. Plaintiff is suffering irreparable injury and have suffered substantial damages as a result of Defendants' unauthorized and wrongful infringement of at least one claim of the

Plaintiff's Patent. If Defendants' infringing activities are not preliminarily and permanently enjoined by this Court, Plaintiff and the consuming public will continue to be harmed.

41. The harm and damages sustained by Plaintiff has been directly and proximately caused by Defendants' wrongful reproduction, use, advertisement, promotion, offers to sell, and sale of their Infringing Products.

### **COUNT I – PATENT INFRINGEMENT (35 U.S.C. § 271 (a))**

42. The allegations in the above paragraphs are hereby incorporated by reference.

43. Plaintiff owns U. S. Patent No. 10,834,894 entitled “Animal Feeder System and Method of Use”. A copy of the patent is attached as Complaint **Exhibit 2**. The Plaintiff's Product is marked in accordance with the Patent Act.

44. The Accused Products Type 1 - 6 Products infringe at least Claim 13 of the Plaintiff's Product, as more fully detailed in **Exhibits 3 - 8**, and **Schedule B**, respectively. As defined in the specification, a “nub” is defined as a protuberance (standard dictionary definition) or projection (“the plurality of nubs may project from the surface of the obverse side 14 of the body 12”) that is “configured to slow the rate at which an animal feeds from the feeding section 18.” A “nub” may assume any shape or size in the feeding section to slow the rate at which an animal feeds from the feeding section.

45. Defendants have infringed and continue to infringe the Plaintiff's Patent either directly or indirectly through acts of contributory infringement or inducement in violation of 35 U.S.C. § 271, by making, using, selling, importing and/or offering to sell Infringing Products, namely the knock-offs that infringe at least one claim of the Plaintiff's Patent.

46. Defendants' infringement, contributory infringement and/or inducement to infringe has injured Plaintiff and they, therefore, is entitled to recover damages adequate to compensate it for such infringement, but in no event less than a reasonable royalty.

47. Defendants' infringement, contributory infringement and/or inducement to infringe has been willful and deliberate because Defendants have notice of or knew of the Plaintiff's Patent and have nonetheless injured and will continue to injure Plaintiff, unless and until this Court enters an injunction, which prohibits further infringement and specifically enjoins further manufacture, use, sale, importation and/or offer for sale of products or services that come within the scope of the Plaintiff's Patent.

48. Based on Defendants' wrongful conduct, Plaintiff is entitled to injunctive relief as well as monetary damages and other remedies as provided by the Patent Act, including damages that Plaintiff has sustained and will sustain as a result of Defendants' illegal and infringing actions as alleged herein, enhanced discretionary damages and reasonable attorneys' fees and costs.

### **PRAYER FOR RELIEF**

WHEREFORE, Plaintiff demands judgment on all Counts of this Complaint and an award of equitable relief and monetary relief against Defendants as follows:

a. Entry of temporary, preliminary and permanent injunctions pursuant to 35 U.S.C. § 283, and Federal Rule of Civil Procedure 65 enjoining Defendants, their agents, representatives, servants, employees, and all those acting in concert or participation therewith, from manufacturing or causing to be manufactured, importing, advertising or promoting, distributing, selling or offering to sell their Infringing Products;

c. Entry of an Order that, upon Plaintiff's request, any Internet marketplace website operators and/or administrators that are provided with notice of the injunction, including but not limited to the online marketplaces Amazon.com, ebay.com, aliexpress.com, and wish.com, identify any e-mail address known to be associated with Defendants' respective Seller ID, and cease facilitating access to any or all e-commerce stores through which Defendants engage in the promotion, offering for sale, and/or sale of Infringing Products.

d. Entry of an Order that, upon Plaintiff's request, any Internet marketplace website operators and/or administrators who are provided with notice of the injunction, including but not limited to the online marketplaces Amazon.com, ebay.com, aliexpress.com, and wish.com, permanently remove any and all listings offering for sale Infringing Products via the e-commerce stores operating under the Seller IDs, including any and all listings linked to the same seller or linked to any other alias seller identification name being used and/or controlled by Defendants to promote, offer for sale and/or sell Infringing Products.

e. Entry of an Order that, upon Plaintiff's request, any Internet marketplace website operators and/or administrators who are provided with notice of the injunction, including but not limited to the online marketplaces Amazon.com, ebay.com, aliexpress.com, and wish.com, immediately cease fulfillment of and sequester all goods of each Defendant or other Seller under a Seller ID offering for sale the Infringing Product in its inventory, possession, custody, or control, and surrender those goods to Plaintiff.

f. Entry of an order awarding Plaintiff damages adequate to compensate for the infringement of its patent, but in no event less than a reasonable royalty for the use made of the invention by the Defendants, together with interest and costs as fixed by the Court pursuant to 35 U.S.C. § 284 and that the award be trebled as provided for under 35 U.S.C. §284.

g. Entry of an Order finding that this case is exceptional and an award to Plaintiff of its attorney fees and costs as provided by for under 35 U.S.C. § 285.

h. Entry of an Order that, upon Plaintiff's request, any financial institutions, payment processors, banks, escrow services, money transmitters, including, but not limited to, Zhejiang Ant Small and Micro Financial Services Group Co., Ltd. AliPay (China) Internet Technology Co. Ltd., and Alipay.com Co., Ltd. (collectively referred to as "AliPay")<sup>2</sup>, Amazon Payments, Inc., PayPal, Inc. d/b/a paypal.com, and Context Logic, Inc. d/b/a wish.com, or marketplace platforms, including but not limited to, Amazon.com, ebay.com, aliexpress.com, and Context Logic, Inc d/b/a wish.com, and their related companies and affiliates, identify and restrain all funds, up to and including the total amount of judgment, in all financial accounts and/or sub-accounts used in connection with the Seller IDs or other domain names, alias seller identification names, or e-commerce store names or store URLs used by Defendants presently or in the future, as well as any other related accounts of the same customer(s) and any other accounts which transfer funds into the same financial institution account(s), to be surrendered to Plaintiff in partial satisfaction of the monetary judgment entered herein.

i. Entry of an award of pre- and post-judgment interest on the judgment amount.

j. Entry of an order for any further relief as the Court may deem just and proper.

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<sup>2</sup> WorldPay US, Inc. ("WorldPay") processes transactions on behalf of Alibaba and Alipay, which may appear as "Aliexpress" on a cardholder's credit card statement.

**DEMAND FOR JURY TRIAL**

Plaintiff respectfully demand a trial by jury on all claims.

Respectfully submitted,

Dated: December 8, 2021

/s/ Stanley D. Ference III

Stanley D. Ference III

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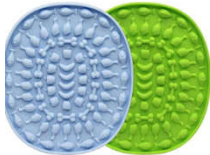





Attorneys for Plaintiff

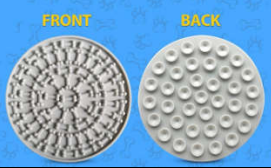


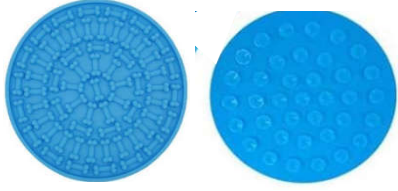
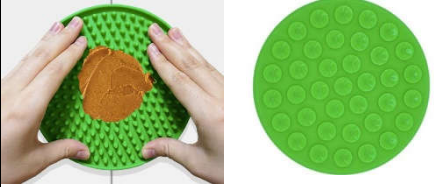



**Schedule “A”**  
**Defendants With Store Name and Seller ID**

<b>Defendant No.</b>	<b>Defendant/Store Name</b>	<b>Seller ID</b>
1	YAN-PENG	APRS7L5QB3O6I
2	Autokcan-US	A3CD3KMLDAEHLV
3	Best Audio Parts	AM3THD1YB84UJ
4	Billie Bean Products	AF8PD09LOCKDZ
5	CaiFangUS	A20SWMYVN9FY22
6	Carhersv	A3D24GB5VLY188
7	Cheeglu	AXO9CM8UP5A34
8	Daeg's Convenient Store	A12ALJ5QHA3FZG
9	Don Gato Inc	AJX6I0JKFP45
10	DONGPACHUSHANGMAO	A2JRGK545PH87B
11	EASY FASHION	A3QUKMC3D0EOOS
12	EAVPORT	A2QYI06Z4G0DHT
13	Hicomie	A3F2R1VQ18MFWS
14	H-Jia	A17ANGFIBHSJK
15	HRZESZ	AHJ885HOGU3Q0
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17	Jondarla	A8UAMTZJ5ZAJD
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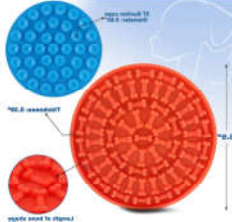
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23	Matier	A3TJ2NMQTL7NBR
24	Mozart Casa	A3DMEUGJ06OBHE
25	pqzeng	A1MFL2UY5ZYBUR
26	Pusner lucewin	A2VAV82LIPFH8Z
27	SEIS	A2J48VPNHFM62H
28	SHUIRONG	A3K1Q6FWAM5WGS
29	Starlight Sonic	A14TXAOY4LDXAK
30	True Glory	ABYMYWJLRBHIZ
31	UnisonPet	A1YK7QZYEGZR0X
32	Vcostore	A2S8HU9W2R12U
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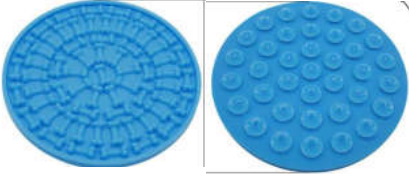
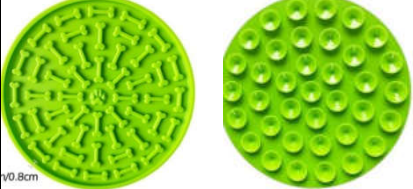


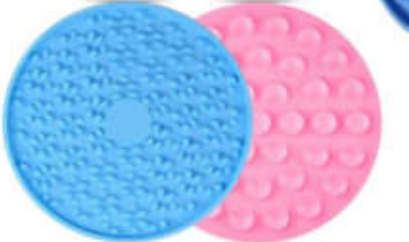
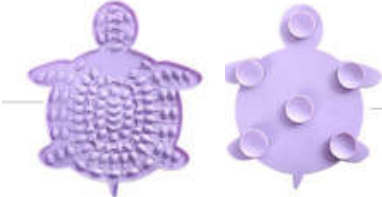
**Schedule “B”**  
**Defendant/Store Names and Infringing Products**

Defendant No.	Defendant/Store Name	Screen shot
1	YAN-PENG	
2	Autokcan-US	
3	Best Audio Parts	
4	Billie Bean Products	
5	CaiFangUS	
6	Carhersv	
7	Cheeglu	

Defendant No.	Defendant/Store Name	Screen shot
8	Daeg's Convenient Store	
9	Don Gato Inc	
10	DONGPACHUSHANGMAO	
11	EASY FASHION	
12	EAVPORT	
13	Hicomie	
14	H-Jia	
15	HRZESZ	



Defendant No.	Defendant/Store Name	Screen shot
24	Mozart Casa	
25	pqzeng	
26	Pusner lucewin	
27	SEIS	
28	SHUIRONG	
29	Starlight Sonic	
30	True Glory	

Defendant No.	Defendant/Store Name	Screen shot
31	UnisonPet	
32	Vcostore	
33	VECT TOOLS	
34	VIRTUALUNIQUE	
35	XMXJT	
36	YWZSP	

## **LISTING OF EXHIBITS**

- Exhibit 1.....Screenshots from Plaintiff’s Website and Amazon Store
- Exhibit 2.....U.S. Patent No. 10,834,894
- Exhibit 3.....Comparison of Type 1 Infringing Product to claim 1 of U.S. Patent  
No. 10,834,894
- Exhibit 4.....Comparison of Type 2 Infringing Product to claim 1 of U.S. Patent  
No. 10,834,894
- Exhibit 5.....Comparison of Type 3 Infringing Product to claim 1 of U.S. Patent  
No. 10,834,894
- Exhibit 6.....Comparison of Type 4 Infringing Product to claim 1 of U.S. Patent  
No. 10,834,894
- Exhibit 7.....Comparison of Type 5 Infringing Product to claim 1 of U.S. Patent  
No. 10,834,894
- Exhibit 8.....Comparison of Type 6 Infringing Product to claim 1 of U.S. Patent  
No. 10,834,894

# **Exhibit 1**




# Screenshots of Plaintiff's Website

https://www.aquapaw.com/products/slow-treater

FREE 2-3 Day Shipping on Orders over \$30! - As Seen On SHARK TANK

**aquapaw** Shop Now About Us Contact Store Locator How-To Install Blog



## Aquapaw® Slow Treater®

\$10.95

[Add to cart](#)

This innovative treat feeder helps persuade pups to get in the tub and keep them there. Simply spread their favorite treat in its center and stick it to any smooth surface. The rubber nubs will help extend how long they will enjoy it.

- 100% Silicone
- Nubs slow down licking
- Wings for easy placement
- Tabs for easy removal
- Dishwasher safe/freezable
- Can be used anywhere!
- Patents Pending

REVIEWS


LIFETIME WARRANTY

ASK A QUESTION

Share Tweet Pin it


Order from our partners!

**DULUTH TRADING CO.**



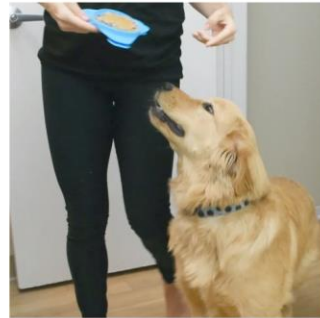
**The Ultimate Bath Time Distraction**  
We've tested the Slow Treater™ extensively, and found that if your pup loves what you're serving up in the Slow Treater™ enough, they will completely ignore the fact that they're being bathed.

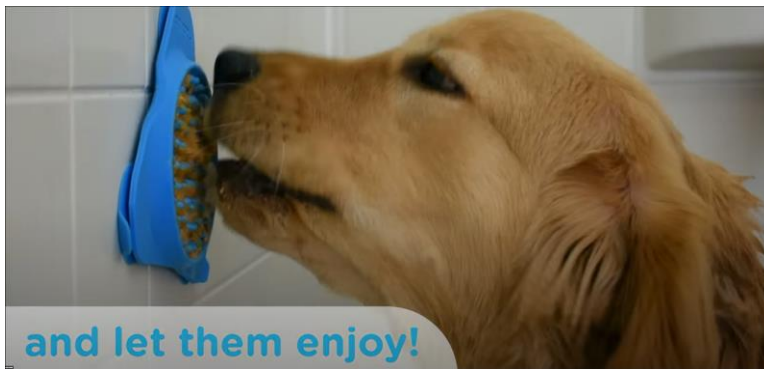
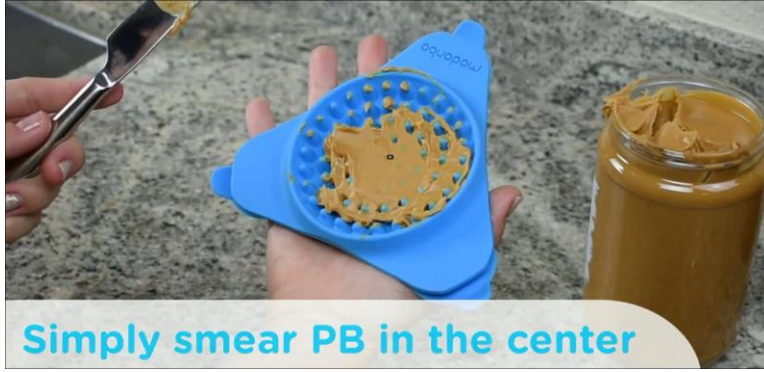
**Stackable and Freezable**  
Freezing your Slow Treater™ allows the amount of time it will take for your pet to lick off their treat, the quantity designed to be stackable and freeze safe, so you are always ready for 10's of meals.



**uncommongoods**

**Make Bath Time Fun**  
For many pets, bathing is a mental game. The Slow Treater™ can help you reduce the anxiety of your best friend and keep them entertained on something other than the fact they're being washed with soap against their will.





# **Exhibit 2**



US010834894B2

(12) **United States Patent**  
**Lentz et al.**

(10) **Patent No.:** **US 10,834,894 B2**  
(45) **Date of Patent:** **Nov. 17, 2020**

(54) **ANIMAL FEEDER SYSTEM AND METHOD OF USE**

(71) Applicant: **Aquapaw, LLC**, Campbell, CA (US)  
(72) Inventors: **Daniel Lentz**, Campbell, CA (US);  
**Tom Zipprian**, San Francisco, CA (US)  
(73) Assignee: **Aquapaw, LLC**, Campbell, CA (US)  
(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 249 days.

(21) Appl. No.: **16/105,389**  
(22) Filed: **Aug. 20, 2018**

(65) **Prior Publication Data**  
US 2019/0208744 A1 Jul. 11, 2019

**Related U.S. Application Data**  
(60) Provisional application No. 62/615,162, filed on Jan. 9, 2018.  
(51) **Int. Cl.**  
**A01K 5/00** (2006.01)  
**A01K 5/01** (2006.01)  
**F16B 47/00** (2006.01)  
(52) **U.S. Cl.**  
CPC ..... **A01K 5/0121** (2013.01); **A01K 5/0135** (2013.01); **F16B 47/00** (2013.01)  
(58) **Field of Classification Search**  
CPC ..... A01K 5/00; A01K 5/0121  
USPC ..... 119/51.01, 51.03, 61.5  
See application file for complete search history.

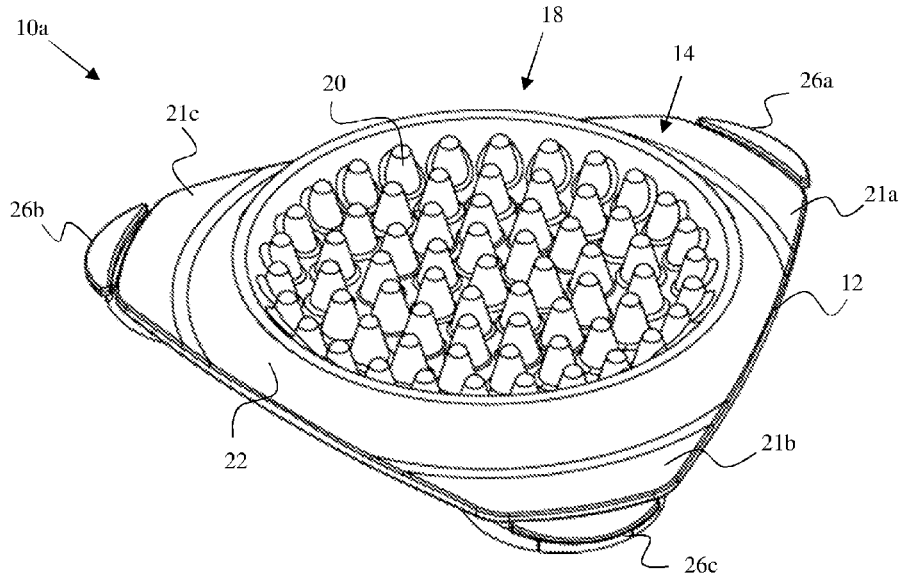
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*Primary Examiner* — Richard T Price, Jr.  
(74) *Attorney, Agent, or Firm* — Williams Intellectual Property; Timothy Snyder

(57) **ABSTRACT**  
An animal feeder system and method of use is described herein. The animal feeder system is configured to distract, calm, or occupy an animal for an extended period of time. The animal feeder system includes an elastomeric body having an obverse side and a reverse side. The obverse side includes a feeding section having a plurality of nubs with a rim therearound. The plurality of nubs are configured to slow an animal's ability to lick food therefrom. On the reverse side is a plurality of suction cups to suction the animal feeder system to a surface to secure the feeder system in a single location. The obverse side may alternatively include a feeding receptacle to receive a disposable food container therein to alleviate the need to wash the animal feeder system between uses.

**20 Claims, 7 Drawing Sheets**



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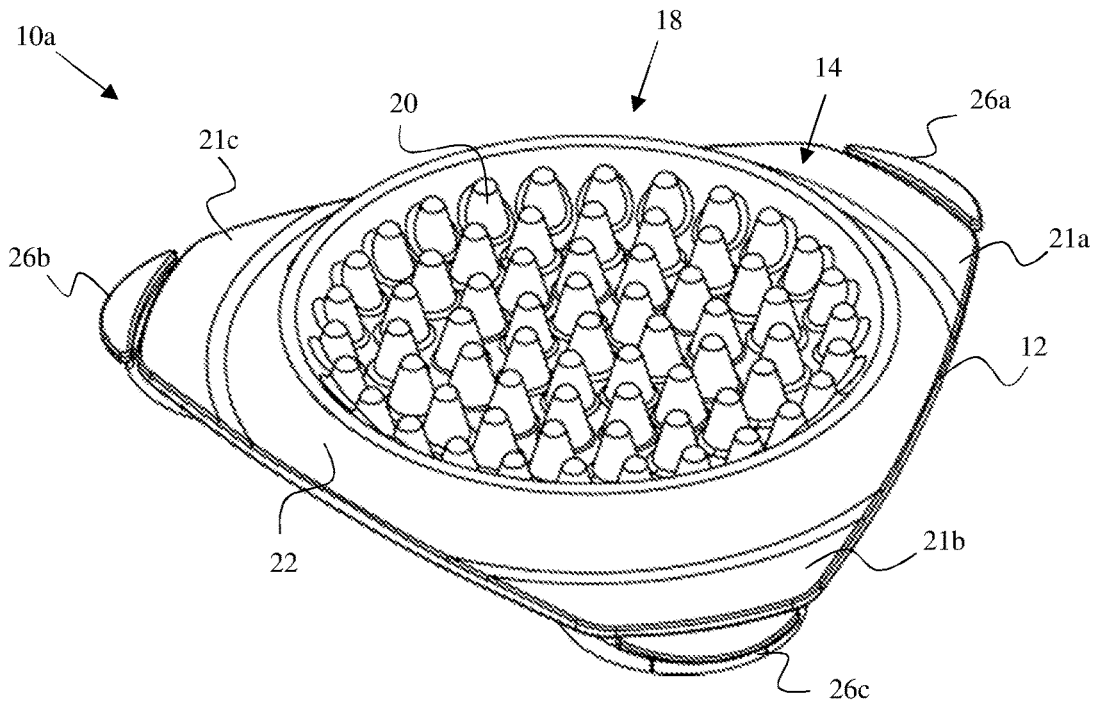


FIG. 1A

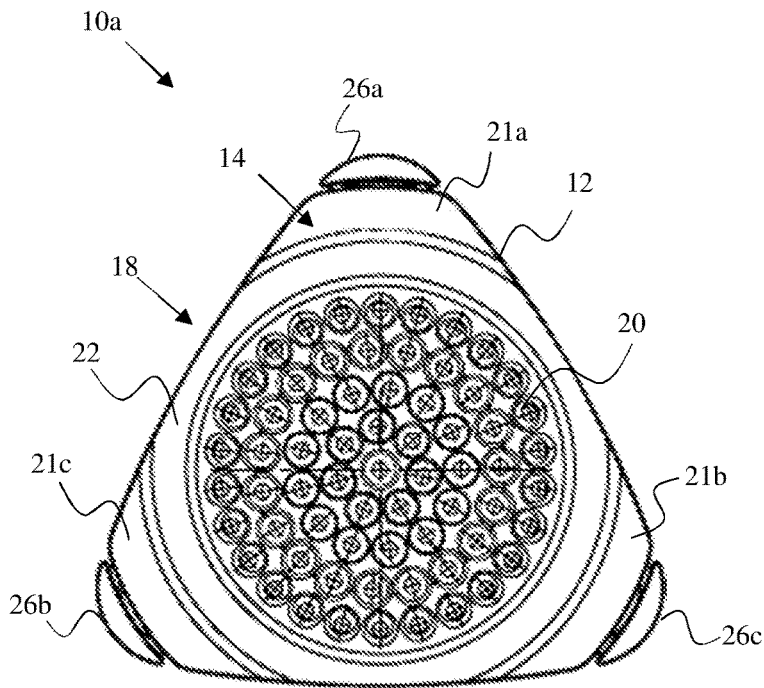


FIG. 1B

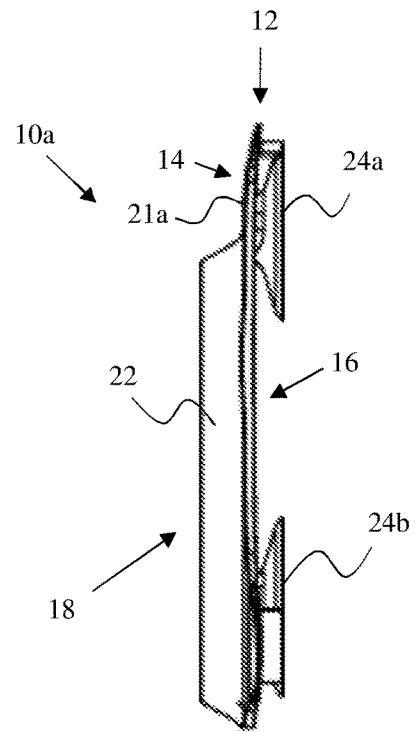


FIG. 1C

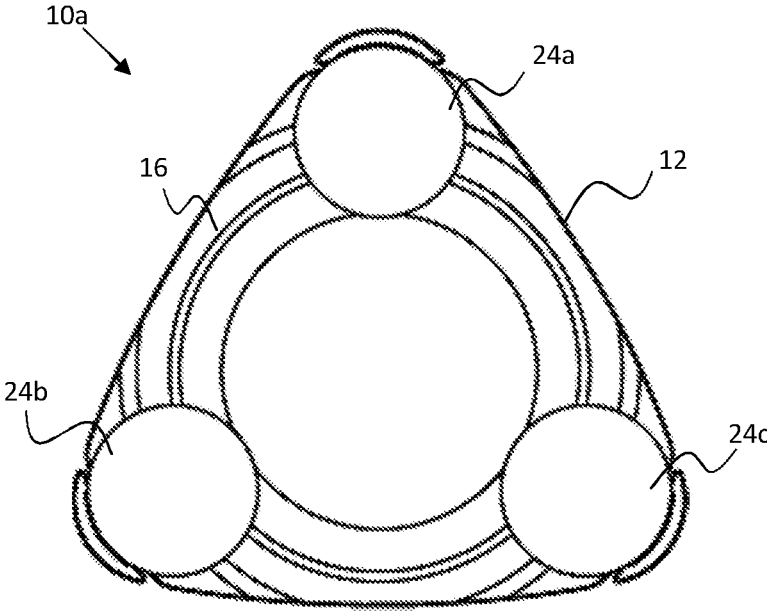


FIG. 1D

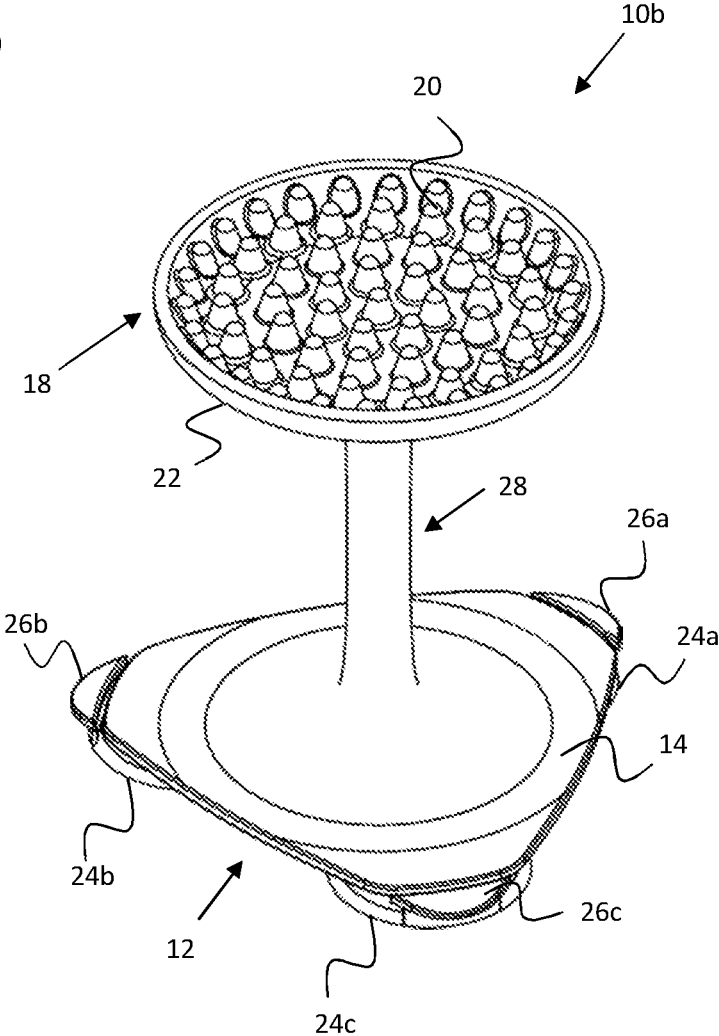


FIG. 2A

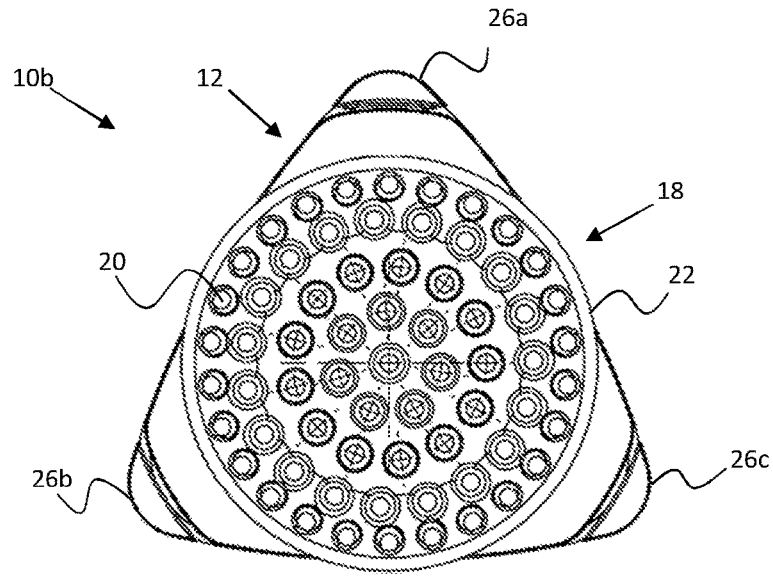


FIG. 2B

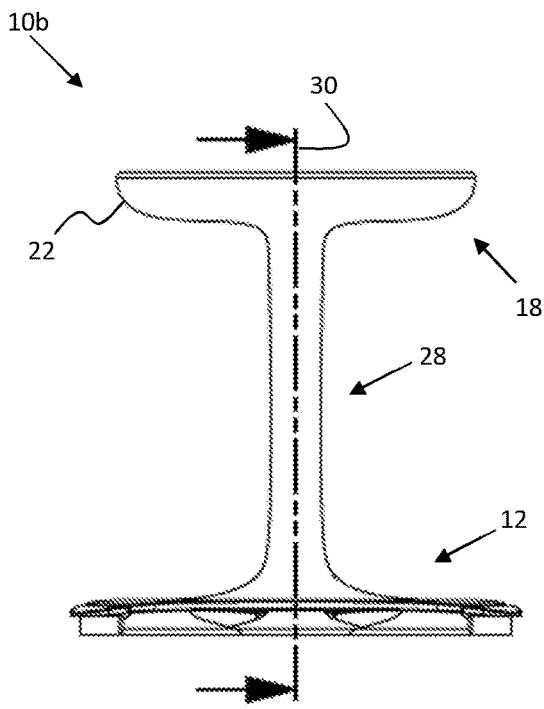


FIG. 2C

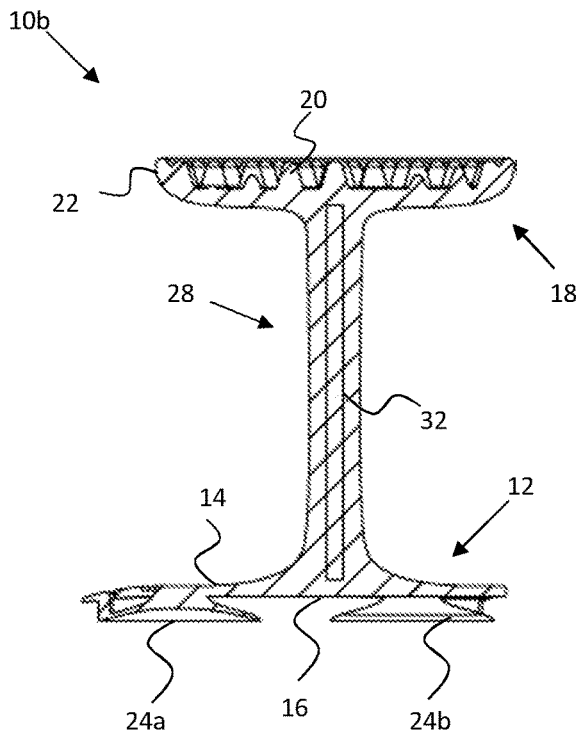


FIG. 2D

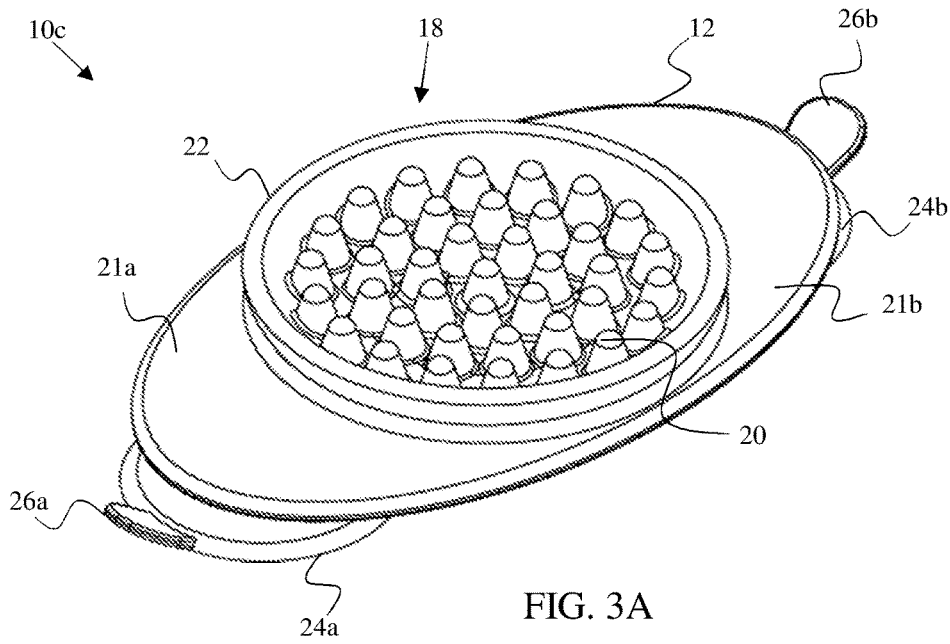


FIG. 3A

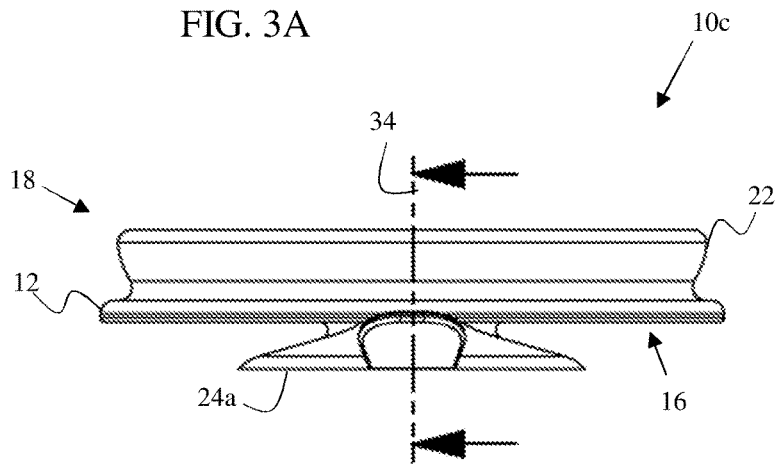


FIG. 3B

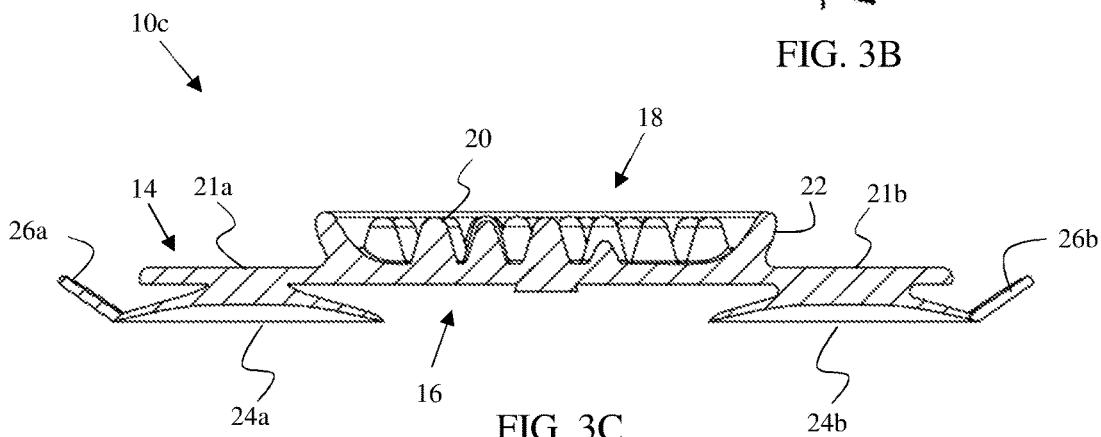


FIG. 3C

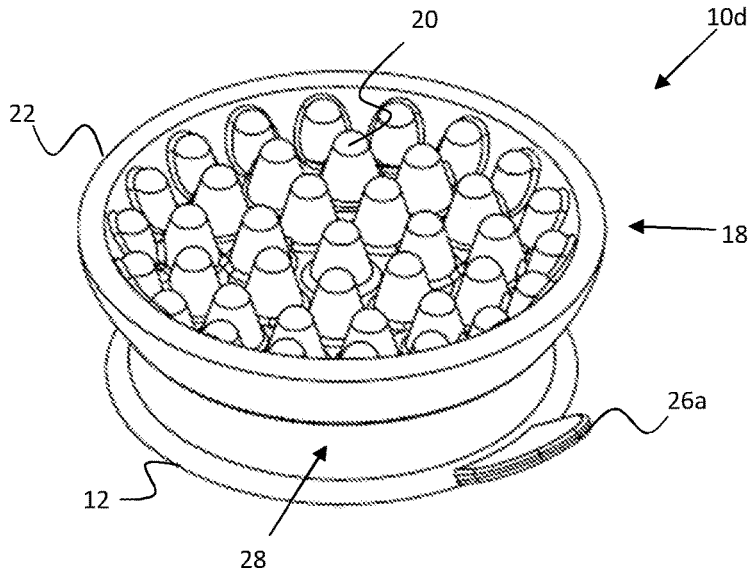


FIG. 4A

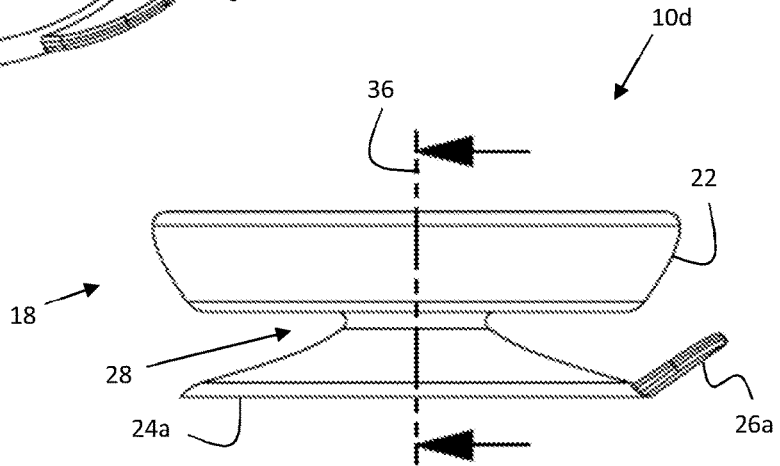


FIG. 4B

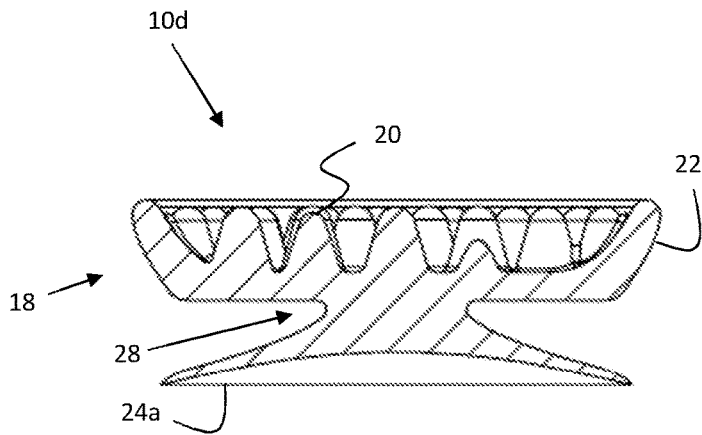
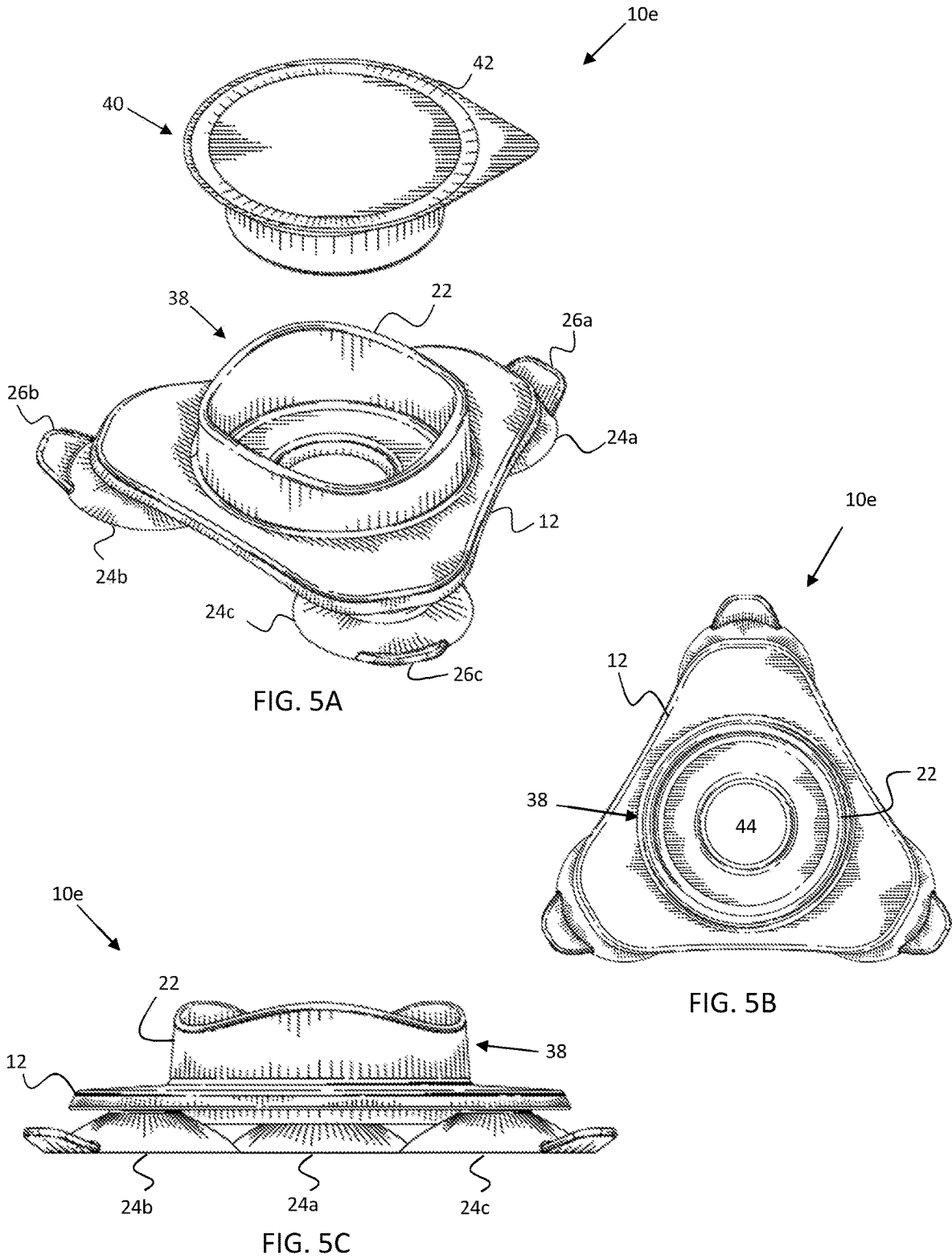


FIG. 4C



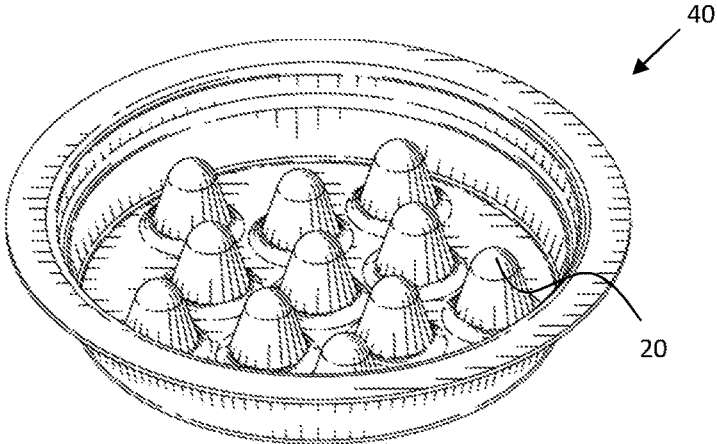


FIG. 6A

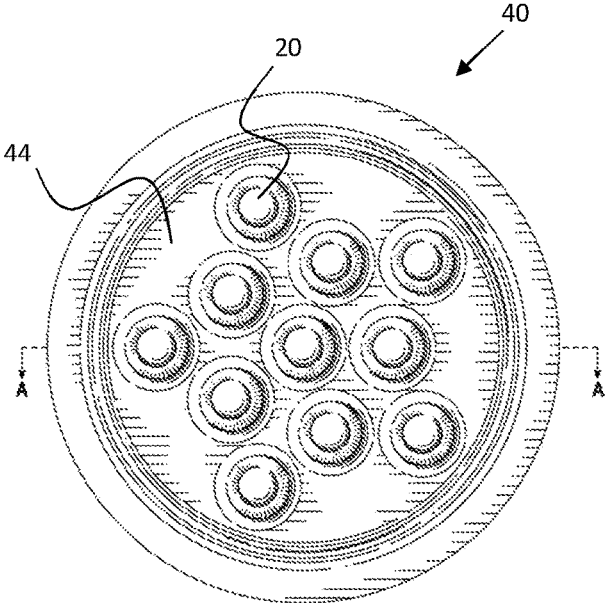


FIG. 6B

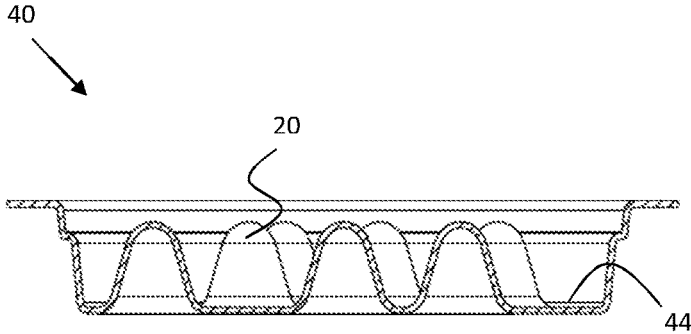


FIG. 6C

1

**ANIMAL FEEDER SYSTEM AND METHOD  
OF USE****CROSS-REFERENCE TO RELATED  
APPLICATIONS**

This patent application claims priority to provisional patent application Ser. No. 62/615,162 filed Jan. 9, 2018; the contents of which are incorporated by reference.

**FEDERALLY SPONSORED RESEARCH OR  
DEVELOPMENT**

Not Applicable

**INCORPORATION BY REFERENCE OF  
MATERIAL SUBMITTED ON A COMPACT  
DISK**

Not Applicable

**SPECIFICATION**

To All Whom it May Concern

Be it known that, Daniel Lentz and Tom Zipprian, have invented new and useful improvements in an animal feeder system and method of use as described in this specification.

**BACKGROUND OF THE INVENTION**

Any pet owner, animal trainer, or caregiver knows the challenging task of keeping an animal stationary, calm, and distracted while trying to perform one or more tasks on the animal. For example, many animals become anxious and unsettled while being bathed, having their hair or nails trimmed, or during a medical examination. The owner, trainer, or caregiver is left wrestling with the animal and a restraint may be used to corral the animal.

In other situations, an owner, trainer, or caregiver may choose to entertain, reward, or calm an animal for an extended period of time. Several animal treats are typically devoured in a few seconds with the animal begging for more almost instantaneously. Other treats may be made of a dense material (e.g., rawhide) to occupy the animal for an extended period of time, but these materials may not be suitable for an animal's diet or oral health.

In addition, many traditional feeder systems are comprised of a simple receptacle that receives the food or treats therein. The animal typically devours all the food within a matter of minutes while moving the receptacle from one end of the room to another, which is sub-optimal for distracting the animal while performing a task on the animal. Further, for veterinarians, trainers, caregivers, or other persons that handle several different pets in a day, it is good sanitary practice to clean those receptacles between uses. Having to constantly clean the receptacle is time consuming and if the receptacle is improperly cleaned, the animal may become ill.

Thus there exists a need for an animal feeder system to distract, entertain, calm, or occupy an animal for an extended period of time. There is a further need for an animal feeder system to aid in training or rewarding an animal. There is an even further need for an animal feeder system that is user-friendly and promotes good sanitary practices.

2

**FIELD OF THE INVENTION**

The present invention generally relates to animal feeders, and more particularly, to an animal feeder system to distract, entertain, calm, or occupy an animal for an extended period of time.

**SUMMARY OF THE INVENTION**

The general purpose of the animal feeder system, described subsequently in greater detail, is to provide an animal feeder system which has many novel features that result in an animal feeder system which is not anticipated, rendered obvious, suggested, or even implied by prior art, either alone or in combination thereof.

An animal feeder system is described herein. The animal feeder system includes an elastomeric body having an obverse side and a reverse side. On the obverse side is a feeding section. The feeding section includes a plurality of nubs with a rim disposed therearound. The plurality of nubs help hold food in the feeding section and slow an animal's ability to lick food therefrom. On the reverse side is a plurality of suction cups to suction the animal feeder system to a surface.

In some embodiments, the elastomeric body is flat to prevent the animal from dislodging the feeder system when suctioned to a surface. The plurality of suction cups may be three suction cups arranged in a triangle to improve the stability of the animal feeder system when suctioned to a vertical surface. The feeder system may further include a plurality of tabs, each tab located on or proximal to a corresponding suction cup. The tabs are pullable to permit a user to release the corresponding suction cup from a surface.

In particular embodiments, the animal feeder system is a single molded piece of elastomeric material such as silicone.

The feeder system may further include a neck extending between the body and the feeding section. The neck may extend the feeding section from a surface to which the feeder system is suctioned.

The arrangement and size of the plurality of nubs may vary inside the feeding section to control an animal's feeding rate. For example, the density of the nubs in a first region of the feeding section may be less than the density of the nubs in a second region of the feeding section. The animal's feeding rate is therefore higher in the first region compared to the second region as there is more space between the nubs in the first region compared to the second region.

Another embodiment of an animal feeder system is described herein. The animal feeder system includes an elastomeric body having an obverse side and a reverse side. On the obverse side is a feeding receptacle and on the reverse side is a plurality of suction cups to suction the animal feeder system to a surface. The animal feeder system further includes a disposable food container to be received in the feeding receptacle. The container has food therein and a removable lid. The disposable food container is replaceable to negate the need to clean the receptacle between animal uses and to continually and quickly provide food to an animal.

A method to entertain, distract, calm, or occupy an animal to keep the animal in one location for an extended period of time is also described here. The method includes the suctioning of the animal feeder system to a surface, and more particularly a vertical surface. Food may be placed in the feeding section such as a creamy treat smeared between the plurality of nubs. Alternatively, a disposable food container is placed inside the food receptacle. An animal is permitted

to lick the food in the feeding section and/or disposable food container. In specific applications, a user may bathe and/or examine the animal while the animal is distracted and calmed by the animal feeding system.

Thus has been broadly outlined the more important features of the present animal feeder system so that the detailed description thereof that follows may be better understood and in order that the present contribution to the art may be better appreciated.

Objects of the present animal feeder system, along with various novel features that characterize the invention are particularly pointed out in the claims forming a part of this disclosure. For better understanding of the animal feeder system, its operating advantages and specific objects attained by its uses refer to the accompanying drawings and description.

#### BRIEF DESCRIPTION OF THE DRAWINGS

In the figures, identical structures, element or parts that appear in more than one figure are generally labeled with a same numeral in all the figures in which they appear. Dimensions of components and features shown in the figure are generally chosen for convenience and clarity of presentation and are not necessarily shown to scale. The figures are listed below.

#### FIGURES

FIGS. 1A to 1D depict an embodiment of an animal feeder system, where FIG. 1A is a perspective view thereof, FIG. 1B is a top view thereof, FIG. 1C is a side view thereof, and FIG. 1D is a bottom view thereof.

FIGS. 2A to 2D depict an embodiment of an animal feeder system having a neck, where FIG. 2A is a perspective view thereof, FIG. 2B is a top view thereof, FIG. 2C is a side view thereof, and FIG. 2D is a cross-sectional view along the line marked in FIG. 2C.

FIGS. 3A to 3C depict an embodiment of an animal feeder system having an elongated body, where FIG. 3A is a perspective view thereof, FIG. 3B is a side view thereof, and FIG. 3C is a cross-sectional view along the line marked in FIG. 3B.

FIGS. 4A to 4C depict an embodiment of an animal feeder system without a body, where FIG. 4A is a perspective view thereof, FIG. 4B is a side view thereof, and FIG. 4C is a cross-sectional view along the line marked in FIG. 4B.

FIGS. 5A to 5C depict an embodiment of an animal feeder system having a feeding receptacle and disposable food container, where FIG. 5A is a perspective view thereof, FIG. 5B is a top view thereof, and FIG. 5C is a side view thereof.

FIGS. 6A to 6C depict a disposable food container having a plurality of nubs therein, where FIG. 6A is a perspective view thereof, FIG. 6B is a top view thereof, and FIG. 6C is a cross-sectional side view thereof along the line A marked in FIG. 6B.

#### DETAILED DESCRIPTION OF THE DRAWINGS

The present invention has utility as an animal feeder system to distract, entertain, calm, or occupy an animal for an extended period of time. The animal feeder system may be user-friendly and promote good sanitary practices. More specifically, the animal feeder system may: a) entertain an animal for an extended period of time; b) distract the animal during an experience they would normally find uncomfortable like bathing, nail trimming, or a visit to the vet; c) calm

the animal as licking is a natural act which calms animals down; and d) train an animal to positively reinforce a pets actions or location during a training session. The animal feeder system described herein is particularly advantageous in keeping an animal in one location while performing one or more tasks on the animal. The following description of various embodiments of the invention is not intended to limit the invention to those specific embodiments, but rather to enable any person skilled in the art to make and use this invention through exemplary aspects thereof.

It is to be understood that in instances where a range of values are provided, that the range is intended to encompass not only the end point values of the range but also intermediate values of the range as explicitly being included within the range and varying by the last significant figure of that range. By way of example, a recited range of 1 to 4 is intended to include 1-2, 1-3, 2-4, 3-4, and 1-4.

With reference now to the drawings, and in particular FIGS. 1A through 5C thereof, example of the instant animal feeder system employing the principles and concepts of the present animal feeder system and generally designated by the reference number 10 will be described.

Referring particularly to FIGS. 1A through 1D, a specific embodiment of an animal feeder system 10a is illustrated. The animal feeder system 10a generally includes an elastomeric body 12 having an obverse side 14 and a reverse side 16. On the obverse side 14 is a feeding section 18. The feeding section 18 includes a plurality of nubs 20 with a rim 22 disposed therearound. The plurality of nubs 20 help hold food (e.g., a creamy treat) disposed in the feeding section 18 and slow the animal's licking/feeding. On the reverse side 16 is a plurality of suction cups (24a, 24b, 24c) to suction the animal feeder system 10a to a surface to ensure the system 10a does not move as the animal licks food therefrom. The feeder system 10a is particularly configured to be suctioned to a vertical wall, such as the wall of a bathing area, exam room, training area, or an owner's home, to permit the animal to feed in an upright and comfortable position. The animal may then lick food from the feeding section, being slowed by the hindering nubs 20, while being washed, examined, rewarded, etc. Accordingly, the feeder system 10a provides an effective means to keep the animal within a desired workspace for an extended period of time. As used herein, an extended period of time in some embodiments refers to 10 seconds to 1 minute, while in other embodiments refers to 30 seconds to 30 minutes, and in a further embodiment refers to 30 minutes to 2 hours. It will be appreciated that the extended period of time may be lengthened or shortened based on: a) the amount of food disposed in the feeding section 18; b) the size of the feeding section 18; and/or c) the configuration of the plurality of nubs 20 as further described below.

In specific inventive embodiments, the elastomeric body 12 is flat to prevent the animal from dislodging the feeder system when suctioned to a surface. As used herein, the term "flat" refers to a body having a length and/or width greater than its thickness. In some embodiments, the length and/or width is 2 to 10 times the thickness, while in other embodiments, the length and/or width is 10 to 50 times the thickness, while in a further embodiment, the length and/or width is 50 to 1000 times the thickness. These dimensional range embodiments may be extended to the dimensions of the animal feeder system 10a as a whole (e.g., the body 12, feeding section 18, and suction cups (24a, 24b, 24c) together have a length and/or width 2 to 10 times greater than their collective thickness). In some embodiment, the elastomeric body 12 is substantially triangular in shape, substantial in

that the body **12** has three corners. A triangular shape is particularly advantageous for suctioning the feeder system **10a** to a vertical surface.

In particular inventive embodiments, the plurality of suction cups (**24a**, **24b**, **24c**) is three suction cups (**24a**, **24b**, **24c**) arranged in a triangle to improve the stability of the animal feeder system when suctioned to a vertical surface. Each suction cup (**24a**, **24b**, **24c**) may be positioned at or in proximity to the edges of the elastomeric body **12**, such as the corners of a body **12** having a triangular shape.

The animal feeder system **10** may further include a plurality of extensions (**21a**, **21b**, **21c**) projecting in different directions away from the feeding section **18** (as best seen in FIGS. 1A-1C and FIGS. 3A-3C). The plurality of extensions (**21a**, **21b**, **21c**) may be part of the body **12** and likewise have an obverse side **14** and a reverse side **16**. In a specific embodiment, the feeding section **18** is circular in shape and resides in the center of a triangularly shaped body **12**. In said configuration, the extensions (**21a**, **21b**, **21c**) are the three areas of the triangular body that are outside the diameter of the circular feeding section as shown in FIGS. 1A-1C. The extensions (**21a**, **21b**, **21c**) may likewise be the two areas of an oval shaped body that are outside the diameter of a circular feeding section placed in the center of the oval shaped body as shown in FIGS. 3A-3C. The animal feeder system **10** may further include a plurality of tabs (**26a**, **26b**, **26c**), where each tab (**26a**, **26b**, **26c**) is located on or proximal to a corresponding suction cup (**24a**, **24b**, **24c**). The tabs are pullable to permit a user to pull and release the corresponding suction cup (**24a**, **24b**, **24c**) from a surface. The tabs (**26a**, **26b**, **26c**) may be made of an elastomeric material similar to the elastomeric body **12**, or may be made of other materials including textiles or other polymeric materials. In a specific embodiment, each tab (**26a**, **26b**, **26c**) is located on top and near an edge of their corresponding suction cups (**24a**, **24b**, **24c**) for easy release and access to the tab (**26a**, **26b**, **26c**). In a particular embodiment, each suction cup (**24a**, **24b**, **24c**) is disposed on the reverse side **16** of each extension (**21a**, **21b**, **21c**) with a corresponding tab (**26a**, **26b**, **26c**) disposed on either: a) the end of each extension (**21a**, **21b**, **21c**) as best seen in FIGS. 1A-1C; or b) each suction cup (**24a**, **24b**, **24c**) itself as best seen in FIGS. 3A-3C.

In a specific inventive embodiment, the feeding section **18** is circular having a diameter defined by the inner diameter of the rim **22**. However, it will be appreciated that the feeding section **18** may assume other shapes or forms including an ellipse, a square, a rectangle, a star, a polygon, or other open or closed shapes. The feeding section **18** includes the plurality of nubs **20**. The plurality of nubs **20** may project from the surface of the obverse side **14** of the body **12**. The nubs **20** may be in the shape of a cone having a rounded tip. In some embodiments, the nubs **20** project or have a height of 0.25 inches to 0.5 inches, while in other embodiments the height is 0.5 inches to 1 inch, while in further embodiments the height is 1 inch to 3 inches. In a particular embodiment, the height of each nub is uniform, while in other embodiments, the height of each nub may vary to control the rate at which the animal feeds as further described below.

The plurality of nubs **20** are configured to slow the rate at which an animal feeds from the feeding section **18**. The nubs **20** act as an impediment to slow the animals feeding rate because the animal has to lick between the nubs **20** to reach the food. The feeding rate may be controlled based on the arrangement of the plurality of nubs **20**. For instance, in one embodiment, the plurality of nubs are arranged adjacent to

one another wherein the density of the nubs are less at a first region of the feeding section compared to a second region of the feeding section to slow the animal's ability to lick the food in the second region compared to the first region. For example, there may be fewer nubs in a center region of the feeding section **18** (more space between each nub) compared to a greater number of nubs near an outer region of the feeding section **18** (less space between each nub). With this configuration, less effort is required to access the food in the center region providing a quicker reward. The animals feeding rate then decreases as the animal licks towards the outer region. In a further embodiment, the plurality of nubs **20** may be non-uniform in size to further control the feeding rate. For example, a higher density of smaller diameter nubs may be present in one region of the feeding section **18** compared to a region having a low density of smaller diameter nubs or a region having a higher density of larger diameter nubs. It is further contemplated to control the feeding rate by having the same density of nubs in a first region and a second region, but the size of the nubs in the first region are smaller than the size of the nubs in the second region, thereby having a slower feeding rate in the second region compared to the first region. The non-uniform size may be pertinent to both width and height of the nubs **20**. In a specific inventive embodiment, the plurality of nubs **20** are arranged adjacent to one another in a circular pattern to form a circular row of nubs, wherein the feeding section **18** includes a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section as best seen in FIG. 1B. In a particular embodiment, the spacing between a first adjacent pair of circular rows may be greater than the spacing between a second adjacent pair of circular rows to slow the animal's ability to lick the food between the second adjacent pair compared to the first adjacent pair. The plurality of nubs **20** may likewise be non-uniform in size to control the feeding rate as described above.

The plurality of nubs **20** are fenced around by the rim **22**. The rim **22** may demarcate the feeding section **18**. In particular embodiments, the rim **22** projects from the surface of the obverse side **14** of the body **12** to surround the entirety of the plurality of nubs **20**. The rim **22** may project or have a height equal to, greater, or less than the height of the plurality of nubs **10**. The rim **22** may further include an interior and/or exterior taper starting from the peak of the rim **22** and tapering down to the obverse side **22** of the body **12**. The taper may further contribute to the flatness of the animal feeder system **10a** to prevent an animal from dislodging the system **10a** when suctioned to a surface.

In specific inventive embodiments, the elastomeric body **12**, the feeding section **18**, and the plurality of suction cups (**24a**, **24b**, **24c**) are a single molded piece of elastomeric material. The tabs (**26a**, **26b**, **26c**) may likewise be including in the single molded piece of elastomeric material. Preferably, the elastomeric material is silicone or a similar elastomeric material due to its elastic properties, availability, suctioning capability, and ease of washing (e.g., dishwasher safe). In other embodiments, the feeding section **18**, suction cups (**24a**, **24b**, **24c**), and/or tabs (**26a**, **26b**, **26c**) are assembled to the elastomeric body **12**, wherein each may be made of the same or a different elastomeric material.

With reference now to FIGS. 2A-2D, a particular inventive embodiment of an animal feeder system **10b** is illustrated. The animal feeder system **10b** includes an elastomeric body **12** having an obverse side **14** and a reverse side **16**, a feeding section **18** having a plurality of nubs **20** with a rim **22** therearound, and a plurality of suction cups (**24a**,

24b, 24c) on the reverse side, all of which may incorporate their embodiments as described above. The animal feeder system 10b further includes a neck 28 extending between the elastomeric body 12 and the feeding section 18 to extend the feeding section 18 from a surface on which the animal feeder 10b is suctioned. The neck 28 may be an elastomeric column in the form of a straight or lofted cylinder, cuboid, hyperboloid, or other shape extending between the body 12 and the feeding section 18. The length of the neck 28 may vary depending on the application and/or the distance requirements between a surface and the placement of the animal. In a particular embodiment, the neck 28 is made of an elastomeric material. The elastomeric body 12, the feeding section 18, the plurality of suction cups (24a, 24b, 24c), the plurality of tabs (26a, 26b, 26c), and the neck 28 may be formed from a single molded piece of elastomeric material. In one embodiment, the length of the neck 28 may be adjusted to control the feeding rate. For example, a longer elastomeric neck 28 is less stiff and will therefore wobble, waiver, and deflect as an animal is licking the feeding section 18 which further slows the animal's feeding rate. In another embodiment, with reference to FIG. 2D which is a cross-sectional view down the line 30 of FIG. 2C, the neck 28 may be reinforced with a structural support 32 positioned down the center of the neck 28. The structural support 32 may be a metal or polymeric wire, rod, bar, or other elongated support structure to improve the stiffness of the neck 28. The stiffness of the structural support 32 may be varied to control the feeding rate. For example, a structural support 32 with a low stiffness will result in a slower feeding rate, while a completely rigid structural support 32 simply supports the feeding section 18.

With reference now to FIGS. 3A-3C, a specific inventive embodiment of an animal feeder system 10c is illustrated. The animal feeder system 10c includes an elastomeric body 12 having an obverse side 14 and a reverse side 16, a feeding section 18 having a plurality of nubs 20 with a rim 22 therearound, and a plurality of suction cups (24a, 24b, 24c) on the reverse side, all of which may incorporate their embodiments as described above. The elastomeric body 12 of the animal feeder system 10c may be flat and elongated in shape, wherein the plurality of suction cups (24a, 24b) is two suction cups (24a, 24b). The two suction cups (24a, 24b) may be located at opposing edges of the body 12 along a major axis thereof. The elongated shape and two suction cups may improve the stability of the animal feeder system 10c when suctioned to a surface. FIG. 3C depicts a cross-sectional view of the feeder system 10c along the line 34 of FIG. 3B showing the plurality of nubs 20 in the feeding section 18. The rim 22 may project from the surface of the obverse side to fence the plurality of nubs 20 therein. The rim 22 may further be in the form of a hyperboloid. The feeder system 10c further includes two tabs (26a, 26b), each located on a side edge of a corresponding suction cup (24a, 24b). The tabs (26a, 26b) being pullable to release the corresponding suction cup (26a, 26b) from a surface.

With reference to FIGS. 4A-4C, another embodiment of an animal feeder system 10d is illustrated. The animal feeder system 10c includes a feeding section 18 having a plurality of nubs 20 with a rim 22 therearound, and a suction cup 24a located on a bottom side of the feeding section 18. The feeding section 18 and suction cup 24 may incorporate their embodiments as described above. The animal feeder system 10d may further include a neck 28 extending between the feeding section 18 and the suction cup 24a. The feeder system 10d likewise includes a tab 26a located at a side edge of the suction cup 24a to permit a user to release the suction

cup 24a from a surface. FIG. 4C depicts a cross-sectional view along line 36 of FIG. 4B depicting the plurality of nubs 20 in the feeding section 18. The animal feeder system 10d may be smaller in size compared to the aforementioned feeder systems (10a, 10b, 10c). In a particular embodiment, two or more animal feeder systems 10d are suctioned to the same surface to divert the animal's attention between the two or more animal feeder systems 10d to further control the animal's feeding rate. This diversion mechanism may be used with the other aforementioned animal feeder systems (10a, 10b, 10c).

With reference to FIGS. 5A-5C, a specific inventive embodiment of an animal feeder system 10e is illustrated. The animal feeder system 10e includes an elastomeric body 12 having an obverse side and a reverse side. On the obverse side is a feeding receptacle 38 and on the reverse side are a plurality of suction cups (24a, 24b, 24c) to suction the animal feeder system 10e to a surface. The animal feeder system 10e further includes a disposable food container 40 to be received in the feeding receptacle 38. The food container 40 has food therein and a removable lid 42. The container 40 is replaceable to negate the need to clean the feeding receptacle 38 between animal uses. A user may also quickly replace the container 40 when an animal finishes licking food therefrom to continually distract, calm, or occupy the animal.

The feeding receptacle 38 may include a rim 22 projecting from the surface of the obverse side of the body 12. The rim 22 may define the boundaries of the feeding receptacle 38. In some embodiments, the feeding receptacle 38 is circular in shape and receives a circular food container; however it will be appreciated that the feeding receptacle 38 may assume any shape or form and receive a food container 40 having a congruent shape. In particular inventive embodiments, the feeding receptacle 38 and the container 40 are sized to create a friction fit to removably secure the container 40 in the feeding receptacle 38. In addition or alternatively, the feeding receptacle 38 and/or container 40 may be made of a material to create the friction fit (e.g., a silicone material). Other mechanisms may be used to secure the container 40 in the receptacle 38 including clamps, clasps, hook and loops, or other temporary fasteners.

The animal feeder system 10e may further include a plurality of tabs (26a, 26b, 26c). The elastomeric body 12, plurality of suction cups (24a, 24b, 24c), and the plurality of tabs (26a, 26b, 26c) may incorporate any of their embodiments as described above.

The elastomeric body 12, plurality of suction cups (24a, 24b, 24c), and the plurality of tabs (26a, 26b, 26c) may be made of a single molded piece of elastomeric material such as silicone. The disposable food container 40 may be made of a polymeric material, and more preferably, a recyclable polymeric material.

In a specific inventive embodiment, the animal feeder system 10e further includes a hole 44 through the elastomeric body 12 and inside the feeding receptacle 38. The hole 44 permits a user to push against a bottom portion of the disposable food container 40 when disposed in the feeding receptacle 38 to easily remove the container 40 therefrom.

With reference to FIGS. 6A to 6C, the disposable food container 40 may further include a plurality of nubs 20 projecting from an interior bottom surface 44 of the disposable food container 40 to further slow an animal's ability to lick the food inside the container 40. The plurality of nubs 20 inside the container 40 may incorporate the embodiments of the nubs as described above.

A method of using any of the aforementioned animal feeder systems (10a-10e) includes suctioning the animal feeder system (10a-10e) to a surface (e.g., a vertical surface such as a wall, or a horizontal surface such as the floor); either disposing/smearing food (e.g., a creamy treat) into the feeding section 18, or placing a food container 40 in the feeding receptacle 38; and permitting an animal to lick/feed from either the feeding section 18 or food container 40. The animal feeder system (10a-10e) is particularly advantageous in keeping an animal in one location and to distract, calm, or occupy the animal for an extended period of time. An exemplary application includes the bathing of an animal wherein the animal feeder system (10a-10e): a) keeps the animal in the workspace of the bathing area; and b) distracted and calm while bathing the animal.

#### Other Embodiments

While at least one exemplary embodiment has been presented in the foregoing detail description, it should be appreciated that a vast number of variations exist. It should also be appreciated that the exemplary embodiment or exemplary embodiments are only examples, and are not intended to limit the scope, applicability, or configuration of the described embodiments in any way. It should be understood that various changes may be made in the function and arrangement of elements without departing from the scope as set forth in the appended claims and the legal equivalents thereof.

What is claimed is:

1. An animal feeder system comprising:  
an elastomeric body having an obverse side and a reverse side;  
a feeding section on the obverse side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;  
a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and  
wherein the elastomeric body further comprises a plurality of extensions that project in different directions away from the feeding section, and wherein each suction cup is disposed on the reverse side of each extension.
2. The system of claim 1 wherein the elastomeric body is flat to prevent the animal from dislodging the feeder system.
3. The system of claim 1 further comprising a plurality of elastomeric tabs that are pullable to release the suction cup from a surface, and wherein each tab is disposed on either:  
a) an end of each extension; or b) each suction cup itself.
4. The system of claim 1 wherein the elastomeric body, the feeding section, the plurality of nubs, and the plurality of suction cups are a single molded piece of elastomeric material.
5. The system of claim 1 wherein the plurality of nubs are non-uniform in size to further slow the animal's ability to lick the food.
6. An animal feeder system comprising:  
an elastomeric body having an obverse side and a reverse side;  
a feeding section on the obverse side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;  
a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and

an elastomeric neck extending between the obverse side and the feeding section, said neck extending the feeding section from a surface on which the animal feeder is suctioned.

7. The system of claim 6 further comprising a structural support member positioned inside the neck and extending between the elastomeric body and the feeding section to provide structural support therebetween.

8. An animal feeder system comprising:

an elastomeric body having an obverse side and a reverse side;

a feeding section on the obverse side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;

a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and

wherein the plurality of nubs are arranged adjacent to one another wherein the density of the nubs are less at a first region of the feeding section compared to a second region of the feeding section to further slow the animal's ability to lick the food in the second region compared to the first region.

9. The system of claim 8 further comprising a plurality of elastomeric tabs, each tab associated with a suction cup, wherein said tabs are pullable to release the suction cup from a surface, and wherein the elastomeric body is flat to prevent the animal from dislodging the feeder system from a surface.

10. The system of claim 8 wherein the elastomeric body, the feeding section, the plurality of nubs, and the one or more suction cups are a single molded piece of elastomeric material.

11. The system of claim 8 wherein the plurality of nubs are non-uniform in size to further slow the animal's ability to lick the food.

12. The system of claim 8 wherein the body further comprises a plurality of extensions projecting in different directions away from the feeding section, and wherein each suction cup is disposed on the reverse side of each extension.

13. An animal feeder system comprising:

an elastomeric body having an obverse side and a reverse side;

a feeding section on the obverse side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;

a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and

wherein the plurality of nubs are arranged adjacent to one another in a circular pattern to form a circular row of nubs, wherein the feeding section comprises a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section.

14. The system of claim 13 wherein the spacing between a first adjacent pair of circular rows is greater than the spacing between a second adjacent pair of circular rows to further slow the animal's ability to lick the food between the second adjacent pair compared to the first adjacent pair.

15. The system of claim 14 wherein the size of the nubs are non-uniform in size to further slow the animal's ability to lick the food.

16. The system of claim 13 wherein the elastomeric body is flat and elongated in shape, and wherein said suction cups are located at opposing edges of the body.

17. A method to entertain, distract, calm, or occupy an animal to keep the animal in one location for an extended period of time, the method comprising:

- suctioning the system of claim 13 to a surface;
- placing food in the feeding section; and 5
- permitting an animal to lick the food to distract, calm, or occupy the animal to keep the animal in one location for an extended period of time.

18. The system of claim 13 further comprising a plurality of elastomeric tabs, each tab associated with a suction cup, 10 wherein said tabs are pullable to release the suction cup from a surface, and wherein the elastomeric body is flat to prevent the animal from dislodging the feeder system from a surface.

19. The system of claim 13 wherein the elastomeric body, the feeding section, the plurality of nubs, and the one or 15 more suction cups are a single molded piece of elastomeric material.

20. The system of claim 13 wherein the body further comprises a plurality of extensions projecting in different directions away from the feeding section, and wherein each 20 suction cup is disposed on the reverse side of each extension.

\* \* \* \* \*

# **Exhibit 3**

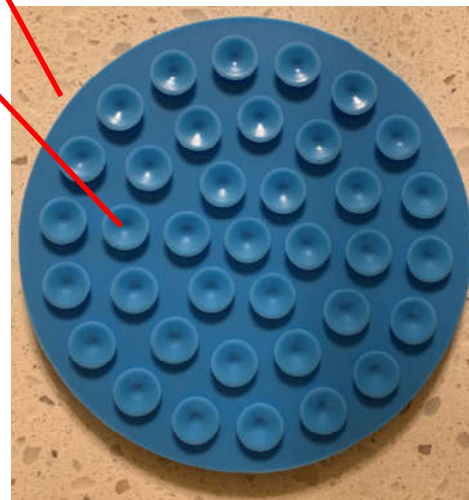
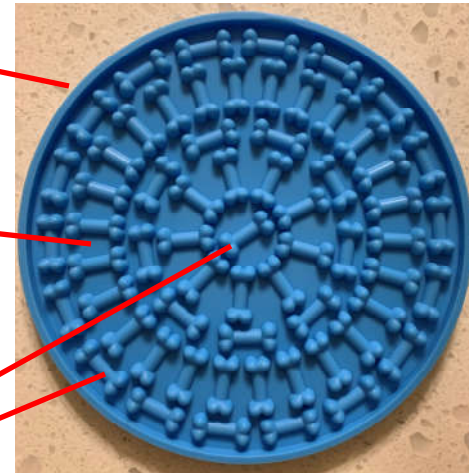
**Text of Claim 13**

An animal feeder system, comprising:

- a) an elastomeric body having an observe side and a reverse side;
- b) a feeding section on the observe side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;
- c) a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and
- d) wherein the plurality of nubs are arranged adjacent to one another in a circular pattern to form a circular pattern to form a circular row of nubs, wherein the feeding section comprises a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section.

**Type 1 Infringing Product**

This is the preamble.



# **Exhibit 4**

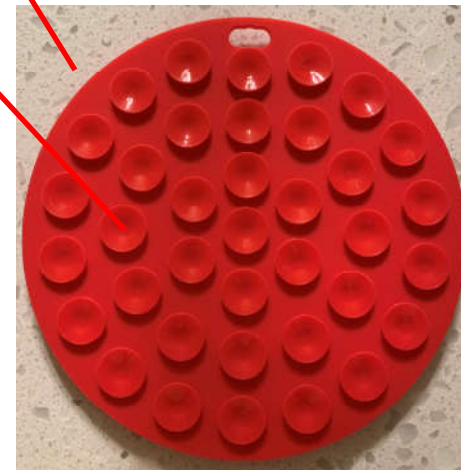
**Text of Claim 13**

**Type 2 Infringing Product**

An animal feeder system, comprising:

This is the preamble.

- a) an elastomeric body having an observe side and a reverse side;
- b) a feeding section on the observe side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;
- c) a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and
- d) wherein the plurality of nubs are arranged adjacent to one another in a circular pattern to form a circular pattern to form a circular row of nubs, wherein the feeding section comprises a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section.



# **Exhibit 5**

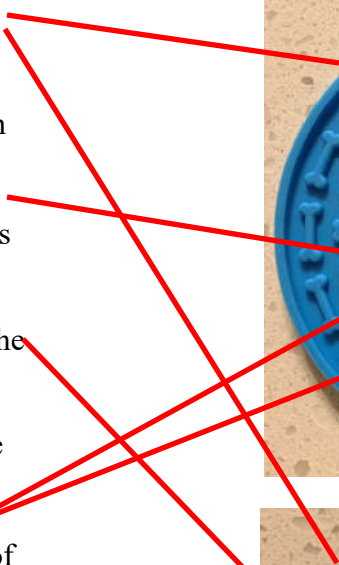
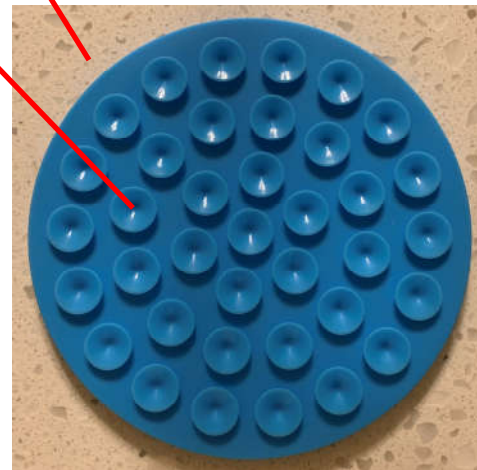
**Text of Claim 13**

**Type 3 Infringing Product**

An animal feeder system, comprising:

This is the preamble.

- a) an elastomeric body having an observe side and a reverse side;
- b) a feeding section on the observe side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;
- c) a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and
- d) wherein the plurality of nubs are arranged adjacent to one another in a circular pattern to form a circular pattern to form a circular row of nubs, wherein the feeding section comprises a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section.



# **Exhibit 6**

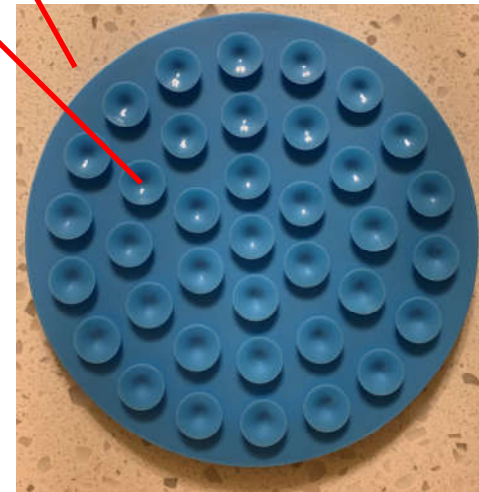
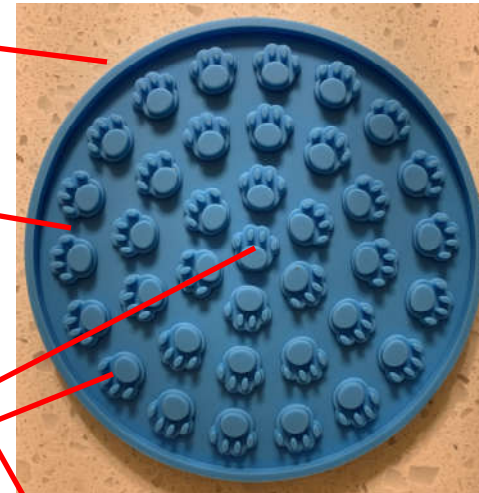
**Text of Claim 13**

**Type 4 Infringing Product**

An animal feeder system, comprising:

This is the preamble.

- a) an elastomeric body having an observe side and a reverse side;
- b) a feeding section on the observe side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;
- c) a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and
- d) wherein the plurality of nubs are arranged adjacent to one another in a circular pattern to form a circular pattern to form a circular row of nubs, wherein the feeding section comprises a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section.



# **Exhibit 7**

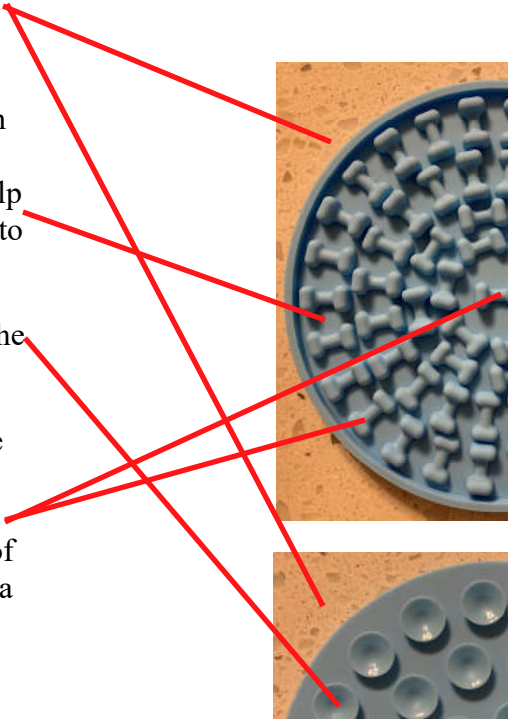
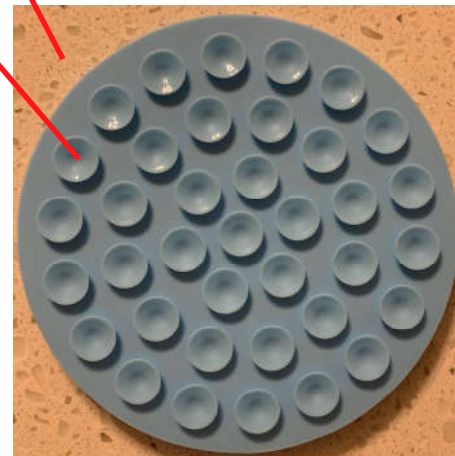
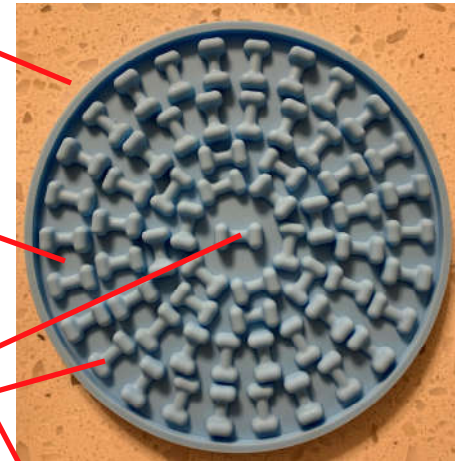
**Text of Claim 13**

**Type 5 Infringing Product**

An animal feeder system, comprising:

This is the preamble.

- a) an elastomeric body having an observe side and a reverse side;
- b) a feeding section on the observe side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow and animal's ability to lick the food therefrom;
- c) a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and
- d) wherein the plurality of nubs are arranged adjacent to one another in a circular pattern to form a circular pattern to form a circular row of nubs, wherein the feeding section comprises a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section.



# **Exhibit 8**

**Text of Claim 13**

**Type 6 Infringing Product**

An animal feeder system, comprising:

This is the preamble.

- a) an elastomeric body having an observe side and a reverse side;
- b) a feeding section on the observe side, said feeding section having a plurality of elastomeric nubs and a rim disposed therearound, wherein the plurality of elastomeric nubs help hold food disposed therein and slow an animal's ability to lick the food therefrom;
- c) a plurality of suction cups on the reverse side to suction the animal feeder system to a surface; and
- d) wherein the plurality of nubs are arranged adjacent to one another in a circular pattern to form a circular pattern to form a circular row of nubs, wherein the feeding section comprises a plurality of circular rows of nubs, each row of increasing radii from a center of the feeding section with a single nub in the center of the feeding section.

