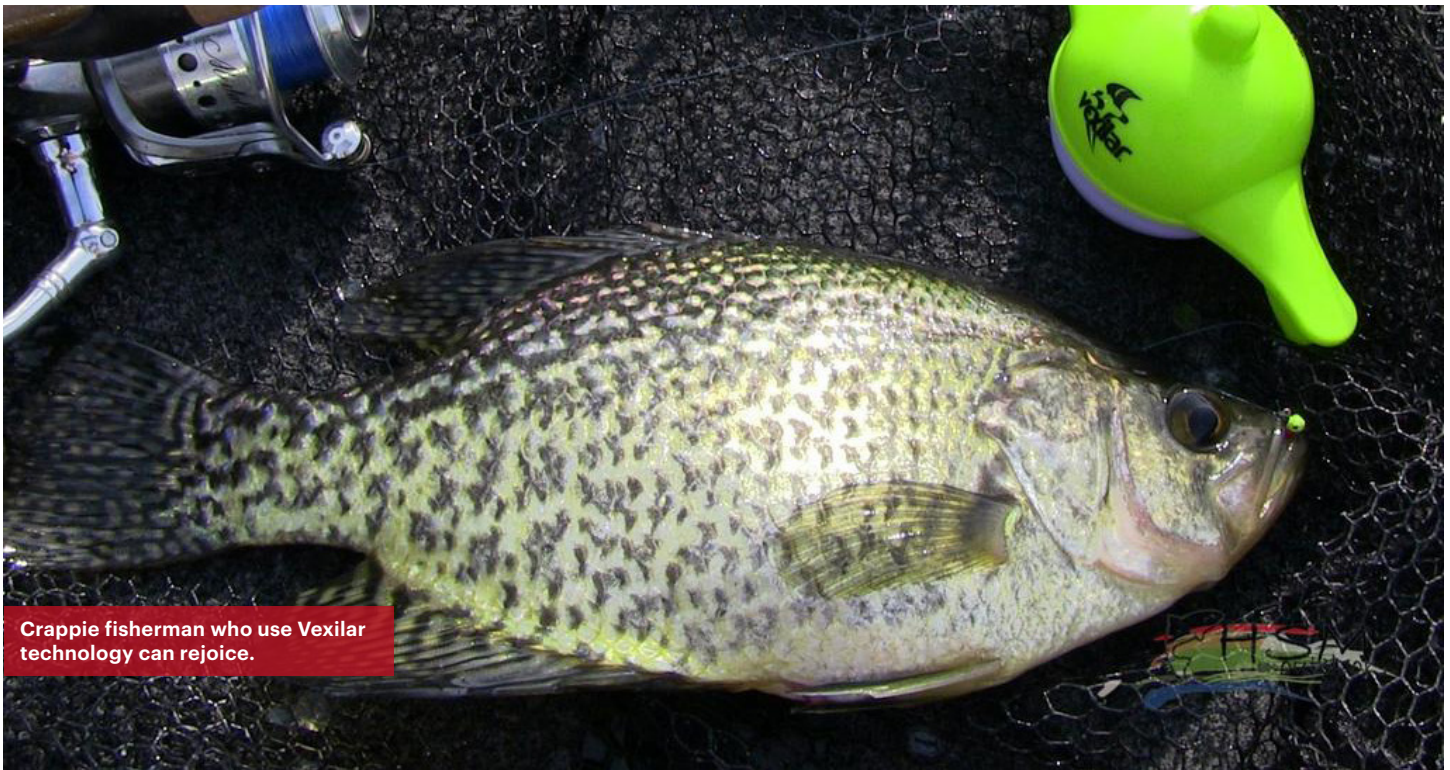


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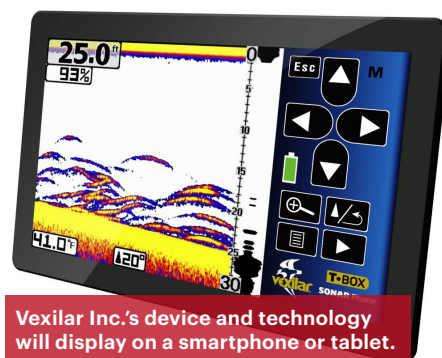
Crappie fisherman who use Vexilar technology can rejoice.

Fish finder company Vexilar successfully protects patent

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MINNEAPOLIS / ST. PAUL BUSINESS JOURNAL

A well-known Twin Cities company that makes electronic fish finders successfully defeated a patent challenge from a competitor.

Bloomington-based Vexilar Inc. was successful in its defense of its product and software that allows fisherman to see what's going on under the surface of a lake or another body of water. This case centered around a two wireless fish finders – one is like a fishing bobber and the other is a box or that can attach to the side of a boat. Both gain readings from the



Vexilar Inc.'s device and technology will display on a smartphone or tablet.

bottom of the lake for depth, water temperature and connect to a smartphone that displays the information.

Lithuania-based Deeper UAB, a competitor, challenged that Vexilar's patent wasn't valid at the Federal Patent

Trial and Appeal Board, but the board rejected the effort.

Vexilar was represented by the Minneapolis-office of Merchant & Gould.

"We are very pleased with the result, which shows that it's critical for petitioners to make sure they have strong evidence for each ground before going to the PTAB and challenging the validity of a patent," said Thomas Leach, a partner for Merchant & Gould.

Leach added the firm is representing Vexilar in a separate lawsuit against Deeper AUB in federal court for patent infringement. That case is still pending and was filed after the PTAB case.