

**IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF TEXAS  
SHERMAN DIVISION**

IDEATIVE PRODUCT VENTURES, INC., §

Plaintiff, §

VS. §

PHILIPS ELECTRONICS NORTH  
AMERICA CORPORATION, §

Defendant. §

**Civil Action No.**

**JURY DEMANDED**

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**PLAINTIFF’S ORIGINAL COMPLAINT**

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Plaintiff, Ideative Product Ventures, Inc. (“Ideative”), files this complaint against Defendant, Philips Electronics North America Corporation (“Philips”).

**I. INTRODUCTION**

1. Ideative asserts Philips has infringed one or more claims of a United States Patent and therefore, seeks monetary damages and permanent injunctive relief.

**II. THE PARTIES**

2. Ideative is a corporation that is organized and exists pursuant to the laws of Texas. Ideative’s principal place of business is in Carrollton, Denton County, Texas.

3. Philips is a foreign for-profit corporation that is organized pursuant to the laws of Delaware. Philips’s principal place of business is in Andover, Massachusetts.

### **III. JURISDICTION AND VENUE**

4. This is an action for patent infringement arising under the United States Patent Act, 35 U.S.C. §1, *et seq.* This Court has jurisdiction over the subject matter of this action pursuant to 28 U.S.C. §§1331 and 1338.

5. This Court has general personal jurisdiction over Philips because it has maintained systematic and continuous business contacts with the State of Texas. Additionally, this Court has specific personal jurisdiction over Philips because it has committed acts of patent infringement in the State of Texas by offering for sale and selling products that infringe one or more claims of a United States Patent owned by Ideative.

6. Philips is authorized to do business in the State of Texas and may be served by delivering a copy of this complaint and an original summons to its registered agent for service of process: Corporation Service Company d/b/a CSC – Lawyers Incorporating Service Company, 211 E. 7<sup>th</sup> Street, Suite 620, Austin, Texas 78701-3218.

7. This Court is a proper venue for this case pursuant to 28 U.S.C. §1391 because Philips has committed acts of infringement in this District and Division.

### **IV. FACTS**

8. On February 24, 2009, United States Patent Number 7,494,343 B2 (the “’343 Patent”) entitled “Multiple Degrees Of Freedom Connectors And Adapters” was duly issued to Ideative, as assignee of the inventor, Schriefer. A true and correct copy of the ‘343 Patent is attached to this complaint as Exhibit A.

10. Philips offers for sale and sells in Texas and throughout the world one or more devices that infringe the ‘343 Patent, including:

SWW1435U/27, Philips HDMI cable SWW1435U 4 ft. Pro Series (2010)  
SWW1436U/27, Philips HDMI cable SWW1436U 8 ft. Pro Series (2010)

SWV3474F/37, Philips HDMI cable SWV3474F 6 ft. High (2012)  
SWV3474H/17, Philips HDMI cable SWV3474H 6 ft. High (2011)  
SWV3474H/37, Philips HDMI cable SWV3474H 6 ft. (2012)  
SWV3474S/17, Philips HDMI cable SWV3474S 1.5 m Swivel (2010)  
SWV3474S/27, Philips HDMI cable SWV3474S 6 ft. Swivel (2010)  
SWV3473S/17, Philips HDMI cable SWV3473S 3 ft. Swivel (2010)  
SWV3473S/27, Philips HDMI cable SWV3473S 3 ft. Swivel (2010)  
SWV3491H/17, Philips HDMI cable SWV3491H 6 ft High speed (2011)  
SWV3491H/37, Philips HDMI cable SWV3491H 6 ft High speed (2011)  
SWX2126S/17, Philips HDMI cable SWX2126S 6 ft. Black (2010)  
SWX2126S/27, Philips High speed HDMI cable SWX2126S 6 ft Swivel Black (2010).

Collectively, the foregoing devices are referred to herein as the “Accused Devices.”

## **V. CAUSE OF ACTION**

### **COUNT I**

#### **(Infringement of U.S. Patent No. 7,494,343 B2)**

11. Ideative incorporates the allegations of paragraphs 1 through 10 as if fully reproduced herein.

12. The ‘343 Patent is valid and enforceable.

13. Ideative owns all right, title and interest in and to the ‘343 Patent.

14. Philips has infringed and continues to infringe one or more claims of the ‘343 Patent by manufacturing, importing, offering for sale, selling, and distributing the Accused Devices.

15. As a direct result of Philips’s infringement, Ideative has incurred and will continue to incur damages, irreparable harm, and impairment of its patent rights.

16. Ideative is entitled to recover from Philips the damages sustained by Ideative as a result of Philips’s wrongful acts in an amount to be proven at trial.

## **VI. PRAYER**

For the foregoing reasons, Plaintiff, Ideative, requests that Defendant be cited to answer herein and that, upon hearing hereof, the Court award the following relief:

- a. Entering judgment in favor of Ideative;
- b. Awarding damages in an amount to be determined at trial;
- c. Enjoining the Defendant from any further infringement of Ideative's Patents;
- d. Awarding Ideative its costs incurred in connection with the prosecution of its claims; and
- e. Awarding Ideative any and all other relief to which it may be entitled.

Dated: January 13, 2014

Respectfully Submitted,

By: s/James E. Davis

**JAMES E. DAVIS**

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