

From: Rebecca Hanovice [EMAIL ADDRESS REDACTED]
Sent: Wednesday, July 16, 2014 6:13 PM
To: Virtual Marking
Cc: [REDACTED]
Subject: Comments Regarding Virtual Marking Provisions of AIA

Hello,

In response to the USPTO's request for comments regarding virtual marking, please consider my comments on Callaway Golf's behalf:

"As the owner of over 1,200 US patents, Callaway Golf has certainly benefited from the virtual marking provisions of Section 16 of the AIA. It was simple for us to set up an easily-accessible website (www.callawaygolf.com/patents) that can be updated in real time, and at little or no cost, as new patents are issued and new products are released. It is also easy to correlate these patents with the Callaway products that they cover on the website. This website has been noticed by at least one other major manufacturer in our industry, which has implemented a similar site, and we have received positive comments from a company in a separate industry interested in setting up its own virtual marking program. We also were able to save costs and reduce waste by referencing our website on our various product packaging materials. In the past, we had to list each patent on, and then update, that packaging on a regular basis, which was time consuming, wasteful, expensive, and often outdated by the time it was implemented. Overall, we have been very pleased with the AIA's virtual marking provisions."

Best regards,

REBECCA HANOVICE
Senior Intellectual Property & Litigation Counsel

Callaway Golf | Odyssey
2180 Rutherford Road | Carlsbad, CA 92008
t. 760.930.8482 | f. 760.930.5022 | e. [EMAIL ADDRESS REDACTED]