

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ZYNGA INC.
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC.
Patent Owner

Case IPR2013-00156
Patent 7,860,131 B1

MANDATORY NOTICE BY
PERSONALIZED MEDIA COMMUNICATIONS, LLC.
UNDER 35 U.S.C. §§ 311-319; 37 C.F.R. §§42.8, 42.100 *et seq.*

REAL PARTY-IN-INTEREST

The real party-in-interest is Personalized Media Communications, LLC.

RELATED MATTERS

The involved patent is asserted in:

Personalized Media Communications, LLC v. Zynga, Inc., U.S. District Court for the Eastern District of Texas, CA No. 2:12-cv-68-JRG.

Patent Owner's related U.S. Patents 7,908,638; 7,734,251 and 7,797,717 are also asserted in this litigation. The Petitioner has also petitioned for *inter partes* review of each of these patents.

The involved patent is not before the Office in any other pending proceedings. No other patent or pending application claims the benefit of the actual filing date of the involved patent. The involved patent sets forth following Related U.S. Application Data:

Continuation of application No. 08/113,329, filed on Aug. 30, 1993, [now U.S. Patent 7,856,650] which is a continuation of application No. 08/056,501, filed on May 3, 1993, now Pat. No. 5,335,277, which is a continuation of application No. 07/849,226, filed on Mar. 10, 1992, Now Pat. No. 5,233,654, which is a continuation of application No. 07/588,126, filed on Sep. 25, 1990, now Pat. No. 5,109,414, which is a continuation of application No. 07/096,096, filed Sep. 11, 1987, now Pat. No. 4,965,825, which is a continuation-in-part of application No. 06/829,531, filed on Feb. 14, 1986, now Pat. No. 4,704,725, which is a continuation of application No. 06/317,510, filed on Nov. 3, 1981, now Pat. No. 4,694,490.

There are a number of issued patents and pending applications which, like the involved patent, were filed as continuations of application No. 08/113,329.

These issued patents and pending applications are listed in Appendix A attached hereto.

Other patents from the same family (specifically: U.S. Pat. Nos. 4,694,490; 4,704,725; 4,965,825; 5,109,414; 5,233,654; 5,335,277; and 5,887,243) as the involved patent have been involved in several judicial and administrative proceedings. These proceedings are listed in Appendix B attached hereto.

LEAD AND BACK-UP COUNSEL

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Pursuant to 37 C.F.R. § 42.6(e), Patent Owner consents to electronic service by email at the email addresses listed above.

Dated: March 15, 2013

Respectfully submitted,

By /Thomas J. Scott, Jr./

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PERSONALIZED MEDIA COMMUNICATIONS, LLC.
UNDER 35 U.S.C. §§ 311-319; 37 C.F.R. §§42.8, 42.100 *et seq.*

APPENDIX A

The following patents and pending applications are continuations of Application No. 08/113,329. Abandoned continuation applications are omitted from this list.

PATENTS

<u>SERIAL NO.</u>	<u>ISSUE DATE</u>	<u>PATENT NO.</u>
08/480,060	March 23, 1999	5,887,243 <i>Asserted in Personalized Media Communications, L.L.C. v. Motorola, Inc. et al., U.S. District Court, Eastern District of Texas, Doc. No. 2:08-CV-00070</i> Subject to <i>ex parte</i> reexamination certificate issued October 13, 2009
08/486,258	January 11, 2011	7,780,581
08/446,431	August 3, 2010	7,769,170
08/447,712	November 23, 2010	7,840,976
08/511,491	December 28, 2010	7,861,263
08/477,547	March 15, 2011	7,908,638 Subject to IPR2013-00162 filed by Petitioner
08/488,383	January 4, 2011	7,864,248
08/459,521	November 2, 2010	7,827,587

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