

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
U.S. Patent No. 7,860,131

PETITIONER’S REVISED MANDATORY NOTICES UNDER 37 C.F.R. § 42.8(a)(3)

Pursuant to 37 C.F.R. § 42.8(a)(3), the undersigned on behalf of and acting in a representative capacity for Petitioner Zynga Inc. (“Zynga” or “Petitioner”), hereby submits the following revised mandatory notices in connection with the Petition for *Inter Partes* Review of U.S. Patent No. 7,860,131, Case No. IPR2013-00156.

A. Real Party-In-Interest (37 C.F.R. § 42.8(b)(1)) – Unchanged

Zynga is the Petitioner and real party-in-interest.

B. Related Matters (37 C.F.R. § 42.8(b)(2)) – Revised

The Harvey ‘131 Patent is currently the subject of a patent infringement lawsuit brought by the assignee of the Harvey ‘131 Patent, Personal Media Communications, LLC (“PMC”) against Zynga, captioned *Personalized Media Communications, LLC v. Zynga Inc.*, U.S. District Court for the Eastern District of Texas, Civil Action No. 2:12-cv-68-JRG (“PMC v. Zynga”). This judicial matter may affect, or be affected by, decisions made in this proceeding.

Additionally, Petitioner has filed petitions for inter partes review for the following patents, which are related to the Harvey '131 Patent:

- U.S. Patent No. 7,797,717 (Case Number IPR2013-00164)
- U.S. Patent No. 7,908,638 (Case Number IPR2013-00162)
- U.S. Patent No. 7,734,251 (Case Number IPR2013-00171)

C. Lead and Back-up Counsel and Service Information (37 C.F.R. § 42.8(b)(3) and (4)) – Revised

Zynga provides the following designation of counsel. The Back-up Counsel has changed.

Lead Counsel	Back-up Counsel
<p>David B. Cochran Reg. No. 39,142 JONES DAY 901 Lakeside Avenue Cleveland, Ohio 44114 (216) 586-7029 dcochran@jonesday.com</p>	<p>Joseph M. Sauer Reg. No. 47,919 JONES DAY 901 Lakeside Avenue Cleveland, Ohio 44114 (216) 586-7506 jmsauer@jonesday.com</p> <p>Louis L. Touton Reg. No. 32,773 JONES DAY 555 South Flower Street Fiftieth Floor Los Angeles, California 90071 (213) 243-2465 lltouton@jonesday.com</p> <p>David W. Wu Reg. No. 66,351 JONES DAY 1755 Embarcadero Road Palo Alto, California 94303 (650) 687-4116 dwwu@jonesday.com</p>

Please address all correspondence to lead and back-up counsel at the addresses above.

Zynga also consents to electronic service by email at the email addresses listed above.

Respectfully submitted,

Date: May 31, 2013

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CERTIFICATE OF SERVICE

I certify that a copy of the foregoing Petitioner's Revised Mandatory Notices Under 37 C.F.R. § 42.8(a)(3) was served on May 31, 2013, via electronic mail upon tscott@goodwinprocter.com (Thomas J. Scott, Jr.) and sschreiner@goodwinprocter.com (Stephen Schreiner) and via Express Mail delivery directed to the following counsel for Patent

Owner:

Thomas J. Scott, Jr.
Goodwin Procter LLP
901 New York Avenue, NW
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Date: May 31, 2013

/Joshua R. Nightingale/
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