

Exhibit 2001 (Deposition Exhibit 2001C)
Zynga, Inc. v. Personalized Media Communications, LLC
Case IPR2013-00156 (SCM)

**Overview of Patent Owner Response to Petition and Decision for Inter Partes Review of
U.S. Patent No. 7,734,251 [DATA-87] (IPR2013-00171)**

The Patent Trial and Appeal Board (the "Board") entered the Institution of Inter Partes Review Decision ("Decision") instituting *inter partes* review of claims 17-19, 22-24 and 28 on the following grounds:

1. **Claims 18, 19, 22-24, and 28** for anticipation over U.S. Patent No. 4,204,206 to **Bakula** ("Bakula");
2. **Claims 18, 19, and 22-24** for anticipation over U.S. Patent No. 4,339, 798 to **Hedges** ("Hedges").
3. **Claims 18, 19, 22-24, and 28** for obviousness over **Hedges** and U.S. Patent No. 4,107,735 to **Frohbach** ("Frohbach").
4. **Claim 17** for obviousness over **Hedges** and U.S. Patent No. 3,668,312 to **Yamamoto** ("Yamamoto"); and
5. **Claim 17** for obviousness over **Yamamoto** and **Bakula**.

Claim(s)
<p>18. A method of outputting a video presentation at a receiver station, said method comprising the steps of:</p> <p>(1) <u>receiving</u> at least one information transmission at said receiver station, said at least one information transmission including a first discrete signal and a second discrete signal;</p> <p>(2) <u>detecting</u> said first discrete signal and said second discrete signal in said at least one information transmission;</p> <p>(3) <u>passing</u> said detected at least one first discrete signal and said second discrete signal to at least one processor;</p> <p>(4) <u>organizing</u> information included in said at least one first discrete signal with information included in said second discrete signal to provide an organized signal at said receiver station;</p> <p>(5) <u>generating an image</u> in response to said organized signal by processing at least one user specific subscriber datum, said at least one user specific subscriber datum being stored at said receiver station prior to said step of organizing and based on information supplied by a user of said receiver station, said generated image including at least some information content that does not include any information from said discrete signals; and</p> <p>(6) <u>outputting</u> said video presentation to said user, said video presentation comprising, firstly, <u>a video image</u> and, secondly, <u>a coordinated display</u> using said generated image and said video image, wherein said at least some information content of said generated image is displayed.</p>
<p>19. The method of claim 18, wherein a receiver specific control signal is generated based on a third discrete signal, said method further including the step of: selecting said video presentation in response to said generated receiver specific control signal.</p>

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22. The method of claim 18, further comprising the steps of: receiving said at least one user specific subscriber datum; and passing said at least one user specific subscriber datum to a storage device.

23. The method of claim 18, further including the step of: contacting a remote station to obtain said at least one user specific subscriber datum.

24. The method of claim 18, wherein a receiver specific control signal is processed based on a third discrete signal, said method further including the step of outputting said video image in response to said receiver specific control signal.

28. The method of claim 18, wherein said receiver station includes a video monitor which outputs said video presentation, wherein said video presentation comprises a series of computer generated video display outputs, and wherein by processing said at least one user specific subscriber datum said at least one processor delivers said generated image at said video monitor in one of said series of computer generated display outputs, said method further comprising the step of receiving said at least one user specific subscriber datum from a remote data source.

17. A method for receiving and processing remotely originated and user specific data for use with a video apparatus, said video apparatus having an audio receiver and a video output device for displaying a video presentation comprising a locally generated image and an image received from a remote video source, said method comprising the steps of:

- (1) receiving said user specific data at said video apparatus, said user specific data being specific to a user of said video apparatus;
- (2) contacting a remote data source after said step of receiving said user specific data;
- (3) receiving from said remote data source based on said step of contacting said remotely originated data to serve as a basis for displaying said video presentation;
- (4) executing processor instructions to process said remotely originated data and said user specific data at said video apparatus in order to generate said locally generated image, said locally generated image including at least some information content that does not include any information from said remote video source and said remote data source;
- (5) receiving, at said audio receiver, audio which describes information displayed in said video presentation;
- (6) simultaneously displaying said locally generated image and said image received from said remote video source at said video output device, wherein said at least some information content of said locally generated image is displayed;
- (7) outputting said audio at said video apparatus before ceasing to display said locally generated video image.