

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ZYNGA, INC.

Petitioner

V.

PERSONALIZED MEDIA COMMUNICATIONS LLC

Patent Owner

Case No. IPR2013-00156

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

**PATENT OWNER RESPONSE TO
PETITION FOR INTER PARTES REVIEW
PURSUANT TO 37 C.F.R. 42**

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I. INTRODUCTION

Patent Owner, Personalized Media Communications LLC (“PMC” or “Patent Owner”), submits the following Patent Owner’s Response to the petition filed by Zynga, Inc. (the “Petitioner”) on February 26, 2013 requesting *inter partes* review of claims 1, 3, 4, 6, 9 and 11 of U.S. Patent No. 7,860,131 (Ex. 1001, “’131 Patent”). (Paper 1, “Pet.” or “Petition”.) The Patent Trial and Appeal Board (the “Board”) instituted this proceeding in the Inter Partes Review Decision (Paper 11, “Dec.” or “Decision”) on July 25, 2013 instituting *inter partes* review on the following grounds:

1. Claims 1, 3, 4, 6, 9, and 11 for anticipation by U.S. Patent No. 5,270,922 to Higgins (Ex. 1007, “Higgins”);

2. Claims 1, 3, 4, 6, 9, and 11 for anticipation by U.S. Patent No. 4,339,798 to Hedges et al. (Ex. 1008, “Hedges”).

This Response is submitted pursuant to 37 C.F.R. § 42.120. Separate from this Response, Applicant is submitting a motion to amend pursuant to 37 CFR § 42.212. A conference with the Board was conducted on October 17, 2013, during which Patent Owner advised that it would be amending by submitting a substitute claim for claim 1 of the ’131 Patent. (*See* Paper 16, at 2.) No amendment is made to the other claims at issue in this proceeding. As required under the rules, this Response will argue patentability of the claims as they

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