

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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**Zynga Inc.**  
Petitioner

v.

**Personalized Media Communications, LLC**  
Patent Owner

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Case IPR2013-00164  
U.S. Patent No. 7,797,717

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**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. 7,797,717, Case No. IPR2013-00164.

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

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

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

The Harvey ‘717 Patent is currently the subject of a patent infringement lawsuit brought by the assignee of the Harvey ‘717 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 '717 Patent:

- U.S. Patent No. 7,860,131 (Case Number IPR2013-00156)
- 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

By: /Joseph M. Sauer/  
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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.  
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901 New York Avenue, NW  
Washington, DC 20001

Date: May 31, 2013

/Joshua R. Nightingale/  
Joshua R. Nightingale