Exhibit 2004
Zynga, Inc. v. Personalized Media Communications, LLC
Case IPR2013-00164 (SCM)

Overview of Patent Owner Response to Petition and Decision for Inter Partes Review of U.S. Patent No. 7,908,638 [I2RE-87] (IPR2013-00162)

The Patent Trial and Appeal Board (the "Board") entered the Institution of Inter Partes Review Decision ("Decision") instituting *inter partes* review of claims 1-3, 6, 11-13 and 15 on the following grounds:

1. **Claims 1-3, 6, 11, and 12** for anticipation U.S. Patent No. 4,204,206 to **Bakula** et al. ("Bakula");
2. **Claims 1-3, 6, 11-13, and 15** for anticipation U.S. Patent No. 4,572,509 to **Sitrick** ("Sitrick");
3. **Claims 1-3, 6, 11, 12, and 13** for anticipation U.S. Patent No. 5,270,922 to **Higgins** ("Higgins"); and
4. **Claims 1-3, 6, 11-13, and 15** for obviousness Higgins and Sitrick;

Claim(s)
1. A method of communicating subscriber station information from a subscriber station to one or more remote stations, said method comprising the steps of: (1) storing first data which are subscriber specific data at said subscriber station; (2) receiving and detecting at said subscriber station, in an information transmission received from said one or more remote stations, one or more instruct signals; (3) computing second data at said subscriber station by processing said first data in accordance with said one or more instruct signals; (4) processing said one or more instruct signals to cause at least a portion of a combined medium presentation to be outputted at an output device at said subscriber station, wherein said outputted portion of combined medium presentation includes (i) at least one of an image and a sound received at said subscriber station from a remote transmitter station and (ii) a portion of said second data; (5) receiving a subscriber input in response to said outputted portion of a combined medium presentation; and (6) transferring said portion of second data from said subscriber station to said one or more remote stations based on said subscriber input.

6. A method of communicating subscriber station information from a subscriber station to one or more remote stations, comprising the steps of: receiving an information transmission at a transmission station, wherein said transmission station comprises a programmable controller, a switch, a computer, a memory, a receiver and a transmitter; generating one or more instruct signals at said transmission station, said one or more instruct signals being effective to cause said subscriber station to compute second subscriber specific data by processing first subscriber specific data stored at said subscriber station and transfer said second subscriber specific data to said one or more remote stations based on a subscriber response to a combined medium presentation output at an output device at said subscriber station, said combined medium presentation including (i) at least one of an image and a sound received at said subscriber station from a remote source and (ii) a portion of said second subscriber specific data; and transmitting said information transmission and said one or more instruct signals from said transmission station to said subscriber station.
2. The method of claim 1, wherein said detected one or more instruct signals include one or more of a software module and a data module, said method further comprising the steps of: receiving and storing said one or more of a software module and a data module; and subsequently presenting a combined or sequential output of mass medium programming and one or more of data generated in accordance with said software module and data included in said data module.
3. The method of claim 2, further having at least one step from the group consisting of: identifying at least one of said one or more of a software module and a data module in said one or more instruct signals; initiating communications with at least one of said one or more remote stations in accordance with said one or more of a software module and a data module; and performing at least some portion of said step of transferring in accordance with said software module if said software module is included in said detected one or more instruct signals.
11. The method of claim 6, further comprising the steps of: receiving generally applicable information in respect of said combined medium presentation at said transmission station; processing a first portion of said generally applicable information in order to generate or assemble at least some of said one or more instruct signals at said transmission station; and transmitting a second portion of said generally applicable information from said transmission station to said subscriber station.

12. The method of claim 6, further comprising the step of transmitting mass medium programming from said transmission station to said subscriber station to serve as a basis for outputting said combined medium presentation.
13. The method of claim 6, wherein said one or more instruct signals include one or more of a software module and a data module, said method further comprising the steps of: modifying said one or more of a software module and a data module at said transmission station by incorporating data that serve as a basis for outputting said combined medium presentation at said subscriber station; and transmitting the modified one or more of a software module and a data module to said subscriber station.
15. The method of claim 13, further comprising the step of incorporating into the modified one or more of a software module and a data module an identifier which enables said subscriber station to initiate communications with at least one of said one or more remote stations associated with said identifier.