

**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 No. IPR2013-00164

U.S. Patent No. 7,797,717

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

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