

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Zynga Inc.
Petitioner

v.

Personalized Media Communications, LLC
Patent Owner

Case IPR2013-00171
U.S. Patent No. 7,734,251

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. 7,734,251, Case No. IPR2013-00171.

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 ‘251 Patent is currently the subject of a patent infringement lawsuit brought by the assignee of the Harvey ‘251 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”).

Additionally, Petitioner has filed petitions for *inter partes* review for the following patents, which are related to the Harvey '251 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. 7,797,717 (Case Number IPR2013-00164)

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
David B. Cochran Reg. No. 39,142 JONES DAY 901 Lakeside Avenue Cleveland, Ohio 44114 (216) 586-7029 dcochran@jonesday.com	Joseph M. Sauer Reg. No. 47,919 JONES DAY 901 Lakeside Avenue Cleveland, Ohio 44114 (216) 586-7506 jmsauer@jonesday.com 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 David W. Wu Reg. No. 66,351 JONES DAY 1755 Embarcadero Road Palo Alto, California 94303 (650) 687-4116 dwwu@jonesday.com

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.
Goodwin Procter LLP
901 New York Avenue, NW
Washington, DC 20001

Date: May 31, 2013

/Joshua R. Nightingale/
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