Exhibit 2008 (Deposition Exhibit 2008D)
Zynga, Inc. v. Personalized Media Communications, LLC
Case IPR2013-00171 (SCM)

Exhibit 2008D
Wit PMC
Date 10.9.13
Leslie Rockwood CSR RPR

Overview of Patent Owner Response to Petition and Decision for Inter Partes Review of U.S. Patent No. 7,860,131 [DATA-87] (IPR2013-00156)

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, 4, 6, 9 and 11 on the following grounds:

1. **Claims 1, 3, 4, 6, 9, and 11** for anticipation over U.S. Patent No. 5,270,922 to **Higgins** ("Higgins"); and
2. **Claims 1, 3, 4, 6, 9, and 11** for anticipation over U.S. Patent No. 4,339,798 to **Hedges** ("Hedges").

Representative Claim
1. A method of enabling a(station of a particular kind) to deliver(complete programming) said station including a(storage device) and said method comprising the steps of:
(1) storing programming at said storage device, said programming comprising a computer program (P135) and a portion to be completed (P136) by accessing prestored data (P139) at said station of a particular kind,
(2) wherein said computer program is operative to complete said portion when executed at said station of a particular kind, said execution (P146) of said computer program enabling a processor at said station of a particular kind to select a specific datum from said prestored data and place information, which results from a processing of said selected datum (P145), into said portion to be completed, thereby completing said programming; and
(3) storing a control signal, which is operative at at least one particular kind of station, said control signal operative to cause said execution of said computer program,
(4) whereby said station of a particular kind is enabled to deliver complete programming.
3. The method of claim 1, wherein said prestored data designates subscriber data, said method further comprising the step of storing subscriber data.
4. The method of claim 1, wherein said control signal comprises a series or stream of sequentially transmitted control instructions, said method further comprising the step of storing in said control signal two or more control instructions in a specific order with information designating a time period.
6. The method of claim 1, wherein said portion to be completed comprises generally applicable information.
9. The method of claim 1, wherein a control signal causes a controller operatively connected to said storage station to control a peripheral device, said method further comprising the step of storing said control signal.
11. The method of claim 1, wherein said storage device is an ultimate receiver station.