

Zynga Inc. v. Personalized Media Communications, LLC
Case IPR2013-00171 (SCM)
U.S. Patent No. 7,734,251

Personalized Media Communication LLC's Exhibit List

October 25, 2013

Exhibit	Description
2001	Deposition Ex. 2001C – Overview of Patent Owner Response to Petition and Decision for <i>Inter Partes</i> Review of U.S. Patent No. 7,734,251 (IPR2013-00171).
2002	Deposition Ex. 2002C – <i>Zynga Inc. v. Personalized Media Commc'n LLC</i> , IPR2013-00171, Petition for <i>Inter Partes</i> Review for U.S. Patent No. 7,734,251 (PTAB Feb. 27, 2013).
2003	Deposition Ex. 2003C – <i>Zynga Inc. v. Personalized Media Commc'n LLC</i> , IPR2013-00171, Preliminary Patent Owner Response (PTAB May 10, 2013).
2004	Deposition Ex. 2004C – <i>Zynga Inc. v. Personalized Media Commc'n LLC</i> , IPR2013-00171, Decision on Institution of <i>Inter Partes</i> Review (PTAB Jul. 25, 2013).
2005	Deposition Ex. 2005C – Deposition Demonstrative.
2006	Deposition Ex. 2006C – Deposition Demonstrative.
2007	Deposition Ex. 2007C – Deposition Demonstrative.
2008	Deposition Ex. 2008D – Overview of Patent Owner Response to Petition and Decision for <i>Inter Partes</i> Review of U.S. Patent No. 7,860,131 (DATA-87) (IPR2013-00156).
2009	Deposition Ex. 2009D – <i>Zynga Inc. v. Personalized Media Commc'n LLC</i> , IPR2013-00156, Petition for <i>Inter Partes</i> Review for U.S. Patent No. 7,860,131 (PTAB Feb. 22, 2013).
2010	Deposition Ex. 2010D – <i>Zynga Inc. v. Personalized Media Commc'n LLC</i> , IPR2013-00156, Decision on Institution of <i>Inter Partes</i> Review (PTAB Jul. 25, 2013).
2011	<i>Personalized Media Corp. v. Zynga, Inc.</i> , No. 2:12-CV-68, Provisional Claim Construction Order (E.D. Tex. Aug. 15, 2013).

Exhibit	Description
2012	<i>Personalized Media Commc'n. LLC v. Zynga, Inc.</i> , 2013 WL 4630447 (E.D. Tex. Aug. 28, 2013).
2013	Deposition of Dr. Charles J. Neuhauser (Oct. 8, 2013).
2014	Deposition of Dr. Charles J. Neuhauser (Oct. 9, 2013).
2015	Declaration of Dr. Samuel H. Russ, Oct. 25, 2013 under 37 C.F.R. § 1.68 (In Support of Patent Owner's Response).
2016	Declaration of Gerald Holtzman, Oct. 21, 2013 under 37 C.F.R. § 1.68 (In Support of Patent Owner's Response).
2017	<i>Ocean Tomo Patent Quality Inventor Study</i> , OCEAN TOMO, Apr. 2011.
2018	U.S. Patent No. 4,694,490 (filed Nov. 3, 1981).
2019	<i>Curriculum Vitae</i> of Dr. Samuel H. Russ.
2020	Annotated Yamamoto Figure 2.
2021	<i>Patent portfolio management and patent evaluation – FAQ</i> , EUROPEAN PATENT OFFICE, http://www.epo.org/searching/essentials/business/valuation/faq.html#faq-142 (last updated January 1, 2011).
2022	<i>Electronics Dictionary</i> , 666 (4th ed. 1978).
2023	Bronwyn H. Hall, Adam Jaffe, and Manuel Trajtenberg, <i>Market Value and Patent Citations</i> , 36 RAND J. ECON. 16, 29-30 (2005).
2024	Christopher A. Cotropia, Mark Lemley, and Bhaven Sampat, <i>Do Applicant Patent Citations Matter?</i> 31 n. 13 (April 24, 2012) (Stanford Law and Economics Olin Working Paper No. 401).
2025	Ari Levy, <i>U.S. Virtual-Goods Sales to Top \$2 Billion in 2011, Report Says</i> , BLOOMBERG (Sept. 28, 2010), http://www.bloomberg.com/news/print/2010-09-28/u-s-virtual-goods-sales-to-top-2-billion-in-2011-report-says.html .
2026	Miriam Gottfried, <i>The Specter Haunting Pay TV</i> , WALL. ST. J.L. (Aug. 14, 2013), http://online.wsj.com/news/articles/SB10001424127887323455104579012841493670338 .

Exhibit**Description**

2027

Deposition of Dr. Charles J. Neuhauser, IPR2013-00162, -00164 (Oct. 1, 2013).

2028

Declaration of Charles J. Neuhauser, Ph.D. under 37 C.F.R. § 1.68, IPR2013-00162, -00164 (Feb 26, 2013).