

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SONY COMPUTER ENTERTAINMENT AMERICA LLC
Petitioner

v.

APLIX IP HOLDINGS CORPORATION
Patent Owner

Case No. IPR2015-00396
Patent No. 7,218,313

**PATENT OWNER APLIX IP HOLDINGS CORPORATION
UPDATED MANDATORY NOTICES UNDER 37 C.F.R. § 42.8**

Pursuant to 37 C.F.R. § 42.8, Patent Owner Aplix IP Holdings Corporation hereby updates its mandatory notices with respect to back-up counsel and service information.

C. Lead and Back-Up Counsel

In accordance with 37 C.F.R. § 42.8(b)(3), Patent Owner identifies the following lead and back-up counsel:

Lead Counsel	Back-Up Counsel
Michael Mauriel USPTO Reg. No. 44,226 Email: mmauriel@mkwllp.com Postal and Hand-Delivery Address: Mauriel Kapouytian Woods LLP 15 W. 26th Street, 7th Floor New York, NY 10010 Telephone: (212) 529-5131 Fax: (212) 529-5132	Robert J. Gilbertson (Admitted <i>pro hac vice</i>) Email: BGilbertson@GreeneEspel.com Postal and Hand-Delivery Address: GREENE ESPEL PLLP 222 South Ninth Street, Suite 2200 Minneapolis, MN 55402 Telephone: (612) 373-0830 Fax: (612) 373-0929
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	<p>Sherman W. Kahn (Admitted <i>pro hac vice</i>) Email: skahn@mkwllp.com</p> <p>Postal and Hand-Delivery Address: Mauriel Kapouytian Woods LLP 15 W. 26th Street, 7th Floor New York, NY 10010 Telephone: (212) 529-5131 Fax: (212) 529-5132</p>

D. Service Information

In accordance with 37 C.F.R. § 42.8(b)(4), email, postal, and hand-delivery service information for the lead and back-up counsel is provided in the designation of counsel in Section C, above. Service of any documents via hand-delivery may be made at the postal mailing address of the lead counsel designated above.

Dated: October 28, 2015.

By: /Michael Mauriel/

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Attorneys for Patent Owner

Aplix IP Holdings Corporation

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6, I hereby certify that on this 28th day of October 2015, the foregoing Patent Owner Aplix IP Holdings Corporation's Updated Mandatory Notices under 37 C.F.R. § 42.8 was served via electronic filing with the Board on the following counsel of record for petitioner:

Lead Counsel	Back-Up Counsel
Eric A. Buresh (Reg. No. 50,394) Eric.buresh@eriseip.com	Abran J. Kean (Reg. No. 58,540) Abran.kean@eriseip.com
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