

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the *Inter Partes* Review of:

Trial Number: To Be Assigned

U.S. Patent No. 7,752,649

Filed: May 24, 1995

Issued: July 6, 2010

Inventor(s): John Christopher Harvey, James
William Cuddihy

Assignee: Personalized Media
Communications, LLC

Title: Signal processing apparatus and methods Panel: To Be Assigned

Mail Stop *Inter Partes* Review
Commissions for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**PETITIONER APPLE INC.'S POWER OF ATTORNEY
IN AN *INTER PARTES* REVIEW**

Petitioner Apple Inc. hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review:

Gregory S. Arovas (Reg. No. 38,818) greg.arovas@kirkland.com <u>Postal and Hand-Delivery Address:</u> KIRKLAND & ELLIS LLP 601 Lexington Avenue New York, New York 10022 Telephone: (212) 446-4800 Fax: (212) 446-4900

Marcus E. Sernel (Reg. No. 55,606)
marc.sernel@kirkland.com
Postal and Hand-Delivery Address:
KIRKLAND & ELLIS LLP
300 North LaSalle Street
Chicago, Illinois 60654
Telephone: (312) 862-2000
Fax: (312) 862-2200

Joel R. Merkin (Reg. No. 58,600)
joel.merkin@kirkland.com
Postal and Hand-Delivery Address:
KIRKLAND & ELLIS LLP
300 North LaSalle Street
Chicago, Illinois 60654
Telephone: (312) 862-2000
Facsimile: (312) 862-2200

Eugene Goryunov (Reg. No. 61,579)
eugene.goryunov@kirkland.com
Postal and Hand-Delivery Address:
KIRKLAND & ELLIS LLP
300 North LaSalle Street
Chicago, Illinois 60654
Telephone: (312) 862-2000
Facsimile: (312) 862-2200

The individual signing below has the authority to execute this document on behalf of Apple Inc.

Date: March 10, 2016



Name: Noreen Krall
Title: Vice President, Chief Litigation Counsel
Apple Inc.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing Power of Attorney, was served on March 14, 2016, by FedEx overnight delivery directed to:

Thomas J. Scott (Reg. No. 27836)
PERSONALIZED MEDIA COMMUNICATIONS, LLC
14090 Southwest Freeway, Suite 450
Sugar Land, TX 77478

A courtesy copy was also served on the following attorneys of record for the related district court proceeding by electronic transmission:

Jennifer Albert
Stephen Schneider
Ce Li
GOODWIN PROCTER LLP
901 New York Avenue N.W.
Washington, D.C. 20001
DG-PMC-Apple@goodwinprocter.com

S. Calvin Capshaw
Elizabeth L. DeReiux
D. Jeffrey Rabin
CAPSHAW & DEREIUX
114 E. Commerce Avenue
Gladewater, TX 75647
ccapshaw@capshawlaw.com
ederieux@capshawlaw.com
jrambin@capshawlaw.com

Lana Shiferman
Douglas Kline
GOODWIN PROCTER LLP
Exchange Place, 53 State Street
Boston, Massachusetts 02109
DG-PMC-Apple@goodwinprocter.com

/s/Marcus E. Sernel

Marcus E. Sernel