

On behalf of:

**Personalized Media Communications, LLC**

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UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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**APPLE, INC.,**  
Petitioner,

v.

**PERSONALIZED MEDIA COMMUNICATIONS, LLC,**  
Patent Owner.

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**Case No.: IPR2016-00753: U.S. Patent No. 7,752,649**

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**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S  
SUPPLEMENTAL MANDATORY NOTICE DESIGNATING  
JENNIFER A. ALBERT AND STEPHEN T. SHCREINER  
AS BACKUP COUNSEL**

Pursuant to 37 C.F.R. § 42.8(a)(3), Patent Owner Personalized Media Communications, LLC (“PMC”) hereby provides notice that it is adding Jennifer A. Albert, Reg. No. 32,012 and Stephen T. Schreiner, Reg. No. 43,097 both of Goodwin Procter LLP, as backup counsel.

Ms. Albert and Mr. Schreiner are among the practitioners associated with Customer No. 70813 who have power of attorney for PMC in this proceeding.

Contact information for Ms. Albert and Mr. Schreiner is as follows:

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With the addition of Ms. Albert and Mr. Schreiner, counsel of record for PMC are as follows:

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Apple v. PMC  
IPR2016-00753 (U.S. Pat. 7,752,649)

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Respectfully submitted,

GOODWIN PROCTER LLP

Dated: June 20, 2016

By: /Douglas Kline/  
Douglas Kline (Reg. No. 35,574)  
Customer No. 70813

*Attorneys for Patent Owner  
Personalized Media Communications, LLC*

**CERTIFICATE OF SERVICE**

I hereby certify that a true and correct copy of the foregoing  
**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S SUPPLEMENTAL  
MANDATORY NOTICE DESIGNATING JENNIFER A. ALBERT AND  
STEPHEN T. SCHREINER AS ADDITIONAL BACKUP COUNSEL** is being  
served on June 20, 2016 via email to counsel for Apple at the addresses below:

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