

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.

Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC

Patent Owner

Case No.: IPR2016-00753

Patent No.: 7,752,649

PETITIONER'S ADR STATEMENT

Pursuant to the Board's October 4, 2016 Scheduling Order (Paper 10), Petitioner Apple Inc. provides notice to the Board that it has conferred with Patent Owner Personalized Media Communications, LLC regarding alternative dispute resolution. Apple further provides notice that the parties participated in a mediation session in July 2016. No agreement was reached, the mediation was suspended, and no further mediation sessions are currently scheduled.

Date: November 15, 2016

Respectfully submitted,

/s/ Marcus E. Sernel

Marcus E. Sernel (Reg. No. 55,606)

Joel R. Merkin (Reg. No. 58,600)

KIRKLAND & ELLIS LLP

300 North LaSalle Street

Chicago, Illinois 60654

P: 312.862.2000; F: 312.862.2200

marc.sernel@kirkland.com

joel.merkin@kirkland.com

Attorneys For Petitioner

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing **PETITIONER'S ADR STATEMENT**, was served on November 15, 2016 to the following attorneys of record by electronic transmission:

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

Thomas J. Scott
**PERSONALIZED MEDIA
COMMUNICATIONS, LLC**
14090 Southwest Freeway, Suite 450
Sugar Land, TX 77478
tscott@pmcip.com

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