

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.: IPR2016-00754

Patent No.: 8,559,635

PETITIONER'S UPDATED MANDATORY NOTICES

Pursuant to 37 C.F.R. § 42.8(a)(3), Petitioner Apple Inc. hereby submits the following Updated Mandatory Notices (“Notices”).

I. 37 C.F.R. § 42.8(B)(1): REAL PARTY-IN-INTEREST

Apple is the real party-in-interest for Petitioner.

II. 37 C.F.R. § 42.8(B)(2): RELATED MATTERS

PMC asserted the '635 patent against Apple in Case No. 2:15-cv-01366-JRG-RSP (E.D. Tex. filed July 30, 2015). This case may affect, or be affected by, this proceeding. Apple is not aware of other proceedings involving the '635 patent.

Other related PMC patents in the same patent family are also the subject of related Apple IPRs: IPR2016-00751 (trial instituted), IPR2016-00753 (trial instituted), IPR2016-00755 (trial instituted), and IPR2016-01520 (pending).

Other related PMC patents in the same patent family were the subject of IPRs brought by Amazon.com: IPR2014-01527, IPR2014-01528, IPR2014-01530, IPR2014-01531, IPR2014-01532, IPR2014-01533, and IPR2014-01534. The PTAB issued a Final Written Decision in IPR2014-01527 on March 23, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1155 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01528 on March 23, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1441 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01530 on March 24, 2016, invalidating all challenged claims. PMC has

filed an appeal, pending as No. 17-1588 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01531 on April 1, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1576 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01532 on March 29, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1537 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01533 on March 8, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 16-2606 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01534 on March 22, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 16-2699 (Fed. Cir.).

IPRs brought by Zynga were instituted against patents related to the '635 patent in the following proceedings, but the IPRs were terminated before reaching a final decision as a result of a settlement: IPR2013-00156 (trial instituted), IPR2013-00162 (trial instituted), IPR2013-00164 (trial instituted), and IPR2013-00171 (trial instituted).

Other related PMC patents in the same patent family have been asserted in various federal courts, including the following pending case: *PMC v. Funai Electric Co., Ltd.*, No. 2:16-cv-00105 (E.D. Tex.). The following related cases have been closed, *PMC v. Samsung Elecs. Am., Inc.*, No. 2:15-cv-1754-JRG-RSP (E.D. Tex.); *PMC v. Top Victory Elecs. (Taiwan) Co. Ltd.*, No. 2:15-cv-1206-JRG-

RSP (E.D. Tex.); and *PMC v. Amazon.com Inc.*, 1:13-cv-01608-RGA (D. Del.).
 PMC appealed the district court ruling invalidating all asserted claims in *PMC v. Amazon.com Inc.*, and the Federal Circuit issued an opinion affirming the district court's ruling on December 7, 2016 in *PMC v. Amazon.com Inc.*, No. 15-2008 (Fed. Cir. Dec. 7, 2016).

III. 37 C.F.R. § 42.8(B)(3) AND (4): LEAD AND BACK-UP COUNSEL AND SERVICE INFORMATION

Apple submits a Power of Attorney. 37 C.F.R. § 42.10(b).

Lead Counsel	Back-up Counsel
Marcus E. Sernel (Reg. No. 55,606) Postal and Hand-Delivery Address: KIRKLAND & ELLIS LLP 300 North LaSalle Street Chicago, Illinois 60654 Telephone: (312) 862-2000 Fax: (312) 862-2200 Email: msernel@kirkland.com	Joel R. Merkin (Reg. No. 58,600) Eugene Goryunov (Reg. No. 61,579), Postal and Hand-Delivery Address: KIRKLAND & ELLIS LLP 300 North LaSalle Street Chicago, Illinois 60654 Telephone: (312) 862-2000 Fax: (312) 862-2200 Email: jmerkin@kirkland.com Email: egoryunov@kirkland.com
	Gregory S. Arovas (Reg. No. 38,818) Alan Rabinowitz (Reg. No. 66,217) Postal and Hand-Delivery Address: KIRKLAND & ELLIS LLP 601 Lexington Avenue New York, NY 10028 Telephone: (212) 446-4800 Fax: (212) 446-6460 Email: garovas@kirkland.com Email: arabinowitz@kirkland.com

A. 37 C.F.R. § 42.8(b)(4): Service Information

Apple consents to service by email at Apple-PMC-PTAB@kirkland.com.

Date: February 14, 2017

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

msernel@kirkland.com

joel.merkin@kirkland.com

Attorney For Petitioner

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.