

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 DESIGNATION OF ADDITIONAL COUNSEL AND
SUPPLEMENTAL POWER OF ATTORNEY**

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

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

Date: February 13, 2017



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

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing **PETITIONER'S DESIGNATION OF ADDITIONAL COUNSEL AND SUPPLEMENTAL POWER OF ATTORNEY**, was served on February 14, 2017 to the following attorneys of record by electronic transmission:

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