

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.: IPR2016-01520

Patent No.: 8,559,635

For: Signal Processing Apparatus and Methods

**PATENT OWNER'S
REQUEST FOR REHEARING**

Mail Stop PATENT BOARD
Patent Trial and Appeal Board
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

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I. INTRODUCTION

Patent Owner Personalized Media Communications LLC (“PMC”) requests rehearing of the Board’s February 16, 2016 decision authorizing *inter partes* review of U.S. Pat. 8,559,635 (the “’635 Patent”) (Paper 7, “Institution Decision,” “Dec.”). PMC respectfully requests that the Board reconsider its decision regarding the priority date of Claims 3, 4, 7, 18, 20, 32 and 33. These claims are entitled to a priority date of November 3, 1981, the filing date of the parent application. Accordingly, the post-1981 cited references do not constitute prior art.

First, the Board’s holding that Claims 18, 20, 32 and 33 are not entitled to the 1981 priority date was grounded upon a failure to consider all relevant embodiments in the ’490 Patent regarding the limitation at issue (“receiving at least one encrypted digital information transmission [that] is unaccompanied by any non-digital information transmission” (the “all-digital transmission” limitation)). For example, the Board did not recognize that Figure 1 of the ’490 Patent discloses the reception of all-digital information transmissions over a telephone link (*see* ’490 Patent, Fig. 1: connection 22 to telephone link). Yet, Petitioner and its declarant agreed that data transmissions over such telephone links are “all digital” and “unaccompanied by any non-digital information,” which is totally at odds with the Board’s failure to credit Figure 1 with those characteristics.

Second, the Board’s finding that Claims 3, 4 and 7 are not entitled to priority

because of the term “programming” is founded upon a legally-incorrect analysis of the ’490 Patent’s disclosure that violates the framework set forth in *PowerOasis Inc. v. T-Mobile USA, Inc.*, 522 F.3d 1299 (Fed. Cir. 2008). While the Board held that the 1987 Specification “expanded” the meaning of “programming”, the evidence of record is clearly to the contrary: The ’490 Patent, like the 1987 Specification, describes that “programming” includes everything that is transmitted electronically to entertain, instruct or inform. The “programming” disclosed in the ’490 Patent is not limited to “single channel, single medium presentations” as the Board concluded, but, rather, also includes “*other electronic transmissions,*” and “*other programing previously transmitted and recorded, or processed in other fashions,*” *i.e.*, “everything ... that is transmitted electronically,” no different from the 1987 Specification’s disclosure of “programming.” Notably, the Institution Decision does not identify any specific “programming” that lacks written description support in the ’490 Patent.

II. LEGAL STANDARDS AND BACKGROUND

The Board reviews requests for rehearing under an “abuse of discretion” standard. 37 C.F.R. § 42.71. An abuse of discretion occurs when the Board “exercises its discretion ‘based upon an error of law or clearly erroneous factual findings’ or commits ‘a clear error of judgment in weighing relevant factors.’” *Broadcom Corp. v. Emulex Corp.*, 732 F.3d 1325, 1336 (Fed. Cir. 2013).

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