

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.: IPR2016-00754  
Patent No.: 8,559,635

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**PATENT OWNER'S UPDATED EXHIBIT LIST**

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## PATENT OWNER'S UPDATED EXHIBIT LIST

**IPR2016-00754**

<b>Exhibit No.</b>	<b>Description</b>
2001.	Declaration of Alfred Weaver, PH.D. Pursuant to 37 C.F.R. § 1.68
2002.	Curriculum Vitae of Alfred Weaver
2003.	<i>Ex Parte Personalized Media Commc'ns, LLC</i> , No. 2009-6825, 2010 WL 200346 (B.P.A.I. Jan. 19, 2010)
2004.	Excerpt of Special Master's Report and Recommendation, <i>Personalized Media Commc'ns, LLC v. Scientific-Atlanta, Inc. et al.</i> , No. 1:02-CV-824 (N.D. Ga. Mar. 1 2005)
2005.	<i>Ex Parte Personalized Media Commc'ns</i> , No. 2008-4228, 2008 WL 5373184 (B.P.A.I. Dec. 19, 2008)
2006.	Examiner's Answer in Reexamination Control Nos. 90/006,563 and 90/006,698 (Sep. 24, 2008)
2007.	Anthony Wechselberger, Encryption: A Cable TV Primer (Oak Communications Inc. 1983)
2008.	Transcript of Deposition of Mr. Wechselberger, Amazon, Inc. v. Personalized Media Commc'ns, LLC, IPR2014-01532 (June 9, 2015)
2009.	Appeal Brief (Reexam No. 90/006,536 of U.S. Patent No. 4,965,825)
2010.	Order dated May 15, 2003, from Judge Gregory Sleet in Personalized Media Commc'ns, LLC v. DirecTV, et al. (D. Del. C.A. No. 00-1020)
2011.	Expert Declaration Of Anthony J. Wechselberger dated September 16, 2002 in <i>Broadcast Innovation, LLC v. Echostar Communications Corp</i> (D. CO: 01-WY-2201 AJ)
2012.	Excerpt of IEEE Standard Dictionary of Electrical and Electronics Terms (1984) (Definition of "execution (software)")
2013.	J. Free, <i>High-resolution TV—here come wide-screen crystal-clear pictures</i> , Popular Science, November 1981, pp. 108-110.
2014.	Claim Construction Order, <i>Personalized Media Commc'ns v. Zynga, Inc.</i> , No. 2:12-CV-68-JRG-RSP (August 28, 2013)

	IPR2014-01532, Paper 57 (March 29, 2016)
2016.	Prosecution History of U.S. Patent Appl. No. 08/449,431
2017.	<i>Computer Security and The Data Encryption Standard</i> , National Bureau of Standards, U.S. Department of Commerce, NBS Publ. 500-27 (1978)
2018.	Excerpt of Joint Claim Construction Chart, <i>Personalized Media Commc'ns, LLC v. Apple, Inc.</i> 2:15-cv-01366-JRG-RSP, Dkt. No. 172-2 (June 16, 2016)
2019.	Declaration of Alfred Weaver in support of Patent Owner's Non-Preliminary Response
2020.	Declaration of Thomas Scott in support of Patent Owner's Non-Preliminary Response
2021.	U.S. Patent No. 4,390,898 to Bond
2022.	Bronwyn H. Hall, Adam Jaffe, and Manuel Trajtenberg, <i>Market Value and Patent Citations</i> , 36 RAND J. ECON. 16, 29-30 (2005)
2023.	Christopher A. Cotropia, Mark Lemley, and Bhaven Sampat, <i>Do Applicant Patent Citations Matter?</i> 31 n. 13 (April 24, 2012) (Stanford Law and Economics Olin Working Paper No. 401)
2024.	<i>Patent portfolio management and patent evaluation – FAQ</i> , European Patent Office (2011)
2025.	Claim Construction Order, <i>Personalized Media Commc'ns, LLC v. Apple, Inc.</i> 2:15-cv-01366-JRG-RSP, Dkt. No. 246 (October 25, 2016)
2026.	U.S. Patent No. 8,752,088
2027.	Joint Claim Construction Chart, <i>Personalized Media Commc'ns, LLC v. Zynga.</i> (Dkt. 87)
2028.	PMC's Opening Claim Construction Brief, <i>Personalized Media Commc'ns, LLC v. Zynga</i> (Dkt. 77)
2029.	PMC's Reply Brief, <i>Personalized Media Commc'ns, LLC v. Zynga</i> (Dkt. 86)
2030.	<i>Personalized Media Commc'ns, LLC v. Amazon, Inc.</i> , IPR2014-01532, Paper 57 (March 29, 2016)

2031.	Appeal Brief, Reexamination Control Nos. 90/006,563 and 90/006,698 (Aug. 16, 2006)
2032.	Intentionally Left Blank
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2047.	Wang, et al., <i>Exploring Legal Patent Citations for Patent Valuation</i> , Proceedings of the 23rd ACM International Conference on Conference on Information and Knowledge Management, 2014, pp. 1379-1388
2048.	Cox, <i>Using Citation Analysis to Value Patents</i> , January 2016, Financier Worldwide
2049.	<i>Ocean Tomo Patent Quality Inventor Study</i> , OCEAN TOMO, Apr. 2011
2050.	Patent Application Serial No. 06/317,510
2051.	U.S. Patent 4,965,825
2052.	U.S. Patent 4,233,628 (“Ciciora”)
2053.	CBS Rulemaking Petition to FCC (“CBS”) (1980)
2054.	Blatt et al., “The Promise of Teletext for Hearing-Impaired Audiences,” <i>IEEE Transactions on Consumer Electronics</i> , Vol. CE-26:717-722 (November 1980) (“Blatt”)
2055.	U.K. Patent 1,370,535 (“Millar”)
2056.	U.S. Patent 4,306,250 (“Summers”)
2057.	Chambers, “Enhanced UK Teletext Moves Towards Still Pictures,” BBC Research Department Report BBC RD 1980/4, June 1980, reprinted in <i>IEEE Transactions on Consumer Electronics</i> , Vol. CE-26: 527-554 (August 1980)
2058.	U.S. Patent 4,538,174 (“Gargini”)
2059.	Crowther, “Teletext and Viewdata Systems and Their Possible Extension To Europe and USA,” <i>IEEE Transactions on Consumer Electronics</i> , Vol. CE-25:288-294 (July 1979)
2060.	Gunn & Harper, “A Public Broadcaster’s View of Teletext in the United States,” March 26-28, 1980 Conference, London
2061.	Hedger et al., “Telesoftware – Value Added Teletext,” <i>IEEE</i>

	Transactions on Consumer Electronics, Vol. CE-26:555-567 (August 1980) (“Hedger”)
2062.	Viewdata and Videotext 1980-81: A Worldwide Report, Transcript of Viewdata '80 Conference, London, March 26-28, 1980
2063.	Ciciora et al, “An Introduction To Teletext and Viewdata With Comments on Compatibility,” IEEE Transactions on Consumer Electronics, Vol. CE-25:235-245 (“Ciciora article”)
2064.	E.C. Sedman, <i>The Use of MicroCobol for Telesoftware</i> , VIDEOTEX, VIEWDATA, & TELETEXT – A TRANSCRIPT OF THE ONLINE CONFERENCE ON VIDEOTEX, VIEWDATA, & TELETEXT (Online Publications Ltd., 1980) (“Sedman”)
2065.	U.S. Patent 4,751,578 (“Reiter”)
2066.	Fedida, Viewdata 1, Wireless World, Vol. 83:32-36 (February 1977)
2067.	Fedida, Viewdata 2, Wireless World, Vol. 83:52-54 (March 1977)
2068.	Fedida, Viewdata 3, Wireless World, Vol. 83:65-69 (April 1977)
2069.	Fedida, Viewdata 4, Wireless World, Vol. 83:55-59 (May 1977)
2070.	Gecsei, Jan, <i>The Architecture of Videotex Systems</i> , Prentice-Hall, Inc., 1983
2071.	Daniel Nachbar, <i>When Network File Systems Aren't Enough: Automatic Software Distribution Revisited</i> , USENIX Association Summer Conference Proceedings, 1986
2072.	U.S. Patent No.4,788,637 (“Tamaru”)
2073.	U.S. Patent No. 4,558,413 (“Schmidt”)
2074.	John Hedger, <i>Telesoftware</i> , Wireless World (November 1978) (“Hedger”)
2075.	U.S. Patent No. 4,138,718 (“Toke”)
2076.	U.S. Patent No. 4,359,631 (“Lockwood”)
2077.	The NABU Network Specification 50-90020490 (June 8, 1984) (“NABU Specification”)
2078.	John Hughes, The NABU Concept – Distributed Data Processing Via Cable Networks, CCTA 1982 Convention (June 1982) (“Hughes”)
2079.	NABU Personal Computer User's Guide (Nabu Manufacturing Corp., 1983) (“the NABU Guide”)
2080.	Virtual Inventory: Electronic Distribution of Software, RELease 1.0 (September 12, 1983) (formerly The Rosen Electronic Newsletter) (“Rosen”)
2081.	U.S. Patent No. 4,025,851 (“Haselwood”)
2082.	U.S. Patent No. 4,660,170 (“Hui”)
2083.	U.S. Patent No. 4,658,093 (“Hellman”)
2084.	Peter Heinicke, et al., <i>A Multiple Node Software Development Environment</i> , IEEE Transactions on Nuclear Science, Vol. NS-34, No. 4 (August 1987) (“Heinicke”)
2085.	U.S. Patent No. 4,245,245 (“Matsumoto”)
2086.	U.S. Patent No. 4,099,024 (“Boggs”)
2087.	European Patent Application No. EP0166441 (published January 2,

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