

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: U.S. Patent No. 8,559,635

Case No.: IPR2016-01520: U.S. Patent No. 8,559,635

Case No.: IPR2016-00755: U.S. Patent No. 8,191,091

**DESIGNATION OF ADDITIONAL COUNSEL AND
SUPPLEMENTAL POWER OF ATTORNEY FOR PATENT OWNER**

Patent Owner, Personalized Media Communications, LLC, hereby appoints the following additional practitioner as its backup counsel to transact business in the United States Patent and Trademark Office in connection with the above-captioned cases.

Additional Counsel

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The individual(s) signing below has authority to execute this document on behalf of Patent Owner Personalized Media Communications, LLC.

By: Thomas J. Scott, Jr.

Name: Thomas J. Scott, Jr.

Title: Senior Vice President and General Counsel

Date: April 21, 2017

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of DESIGNATION OF
ADDITIONAL COUNSEL AND SUPPLEMENTAL POWER OF ATTORNEY
filed herewith is being served on April 21, 2017 via email to counsel for Apple,
Inc. at the addresses below:

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By: /Sarah Fink/
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