

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEALS BOARD

APPLE INC.
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC
Patent Owner

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

PETITIONER'S REQUEST FOR ORAL HEARING

Pursuant to 37 C.F.R. § 42.70(a), Petitioner Apple Inc. (“Apple”) hereby requests oral argument. The oral argument is presently scheduled for June 6, 2017.

Paper 10. The issues to be argued include the following:

1. Unpatentability based upon the instituted grounds:
 - (i) Claims 7, 21, and 29 as anticipated under 35 U.S.C. § 102 by Guillou;
 - (ii) Claims 4, 13, 28, and 30 as obvious under 35 U.S.C. § 103 over Guillou;
 - (iii) Claims 21 and 28-30 as obvious under 35 U.S.C. § 103 over Aminetzah;
 - (iv) Claim 4 as obvious under 35 U.S.C. § 103 over Aminetzah and Bitzer.
2. Patent Owner's Contingent Motion to Amend;
3. Procedural and evidentiary issues raised, e.g., in Motions to Exclude;
4. Any additional issues on which the Board seeks information or clarification.

Apple requests it be permitted to argue first. Office Patent Trial Practice Guide, 77 Fed. Reg. 45,756, 48,768 (Aug. 14, 2012) (“[A] petitioner to a hearing will go first followed by the patent owner or respondent after which a rebuttal may be given by the petitioner.”).

Apple requests that each party be allowed a total of thirty (30) minutes for its argument in this proceeding, with the opportunity to reserve a portion of that time for rebuttal. Apple also requests that the argument in this proceeding be held consecutively with the argument in IPR2016-00755, scheduled for the same day, as the two proceedings involve the same parties and related patents.

Apple further requests the use of audio-visual equipment to assist its arguments and to display its demonstrative exhibits, including a computer-connectable projector, an ELMO, and a screen. Apple requests the services of a court reporter to transcribe the proceeding.

Date: May 4, 2017

Respectfully submitted,

/s/ Marcus E. Sernel

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing Petitioner's Request for Oral Hearing was served on May 4, 2017 to the following attorneys of record by electronic transmission:

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