

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.: IPR2016-00751: U.S. Patent No. 8,752,088

Case No.: IPR2016-00753: U.S. Patent No. 7,752,649

Case No.: IPR2016-00754: 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 practitioners as its backup counsel to transact business in the United States Patent and Trademark Office associated with the above-captioned cases.

Backup Counsel
Jennifer Albert, Reg. No. 32,012 GOODWIN PROCTER LLP 901 New York Avenue, NW Washington, DC 20001 Phone: 202-346-4322 Fax: 202-346-4444 Email: jalbert@goodwinprocter.com
Stephen T. Schreiner, Reg. No. 43,097 GOODWIN PROCTER LLP 901 New York Avenue, NW Washington, DC 20001 Phone: 202-346-4336 Fax: 202-346-4444 Email: sschreiner@goodwinprocter.com

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: June 17, 2016

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the:

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

filed herewith is being served on June 20, 2016 via email to counsel for Apple at
the addresses below:

Marcus E. Sernel, Joel R. Merkin and Eugene Goryunov
KIRKLAND & ELLIS LLP
300 North LaSalle Street
Chicago, IL 60654
P: 312.862.2000; F: 312.862.2200
marc.sernel@kirkland.com
joel.merkin@kirkland.com
eugene.goryunov@kirkland.com
Apple-PMC-PTAB@kirkland.com

Gregory S. Arovas
KIRKLAND & ELLIS LLP
601 Lexington Avenue
New York, NY 10022
P: 212.446.4800; F: 212.446.4900
gregory.arovas@kirkland.com

By: /Douglas J. Kline/