

On behalf of:

Personalized Media Communications, LLC

By: Douglas J. Kline
GOODWIN PROCTER LLP
53 State Street
Boston, MA 02109-2802
Phone: (617) 570-1000
Fax: (617) 523-1231
dkline@goodwinprocter.com

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

**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S
SUPPLEMENTAL MANDATORY NOTICE DESIGNATING
JENNIFER A. ALBERT AND STEPHEN T. SCHREINER
AS BACKUP COUNSEL**

Pursuant to 37 C.F.R. § 42.8(a)(3), Patent Owner Personalized Media Communications, LLC (“PMC”) hereby provides notice that it is adding Jennifer A. Albert, Reg. No. 32,012 and Stephen T. Schreiner, Reg. No. 43,097, both of Goodwin Procter LLP, as backup counsel.

Ms. Albert and Mr. Schreiner are among the practitioners associated with Customer No. 70813 who have power of attorney for PMC in this proceeding.

Contact information for Ms. Albert and Mr. Schreiner is as follows:

Jennifer A. Albert, Reg. No. 32,012
GOODWIN PROCTER LLP
901 New York Avenue, N.W.
Washington, DC 20001
Tel.: (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, N.W.
Washington, DC 20001
Tel.: (202). 346.4336
Fax: (202) 346-4444
Email: sschreiner@goodwinprocter.com

With the addition of Ms. Albert and Mr. Schreiner, counsel of record for PMC are as follows:

Lead Counsel:
Douglas Kline
GOODWIN PROCTER LLP
Boston, MA

Backup Counsel:
Thomas J. Scott, Jr.
PERSONALIZED MEDIA
COMMUNICATIONS, LLC
Reston, VA

Apple v. PMC
IPR2016-00754 (U.S. Pat. 8,559,635)

Additional Backup:
Jennifer A. Albert
GOODWIN PROCTER LLP
Washington, DC

Additional Backup:
Stephen T. Schreiner
GOODWIN PROCTER LLP
Washington, DC

Respectfully submitted,

GOODWIN PROCTER LLP

Dated: June 20, 2016

By: /Douglas Kline/
Douglas Kline (Reg. No. 35,574)
Customer No. 70813

Attorneys for Patent Owner
Personalized Media Communications, LLC

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing
**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S SUPPLEMENTAL
MANDATORY NOTICE DESIGNATING JENNIFER A. ALBERT AND
STEPHEN T. SCHREINER AS BACKUP COUNSEL** is being served on June
20, 2016 via email to counsel for Apple at the address 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/
Douglas J. Kline, Reg. No. 35,574
Attorney for Patent Owner
Personalized Media Communications,
LLC