

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

For: Signal Processing Apparatus and Methods

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**PATENT OWNER PERSONALIZED  
MEDIA COMMUNICATIONS' PRELIMINARY RESPONSE  
TO PETITION FOR INTER PARTES REVIEW**

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**Mail Stop PATENT BOARD**  
Patent Trial and Appeal Board  
United States Patent and Trademark Office  
P.O. Box 1450  
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