

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

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**PETITIONER'S ADR STATEMENT**

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Pursuant to the Board's October 4, 2016 Scheduling Order (Paper 10), Petitioner Apple Inc. provides notice to the Board that it has conferred with Patent Owner Personalized Media Communications, LLC regarding alternative dispute resolution. Apple further provides notice that the parties participated in a mediation session in July 2016. No agreement was reached, the mediation was suspended, and no further mediation sessions are currently scheduled.

Date: November 15, 2016

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 ADR STATEMENT**, was served on November 15, 2016 to the following attorneys of record by electronic transmission:

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