

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.: IPR2016-00753: 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.

Additional Counsel

Krupa K. Parikh, Reg. No. 73,337
GOODWIN PROCTER LLP
901 New York Avenue, NW
Washington, DC 20001
Phone: 202-346-4059
Fax: 202-346-4444
Email: kparikh@goodwinlaw.com

April E. Weisbruch, Reg. No. 65,783
GOODWIN PROCTER LLP
901 New York Avenue, NW
Washington, DC 20001
Phone: 202-346-4306
Fax: 202-346-4444
Email: aweisbruch@goodwinlaw.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: December 7, 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 December 7, 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/