

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.: IPR2016-00755

Patent No.: 8,191,091

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**PETITIONER'S UPDATED MANDATORY NOTICES**

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Pursuant to 37 C.F.R. § 42.8(a)(3), Petitioner Apple Inc. hereby submits the following Updated Mandatory Notices (“Notices”).

**I. 37 C.F.R. § 42.8(B)(1): REAL PARTY-IN-INTEREST**

Apple is the real party-in-interest for Petitioner.

**II. 37 C.F.R. § 42.8(B)(2): RELATED MATTERS**

PMC asserted the '091 patent against Apple in Case No. 2:15-cv-01366-JRG-RSP (E.D. Tex. filed July 30, 2015). This case may affect, or be affected by, this proceeding. Apple is not aware of other proceedings involving the '091 patent.

Other related PMC patents in the same patent family are also the subject of related Apple IPRs: IPR2016-00751 (trial instituted), IPR2016-00753 (trial instituted), IPR2016-00754 (trial instituted), and IPR2016-01520 (pending).

Other related PMC patents in the same patent family were the subject of IPRs brought by Amazon.com: IPR2014-01527, IPR2014-01528, IPR2014-01530, IPR2014-01531, IPR2014-01532, IPR2014-01533, and IPR2014-01534. The PTAB issued a Final Written Decision in IPR2014-01527 on March 23, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1155 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01528 on March 23, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1441 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01530 on March 24, 2016, invalidating all challenged claims. PMC has

filed an appeal, pending as No. 17-1588 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01531 on April 1, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1576 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01532 on March 29, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 17-1537 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01533 on March 8, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 16-2606 (Fed. Cir.). The PTAB issued a Final Written Decision in IPR2014-01534 on March 22, 2016, invalidating all challenged claims. PMC has filed an appeal, pending as No. 16-2699 (Fed. Cir.).

IPRs brought by Zynga were instituted against patents related to the '091 patent in the following proceedings, but the IPRs were terminated before reaching a final decision as a result of a settlement: IPR2013-00156 (trial instituted), IPR2013-00162 (trial instituted), IPR2013-00164 (trial instituted), and IPR2013-00171 (trial instituted).

Other related PMC patents in the same patent family have been asserted in various federal courts, including the following pending case: *PMC v. Funai Electric Co., Ltd.*, No. 2:16-cv-00105 (E.D. Tex.). The following related cases have been closed, *PMC v. Samsung Elecs. Am., Inc.*, No. 2:15-cv-1754-JRG-RSP (E.D. Tex.); *PMC v. Top Victory Elecs. (Taiwan) Co. Ltd.*, No. 2:15-cv-1206-JRG-

RSP (E.D. Tex.); and *PMC v. Amazon.com Inc.*, 1:13-cv-01608-RGA (D. Del.).  
 PMC appealed the district court ruling invalidating all asserted claims in *PMC v. Amazon.com Inc.*, and the Federal Circuit issued an opinion affirming the district court's ruling on December 7, 2016 in *PMC v. Amazon.com Inc.*, No. 15-2008 (Fed. Cir. Dec. 7, 2016).

**III. 37 C.F.R. § 42.8(B)(3) AND (4): LEAD AND BACK-UP COUNSEL AND SERVICE INFORMATION**

Apple submits a Power of Attorney. 37 C.F.R. § 42.10(b).

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**A. 37 C.F.R. § 42.8(b)(4): Service Information**

Apple consents to service by email at: Apple-PMC-PTAB@kirkland.com.

Date: February 14, 2017

Respectfully submitted,

*/s/ Marcus E. Sernel*

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