

On behalf of:

**Personalized Media Communications, LLC**

By: Douglas J. Kline  
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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: U.S. Patent No. 8,559,635**  
**Case No.: IPR2016-00755: U.S. Patent No. 8,191,091<sup>1</sup>**

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**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S**  
**REQUEST FOR ORAL HEARING**

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<sup>1</sup> The word-for-word identical document is filed in both cases identified in the heading.

Pursuant to 37 C.F.R. § 42.70 and the Board's Scheduling Orders dated October 4, 2016 (IPR2016-00754, Paper No. 10; IPR2016-00755, Paper No. 15), Patent Owner Personalized Media Communications, LLC ("Patent Owner") requests that the Board conduct a consolidated oral hearing in *Inter Partes* Review Nos. IPR2016-00754 and IPR2016-00755 on: (1) all instituted grounds for review; (2) Patent Owner's Contingent Motions to Amend; and (3) any other matters properly raised by Petitioner or raised by the Board.

In view of the consolidated IPRs and Patent Owner's Contingent Motions to Amend, Patent Owner respectfully requests one hour and thirty minutes to present arguments in the two cases and on the Contingent Motions to Amend (i.e., one hour and thirty minutes cumulative total time for the two cases, including time to be reserved for rebuttal).

Patent Owner requests the ability to use audio-visual equipment to display demonstratives and exhibits, including the use of a computer, projector, and screen.

Respectfully submitted,

Dated: May 3, 2017

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

*Counsel for Patent Owner*  
*Personalized Media Communications, LLC*

Apple v. PMC  
IPR2016-00754 (U.S. Pat. 8,559,635)  
IPR2016-00755 (U.S. Pat. 8,191,091)

## CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing

**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S REQUEST FOR**

**ORAL HEARING** is being served on May 3, 2017 via email to counsel for Apple,

Inc. at the addresses below:

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