

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEALS 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.: 8,559,635

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**PETITIONER'S REQUEST FOR ORAL HEARING**

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Pursuant to 37 C.F.R. § 42.70(a), Petitioner Apple Inc. ("Apple") hereby requests oral argument. The oral argument is presently scheduled for June 6, 2017.

Paper 15. The issues to be argued include the following:

1. Unpatentability based upon the instituted grounds:
  - (i) Claims 13-15, 18, 20, 23, and 24 as anticipated under 35 U.S.C. § 102 by Gilhousen;
  - (ii) Claims 13-15, 18, 20, 23, and 24 as anticipated under 35 U.S.C. § 102 by Mason;
  - (iii) Claims 26 and 30 as anticipated under 35 U.S.C. § 102 by Frezza;
  - (iv) Claims 16 and 21 as obvious under 35 U.S.C. § 103 over Gilhousen and Block;
  - (v) Claims 16 and 21 as obvious under 35 U.S.C. § 103 over Mason and Block;
  - (vi) Claim 27 as obvious under 35 U.S.C. § 103 over Frezza and Block.
2. Patent Owner's Contingent Motion to Amend;
3. Procedural and evidentiary issues raised, e.g., in Motions to Exclude;
4. Any additional issues on which the Board seeks information or clarification.

Apple requests it be permitted to argue first. Office Patent Trial Practice Guide, 77 Fed. Reg. 45,756, 48,768 (Aug. 14, 2012) ("[A] petitioner to a hearing

will go first followed by the patent owner or respondent after which a rebuttal may be given by the petitioner.”).

Apple requests that each party be allowed a total of thirty (30) minutes for its argument in this proceeding, with the opportunity to reserve a portion of that time for rebuttal. Apple also requests that the argument in this proceeding be held consecutively with the argument in IPR2016-00754, scheduled for the same day, as the two proceedings involve the same parties and related patents.

Apple further requests the use of audio-visual equipment to assist its arguments and to display its demonstrative exhibits, including a computer-connectable projector, an ELMO, and a screen. Apple requests the services of a court reporter to transcribe the proceeding.

Date: May 4, 2017

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 Request for Oral Hearing was served on May 4, 2017 to the following attorneys of record by electronic transmission:

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