

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.: IPR2016-00751: U.S. Patent No. 8,752,088**

**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**

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**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.

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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: June 17, 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 June 20, 2016 via email to counsel for Apple at  
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