### 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.: IPR2016-00755
Patent No.: 8,191,091
For: Signal Processing Apparatus and Methods

## DECLARATION OF ALFRED C. WEAVER, PH.D., IN SUPPORT OF PATENT OWNER'S PRELIMINARY RESPONSE

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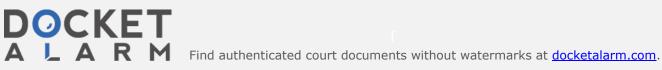


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I, Alfred C. Weaver, Ph.D., declare as follows:

1. I am making this declaration on behalf of Patent Owner Personalized Media Communications, LLC (hereinafter, "Patent Owner" or "PMC") in support of Patent Owner's Preliminary Response to the Petition for *Inter Partes* Review of U.S. Patent No. 8,191,091 ("the '091 Patent") filed by Petitioner Apple Inc. ("Petitioner").

## I. Qualifications & Engagement

- 2. In terms of my background and experiences that qualify me as an expert in this case, I earned a Ph.D. in Computer Science in 1976 from the University of Illinois. I also obtained a Master of Science Degree in Computer Science from the University of Illinois in 1973 and a Bachelor of Science Degree in Engineering Science from the University of Tennessee in 1971.
- 3. My fields of experience include computer science, computer systems, computer network architecture, and Internet and electronic commerce, among others.
- 4. I am currently a Professor of Computer Science and Associate Chair of the Department of Computer Science at the University of Virginia ("UVa"). I have been employed at UVa continuously since 1977. I have taught more than 25 different courses at UVa, including electronic commerce, operating systems,



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