

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

Case No. IPR2016-00755

Patent No. 8,191,091

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**PETITIONER APPLE INC.'S  
UPDATED EXHIBIT LIST**

PETITIONER'S APPENDIX OF EXHIBITS	
Exhibit No.	Description
1001	Declaration of Anthony J. Wechselberger Under 37 C.F.R. § 1.68 in Support of Petition for <i>Inter Partes</i> Review of U.S. Patent No. 8,191,091.
1002	Curriculum Vitae of Anthony J. Wechselberger.
1003	U.S. Patent No. 8,191,091 to Harvey, et al.
1004	U.S. Patent No. 4,613,901 to Gilhousen, et al.
1005	U.S. Patent No. 4,736,422 to Mason.
1006	U.S. Patent No. 4,712,239 to Frezza, et al.
1007	U.S. Patent No. 4,503,462 to Kelly, et al.
1008	U.S. Patent No. 4,484,217 to Block, et al.
1009	U.S. Patent No. 4,694,490 to Harvey, et al.
1010	Continuity Data of U.S. Patent Appl. No. 07/096,096.
1011	Institution Decision, <i>Amazon.com, Inc. v. Personalized Media Communications, LLC</i> , IPR2014-01533 (Paper 7) (Mar. 26, 2015).
1012	Request for Rehearing Decision, <i>Amazon.com, Inc. v. Personalized Media Communications, LLC</i> , IPR2014-01533 (Paper 23) (May 27, 2015).
1013	Institution Decision, <i>Amazon.com, Inc. v. Personalized Media Communications, LLC</i> , IPR2014-01532 (Paper 8) (Mar. 31, 2015).

Exhibit No.	Description
1014	Request for Rehearing Decision, <i>Amazon.com, Inc. v. Personalized Media Communications, LLC</i> , IPR2014-01532 (Paper 34) (Sept. 29, 2015).
1015	Plaintiff's Identification of Claim Terms Requiring Construction, <i>Personalized Media Communications, LLC. v. Apple Inc.</i> , C.A. No. 2:15-cv-01366-JRG-RSP (E.D.T.X. Jan. 27, 2016).
1016	Plaintiff's Joint Claim Construction Submission Exhibit A, <i>Personalized Media Communications, LLC. v. Amazon.com, Inc.</i> , C.A. No. 1:13-cv-01608-RGA (D.Del. Sept. 23, 2014).
1017	<i>Personalized Media Communications, LLC v. Motorola, Inc.</i> , C.A. No. 2:08-cv-70-CE, 2011 WL 4591898 (E.D.T.X. Sept. 30, 2011).
1018	<i>Personalized Media Communications LLC v. Zynga, Inc.</i> , C.A. No. 2:12-cv-68-JRG-RSP, 2013 WL 4630447 (E.D.T.X. Aug. 28, 2013).
1019	Plaintiff's Disclosures Under P.R. 3-1, <i>Personalized Media Communications, LLC. v. Apple Inc.</i> , C.A. No. 2:15-cv-01366-JRG-RSP (E.D.T.X. Nov. 24, 2015).
1020	Anderson, T. V., <i>The Vertical Interval: A General-Purpose Transmission Path</i> , IEEE Transactions on Broadcasting, Vol. BC-17, No. 3, Sept. 1971, pp. 77-82.
1021	Woolfe, R., <i>Videotex: The New Television/Telephone Information Services</i> , Cambridge: Heyden & Son Ltd, 1980.
1022	Marti, B., <i>New Ancillary Services Using a Television Channel</i> , SMPTE Journal, Vol. 86, Nov. 1977, pp. 815-818.
1023	Int'l Patent Pub. No. WO 81/02961 to Campbell, et al.
1024	U.S. Patent No. 3,743,767 to Bitzer, et al.

Exhibit No.	Description
1025	Guillermin, J., <i>Development &amp; Applications of the Antiope-Didon Technology</i> , Viewdata and Videotext, 1980-81: A Worldwide Report (1980), pp. 29-38.
1026	Carne, B., <i>The Wired Household</i> , IEEE Spectrum, October 1979, pp. 61-66.
1027	Wechselberger, A., <i>Encryption: A Cable TV Primer</i> , Oak Communications, Inc.
1028	U.S. Patent No. 3,919,462 to Hartung, et al.
1029	U.S. Patent No. 4,408,225 to Ensinger, et al.
1030	U.S. Patent No. 8,559,635 to Harvey, et al.
1031	U.S. Patent Appl. No. 08/485,507: 7/7/1998 Final Rejection.
1032	U.S. Patent Appl. No. 08/485,507: 5/9/2000 Supplemental Amendment.
1033	U.S. Patent Appl. No. 08/485,507: 3/21/2991 Non-Final Rejection.
1034	U.S. Patent Appl. No. 08/485,507: 6/18/2002 Notice of Suspension.
1035	U.S. Patent Appl. No. 08/485,507: 4/11/2011 Supplemental Amendment.
1036	U.S. Patent Appl. No. 08/485,507: 8/2/2011 Final Rejection.
1037	U.S. Patent Appl. No. 08/485,507: 10/3/2011 Amendment After Final Rejection.
1038	U.S. Patent Appl. No. 08/485,507: 11/21/2011 Advisory Action.
1039	U.S. Patent Appl. No. 08/485,507: 12/21/2011 Amendment and Request for Reconsideration.

<b>Exhibit No.</b>	<b>Description</b>
1040	U.S. Patent Appl. No. 08/485,507: 3/19/2012 Notice of Allowance.
1041	Transcript from July 13, 2016 Conference Call with Board

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

Date: July 15, 2016

Respectfully submitted,

*/s/ Marcus E. Sernel*

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