

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

---

**PETITIONER'S ADR STATEMENT**

---

Pursuant to the Board's October 4, 2016 Scheduling Order (Paper 15), Petitioner Apple Inc. provides notice to the Board that it has conferred with Patent Owner Personalized Media Communications, LLC regarding alternative dispute resolution. Apple further provides notice that the parties participated in a mediation session in July 2016. No agreement was reached, the mediation was suspended, and no further mediation sessions are currently scheduled.

Date: November 15, 2016

Respectfully submitted,

*/s/ Marcus E. Sernel*

---

Marcus E. Sernel (Reg. No. 55,606)

Joel R. Merkin (Reg. No. 58,600)

KIRKLAND & ELLIS LLP

300 North LaSalle Street

Chicago, Illinois 60654

P: 312.862.2000; F: 312.862.2200

marc.sernel@kirkland.com

joel.merkin@kirkland.com

*Attorneys For Petitioner*

**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a copy of the foregoing **PETITIONER'S ADR STATEMENT**, was served on November 15, 2016 to the following attorneys of record by electronic transmission:

Jennifer Albert  
Stephen Schneiner  
**GOODWIN PROCTER LLP**  
901 New York Avenue N.W.  
Washington, D.C. 20001  
DG-PMC-Apple@goodwinprocter.com

Thomas J. Scott  
**PERSONALIZED MEDIA  
COMMUNICATIONS, LLC**  
14090 Southwest Freeway, Suite 450  
Sugar Land, TX 77478  
tscott@pmcip.com

Douglas Kline  
**GOODWIN PROCTER LLP**  
Exchange Place, 53 State Street  
Boston, Massachusetts 02109  
DG-PMC-Apple@goodwinprocter.com

*/s/ Marcus E. Sernel*

\_\_\_\_\_  
Marcus E. Sernel