

On behalf of:

Personalized Media Communications, LLC

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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.: IPR2016-00753: 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

**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S
SUPPLEMENTAL MANDATORY NOTICE DESIGNATING
KRUPA K. PARIKH AND APRIL E. WEISBRUCH
AS BACKUP COUNSEL**

Apple v. PMC
IPR2016-00753 (U.S. Pat. 7,752,649)
IPR2016-00754 (U.S. Pat. 8,559,635)
IPR2016-00755 (U.S. Pat. 8,191,091)

Pursuant to 37 C.F.R. § 42.8(a)(3), Patent Owner Personalized Media Communications, LLC (“PMC”) hereby provides notice that it is adding Krupa K. Parikh, Reg. No. 73,337 and April E. Weisbruch, Reg. No. 65,783, both of Goodwin Procter LLP, as additional backup counsel.

Ms. Parikh and Ms. Weisbruch are among the practitioners associated with Customer No. 70813 who have power of attorney for PMC in this proceeding.

Contact information for Ms. Parikh and Ms. Weisbruch is as follows:

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With the addition of Ms. Parikh and Ms. Weisbruch, counsel of record for PMC are as follows:

Apple v. PMC
IPR2016-00753 (U.S. Pat. 7,752,649)
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IPR2016-00755 (U.S. Pat. 8,191,091)

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Respectfully submitted,

GOODWIN PROCTER LLP

Dated: December 7, 2016

By: /Douglas Kline/
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Personalized Media Communications, LLC

Apple v. PMC
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CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing
**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S SUPPLEMENTAL
MANDATORY NOTICE DESIGNATING KRUPA K. PARIKH AND APRIL
E. WEISBRUCH AS BACKUP COUNSEL** is being served on December 7,
2016 via email to counsel for Apple at the addresses below:

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