

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.: IPR2016-01520

Patent No.: 8,559,635

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**PETITIONER'S ADR STATEMENT**

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Pursuant to the Board's February 16, 2017 Scheduling Order (Paper 8), 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 mediation sessions in July 2016 and February 2017. No agreement was reached, and no further mediation sessions are currently scheduled.

Date: April 13, 2017

Respectfully submitted,

*/s/ Marcus E. Sernel*

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**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a copy of the foregoing

**PETITIONER'S ADR STATEMENT** was served on April 13, 2017 to the following attorneys of record by electronic transmission:

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Date: April 13, 2017

/s/ Marcus E. Sernel

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