

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.: IPR2016-01520

Patent No.: 8,559,635

**PETITIONER'S DESIGNATION OF ADDITIONAL COUNSEL AND
SUPPLEMENTAL POWER OF ATTORNEY**

Petitioner Apple Inc. hereby appoints the following additional practitioner as its backup counsel to transact business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review:

Alan M. Rabinowitz (Reg. No. 66,217)
alan.rabinowitz@kirkland.com
Postal and Hand-Delivery Address:
KIRKLAND & ELLIS LLP
601 Lexington Avenue
New York, New York 10022
Telephone: (212) 446-4800
Fax: (212) 446-4900

The individual signing below has the authority to execute this document on behalf of Apple Inc.

Date: February 13, 2017



Name: Noreen Krall

Title: Vice President, Chief Litigation Counsel

Apple Inc.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing document was served on July 12, 2017 to the following attorneys of record by electronic transmission:

Jennifer Albert
Stephen Schneider
GOODWIN PROCTER LLP
901 New York Avenue N.W.
Washington, D.C. 20001
jalbert@goodwinlaw.com
sschreiner@goodwinlaw.com
DG-PMC-Apple@goodwinlaw.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
dkline@goodwinlaw.com
DG-PMC-Apple@goodwinlaw.com

Sarah Fink
GOODWIN PROCTER LLP
The New York Times Building
620 Eighth Avenue
New York, NY 10018
sfink@goodwinlaw.com
DG-PMC-Apple@goodwinlaw.com

Date: July 12, 2017

/s/ Marcus E. Sernel

Marcus E. Sernel