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.: IPR2016-00754 Patent No.: 8,559,635

For: Signal Processing Apparatus and Methods

PATENT OWNER PERSONALIZED MEDIA COMMUNICATIONS' PRELIMINARY RESPONSE TO PETITION FOR INTER PARTES REVIEW

Mail Stop PATENT BOARD

Patent Trial and Appeal Board United States Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450

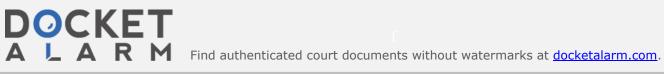


TABLE OF CONTENTS

				Page
I.	INTRODUCTION			1
II.	THE	E '635	5 PATENT	3
III.	GRO	GROUNDS AT ISSUE		
IV.	CLAIM CONSTRUCTION AND THE PERSON OF ORDINARY SKILL IN THE ART			6
	A.	"De	ecrypt" and related terms	7
	B.		cocessor" (Claims 18, 21, and 33)	
	C.	"Receiving at least one encrypted digital information transmission, wherein the at least one encrypted digital information transmission is unaccompanied by any non-digital information transmission" (Claims 18, 20, 32 and 33)		
	D.	"Co	ommunicating said control signal to said remote asmitter station"	
	E.	"Ex	xecutable instructions" (Claim 13)	18
V.	PET LIK	19		
	A.		Obvious	19
		1.	Claims 3, 21, 28, 29, and 30: Encryption of Programming	22
		2.	Independent Claim 3: "receiving a control signal which operates at the remote transmitter station to control the communication of a unit of programming and one or more first instruct signals"	24
		3.	Independent Claim 3: "transmitting from said remote transmitter station an information transmission comprising said unit of programming, said one or more first instruct signals, and said one or more second instruct signals"	24



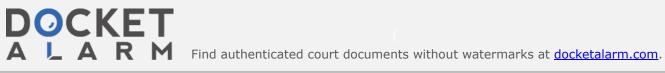
	4.	instruct signals being transmitted in accordance with said control signal"	26
	5.	Independent Claim 21: "receiving a transmission comprising encrypted materials" and "decrypting under first processor control a first portion of said encrypted materials in said transmission"	27
	6.	Independent Claim 21: "decrypting under first processor control a first portion of said encrypted materials in said transmission" and "decrypting under second processor control a second portion of said encrypted materials based on said step of decrypting said first portion of said encrypted materials"	28
	7.	Dependent Claim 28	29
	8.	Dependent Claim 29	30
	9.	Dependent Claim 30	30
B.		inetzah, in view of Bitzer, Fails to Render Claims , 18, 20, and 33 Obvious	31
	1.	Claims 4, 7, 18, 20, and 33: Encryption of Digital Programming	32
	2.	Independent Claims 18, 20, and 33: "Receiving at least one encrypted digital information transmission, wherein the [/said] at least one encrypted digital information transmission is unaccompanied by any non-digital information transmission"	37
	3.	Independent Claims 18 and 33: "controlling a decryptor that decrypts encrypted digital data to decrypt in a specific fashion on the basis of said code [/downloadable code]"	38
	4.	Independent Claims 18 and 33: "passing said [downloadable] code to a processor"	39
	5.	Independent Claim 20: "said at least one decrypted signal embedded with at least one	



	controlling said controllable device on the basis of decrypted information included in said at least one decrypted instruct signal"	39	
6	. Independent Claim 33: "selecting, by processing selection criteria, a first signal"	40	
7	. Dependent Claim 4	41	
8	. Dependent Claim 7	41	
C. C	Guillou Fails to Anticipate Claims 3, 7, 21 and 29		
1	. Independent Claim 3: "communicating said control signal to said remote transmitter station"	43	
2	. Independent Claim 3: "receiving a control signal which operates at the remote transmitter station to control the communication of a unit of programming and one or more first instruct signals"	44	
3	. Independent Claim 3: "said one or more first instruct signals being transmitted in accordance with said control signal"	45	
4	. Dependent Claim 7	46	
5	Independent Claim 21: "decrypting under second processor control a second portion of said encrypted materials based on said step of decrypting said first portion of said encrypted materials"	46	
6			
	Guillou Fails to Render Obvious Claims 4, 15, 18, 20, 28, 30, 32 and 33		
1	Independent Claims 18, 20, 32, 33: "Receiving at least one encrypted digital information transmission, wherein the [/said] at least one encrypted digital information transmission is unaccompanied by any non-digital information transmission."	40	



	2.	Independent Claim 13: "executable instructions"	51
	3.	Independent Claims 18 and 33: "passing said code [/downloadable code] to a processor"	55
	4.	Independent Claim 18: "controlling a decryptor that decrypts encrypted digital data to decrypt in a specific fashion on the basis of said code; decrypting a portion of said at least one information transmission in said specific fashion"	56
	5.	Independent Claim 20: "said at least one decrypted signal embedded with at least one instruct signal which is effective to instruct; controlling said controllable device on the basis of decrypted information included in said at least one decrypted instruct signal"	56
	6.	Dependent Claim 28	56
	7.	Dependent Claim 30	57
	8.	Independent Claim 33: "selecting, by processing selection criteria, a first signal of said plurality of signals including downloadable code"	59
	9.	Dependent Claim 4	60
JΤ	CONCLU	SION	61



DOCKET

Explore Litigation Insights



Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time** alerts and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.

