

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

For: Signal Processing Apparatus and Methods

**PATENT OWNER PERSONALIZED MEDIA COMMUNICATIONS,
LLC'S REQUEST FOR ORAL HEARING**

Mail Stop PATENT BOARD

Patent Trial and Appeal Board

United States Patent and Trademark Office

P.O. Box 1450

Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. § 42.70 and the Board's Scheduling Order dated February 16, 2017 (Paper No. 8), Patent Owner Personalized Media Communications, LLC ("Patent Owner") requests that the Board conduct an oral hearing on all instituted grounds for review and any other matters properly raised by Petitioner or raised by the Board.¹

Patent Owner respectfully requests that each party be allowed a total of one (1) hour to present its arguments, with the opportunity to reserve a portion of that time for rebuttal. The requested amount of time is needed for the parties to fully address the complex issues of priority date and claim construction in addition to the references cited in the four instituted grounds.

Patent Owner requests the ability to use audio-visual equipment to display demonstratives and exhibits, including the use of a computer-connected projector, an ELMO projector, and a screen.

Dated: September 21, 2017

Respectfully submitted,

By / Douglas J. Kline /
Douglas J. Kline
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¹ PMC will rest on its papers for the Contingent Motion to Amend and will not present arguments at the oral hearing to address the proposed substitute claims.

*Attorney for Patent Owner Personalized
Media Communications, LLC*

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing **PATENT OWNER PERSONALIZED MEDIA COMMUNICATIONS, LLC'S REQUEST FOR ORAL HEARING** is being served on September 21, 2017 via email to counsel for Apple, Inc. at the addresses below:

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By: /Douglas J. Kline/
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