

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 REQUEST FOR ORAL HEARING

Pursuant to 37 C.F.R. § 42.70(a), Petitioner Apple Inc. (“Apple”) hereby requests oral argument. The oral argument is presently scheduled for October 26, 2017. Paper 8. The issues to be argued include the following:

1. Unpatentability based upon the instituted grounds:
 - (i) Claims 13, 18, 20, and 32 as anticipated under 35 U.S.C. § 102 by Chandra;
 - (ii) Claim 33 as obvious under 35 U.S.C. § 103 over Chandra and Nachbar
 - (iii) Claims 4 and 7 as anticipated under 35 U.S.C. § 102 by Seth-Smith;
 - (iv) Claim 3 as obvious under 35 U.S.C. § 103 over Campbell
2. Patent Owner's Contingent Motion to Amend;
3. Procedural and evidentiary issues raised, e.g., in Motions to Exclude;
4. Any additional issues on which the Board seeks information or clarification.

Apple requests it be permitted to argue first. Office Patent Trial Practice Guide, 77 Fed. Reg. 45,756, 48,768 (Aug. 14, 2012) (“[A] petitioner to a hearing will go first followed by the patent owner or respondent after which a rebuttal may be given by the petitioner.”).

Apple requests that each party be allowed thirty (30) minutes for its argument, with the opportunity to reserve a portion of that time for rebuttal.

Apple further requests the use of audio-visual equipment to assist its arguments and to display its demonstrative exhibits, including a computer-connectable projector, an ELMO, and a screen. Apple requests the services of a court reporter to transcribe the proceeding.

Date: September 21, 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 Request for Oral Hearing was served on September 21, 2017 to the following attorneys of record by electronic transmission:

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