

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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VIZIO, INC.,  
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC,  
Patent Owner

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Case IPR2017-00141  
Patent 7,752,649

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**PERSONALIZED MEDIA COMMUNICATIONS, LLC'S MANDATORY  
NOTICES UNDER 37 C.F.R. 42.8**

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U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. § 42.8, Patent Owner, Personalized Media Communications, LLC (“PMC”), submits the following Mandatory Notices in response to the Petition for *Inter Partes* Review of U.S. Patent No. 7,752,649.

**1. Real Party-In-Interest (37 C.F.R. § 42.8(b)(1))**

Personalized Media Communications, LLC is the owner of the entire interest in U.S. Patent No. 7,752,649 (“the ’2,649 patent”), and thus is the real-party-in-interest.

**2. Related Matters (37 C.F.R. § 42.8(b)(2))**

The following judicial and administrative matters are related to this proceeding:

*PMC v. Apple, Inc.*, 2:15-cv-01366 (E.D.T.X.);

*PMC v. Samsung Electronics America, Inc. et al*, 2:15-cv-01754 (E.D.T.X.);

*PMC v. TPV Int'l (USA), Inc. et al*, 2:15-cv-01206 (E.D.T.X.);

*PMC v. Funai Electric Co., Ltd.*, 2:16-cv-00105 (E.D.T.X.);

*Apple Inc. v. PMC*, IPR2016-00753; and

*Vizio Inc. v. PMC*, IPR2017-00142.

In its mandatory notice, Petitioner Vizio, Inc. identified proceedings involving other PMC patents as related, even though those proceedings do not involve the ’2,649 patent. Although Patent Owner disagrees as to the relevance of the proceedings involving other PMC patents to this proceeding, they are listed below:

*PMC v. Amazon.com, Inc.*, No. 15-2008 (Fed. Cir. appeal filed Sep. 9, 2015);  
*Amazon v. PMC*, IPR2014-01527, -01528, -01530, -01531, -01532, -01533, -  
01534;  
*Zynga v. PMC*, IPR2013-00156, -00164, -00162, -00171;  
*Vizio v. PMC*, IPR2017-00143; and  
*Apple Inc. v. PMC*, IPR2016-00753, -00751; -00754, -00755.

### **3. Lead and Back-Up Counsel (37 C.F.R. § 42.8(b)(3))**

Pursuant to 37 C.F.R. §§ 42.8(b)(3) and 42.10(a), Patent Owner provides the following designation of counsel.

#### Lead Counsel

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Pursuant to 37 C.F.R. § 42.10(b), a Power of Attorney has been filed  
concurrently herewith on November 16, 2016.

**4. Service Information (37 C.F.R. § 42.8(b)(4))**

Please address all correspondence to the Lead Counsel:

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Respectfully submitted,

Date: November 16, 2016

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