

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

VIZIO, INC.,
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC,
Patent Owner

Case IPR2017-00142
Patent 7,752,649

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

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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, IPR2017-00141.

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.

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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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Patent Owner consents to service by e-mail at dkheyfits@kheyfits.com.

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Respectfully submitted,

Date: November 16, 2016

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