

UNITED STATES PATENT AND TRADEMARK OFFICE

---

BEFORE THE PATENT TRIAL AND APPEAL BOARD

---

VIZIO, INC.,  
Petitioner,

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC,  
Patent Owner.

---

Case IPR2017-00143  
Patent 7,752,650

---

Mailed: November 8, 2016

Before Carrie Johnson, *Trial Paralegal*

NOTICE OF FILING DATE ACCORDED TO PETITION  
AND  
TIME FOR FILING PATENT OWNER PRELIMINARY RESPONSE

The petition for *inter partes* review filed in the above proceeding has been accorded the filing date of October 26, 2016.

Patent Owner may file a preliminary response to the petition no later than three months from the date of this notice. The preliminary response is

Case IPR2017-00143  
Patent No. 7,752,650

limited to setting forth the reasons why the requested review should not be instituted. Patent Owner may also file an election to waive the preliminary response to expedite the proceeding. For more information, please consult the Office Patent Trial Practice Guide, 77 Fed. Reg. 48756 (Aug. 14, 2012), which is available on the Board Web site at <http://www.uspto.gov/PTAB>.

Patent Owner is advised of the requirement to submit mandatory notice information under 37 C.F.R. § 42.8(a)(2) within 21 days of service of the petition.

The parties are encouraged to use the heading on the first page of this Notice for all future filings in the proceeding.

The parties are advised that under 37 C.F.R. § 42.10(c), recognition of counsel *pro hac vice* requires a showing of good cause. The parties are authorized to file motions for *pro hac vice* admission under 37 C.F.R. § 42.10(c). Such motions shall be filed in accordance with the “Order -- Authorizing Motion *for Pro Hac Vice* Admission” in Case IPR2013-00639, Paper 7, a copy of which is available on the Board Web site under “Representative Orders, Decisions, and Notices.”

The parties are reminded that unless otherwise permitted by 37 C.F.R. § 42.6(b)(2), all filings in this proceeding must be made electronically in the Patent Review Processing System (PRPS), accessible from the Board Web site at <http://www.uspto.gov/PTAB>. To file documents, users must first obtain a user ID and password by registering with PRPS. Information regarding how to register with and use PRPS is available at the Board Web site.

Case IPR2017-00143  
Patent No. 7,752,650

If there are any questions pertaining to this notice, please contact Carrie Johnson at 571-272-5169 or the Patent Trial and Appeal Board at 571-272-7822.

**PETITIONER:**

Cono A. Carrano  
David C. Vondle  
Akin Gump Strauss Hauer & Feld LLP  
ccarrano@akingump.com  
dvondle@akingump.com

**PATENT OWNER:**

Thomas J. Scott  
Carl Benson  
Joseph Guiliano  
Jennifer Albert  
Stephen Schneiner  
Ce Li  
GOODWIN PROCTER LLP  
901 New York Avenue, N.W.  
Washington DC 20001

Thomas J. Scott  
PERSONALIZED MEDIA COMMUNICATIONS, LLC  
14090 Southwest Freeway, Suite 450  
Sugar Land, TX 77478

Amanda K. Bonn  
Rohit D Nath  
SUSMAN GODFREY LLP  
1901 Avenue of the Stars Suite 950  
Los Angeles, CA 90067

Arun S Subramanian  
SUSMAN GODFREY LLP  
1301 Avenue of the Americas, 32nd Floor  
New York, NY 10019-6022

Case IPR2017-00143  
Patent No. 7,752,650

S. Calvin Capshaw  
Elizabeth L. DeReiux  
D. Jeffrey Rambin  
CAPSHAW & DEREIUX  
114 E. Commerce Avenue  
Gladewater, TX 75647

**NOTICE CONCERNING ALTERNATIVE DISPUTE RESOLUTION  
(ADR)**

The Patent Trial and Appeal Board (PTAB) strongly encourages parties who are considering settlement to consider alternative dispute resolution as a means of settling the issues that may be raised in an AIA trial proceeding. Many AIA trials are settled prior to a Final Written Decision. Those considering settlement may wish to consider alternative dispute resolution techniques early in a proceeding to produce a quicker, mutually agreeable resolution of a dispute or to at least narrow the scope of matters in dispute. Alternative dispute resolution has the potential to save parties time and money.

Many non-profit organizations, both inside and outside the intellectual property field, offer alternative dispute resolution services. Listed below are the names and addresses of several such organizations. The listings are provided for the convenience of parties involved in cases before the PTAB; the PTAB does not sponsor or endorse any particular organization's alternative dispute resolution services. In addition, consideration may be given to utilizing independent alternative dispute resolution firms. Such firms may be located through a standard keyword Internet search.

<b>CPR INSTITUTE FOR DISPUTE RESOLUTION</b>	<b>AMERICAN INTELLECTUAL PROPERTY LAW ASSOCIATION (AIPLA)</b>	<b>AMERICAN ARBITRATIO N ASSOCIATIO N (AAA)</b>	<b>WORLD INTELLECTUA L PROPERTY ORGANIZATI ON (WIPO)</b>	<b>AMERICAN BAR ASSOCIATION (ABA)</b>
Telephone: (212) 949-6490	Telephone: (703) 415-0780	Telephone: (212) 484-3266	Telephone: 41 22 338 9111	Telephone : (202) 662-1000
Fax: (212) 949-8859	Fax: (703) 415-0786	Fax: (212) 307-4387	Fax: 41 22 733 5428	N/A
575 Lexington Ave New York, NY 10022	241 18th Street, South, Suite 700 Arlington, VA 22202	140 West 51st Street New York, NY 10020	34, chemin des Colombettes CH-1211 Geneva 20, Switzerland	1050 Connecticut Ave, NW Washington D.C. 20036
<a href="http://www.cpradr.org">www.cpradr.org</a>	<a href="http://www.aipla.org">www.aipla.org</a>	<a href="http://www.adr.org">www.adr.org</a>	<a href="http://www.wipo.int">www.wipo.int</a>	<a href="http://www.americanbar.org">www.americanbar.org</a>

If parties to an AIA trial proceeding consider using alternative dispute resolution, the PTAB would like to know whether the parties ultimately decided to engage in alternative dispute resolution and the reasons why or why not. If the parties actually engage in alternative dispute resolution, the PTAB would be interested to learn what mechanism (e.g., arbitration,

# 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.