

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

---

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

***Mail Stop "PATENT BOARD"***  
Patent Trial and Appeal Board  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. § 42.10, Patent Owner Personalized Media Communications, LLC ("PMC") hereby appoints the following practitioners as its attorneys to prosecute the aforementioned proceeding, and to transact all business in the United States Patent and Trademark Office connected therewith:

Lead Counsel

Dmitry Kheyfits  
Kheyfits P.C.  
1140 Avenue of the Americas, 9<sup>th</sup> Fl.  
New York, New York 10036  
Phone: 212-203-5399 x101  
Fax: 212-203-6445  
[dkheyfits@kheyfits.com](mailto:dkheyfits@kheyfits.com)

USPTO Customer No. 107284  
USPTO Reg. No. 57,244

Back-up Counsel

Andrey Belenky  
Kheyfits P.C.  
1140 Avenue of the Americas, 9<sup>th</sup> Fl.  
New York, New York 10036  
Phone: 212-203-5399 x102  
Fax: 212-203-6445  
[abelenky@kheyfits.com](mailto:abelenky@kheyfits.com)

USPTO Reg. No. 59,194

Back-up Counsel


Thomas J. Scott, Jr.  
Personalized Media  
Communications, LLC  
11491 Sunset Hills Road, Suite 340  
Reston, Virginia 20190  
Phone: 281-201-2213  
[tscott@pmcip.com](mailto:tscott@pmcip.com)

USPTO Reg. No. 27,836

Please recognize the correspondence address (including any electronic mail address) for the above identified Inter Partes Review proceeding number to be the address associated with USPTO Customer No. 107284.

The undersigned is authorized to sign this Power of Attorney on behalf of PMC.

Date: November 16, 2016



---

Name: Thomas J. Scott, Jr.  
Title: Senior Vice President and General Counsel  
of Personalized Media Communications, LLC

### CERTIFICATE OF SERVICE

I hereby certify that on the 16<sup>th</sup> day of November, 2016, a true and correct copy of the aforementioned Power of Attorney was served via e-mail upon Cono A. Carrano and David C. Vondle at AGVIZIO-IPR-PMC@akingump.com.

Respectfully submitted,

Date: November 16, 2016

/Dmitry Kheyfits/

57,244

Dmitry Kheyfits

Reg. No.

Kheyfits P.C.

1140 Avenue of the Americas,

9th Floor

New York, NY 10036

(212) 203-5399

Customer No. 107284