

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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SAMSUNG ELECTRONICS CO., LTD. AND  
SAMSUNG ELECTRONICS AMERICA, INC.,  
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC,  
Patent Owner

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Case IPR2017-00291  
Patent 7,752,650

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

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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. § 42.8, 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. 7,752,650.

**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. 7,752,650 ("the '650 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. 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.); and

*Vizio, Inc. v. PMC*, IPR2017-00143.

The following judicial and administrative matter are related to other PMC patents:

*PMC v. Amazon.com, Inc.*, No. 15-2008 (Fed. Cir. appeal filed Sep. 9, 2015);

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

*Amazon v. PMC*, IPR2014-01527, -01528, -01530, -01531, -01532, -01533, -01534;

*Zynga v. PMC*, IPR2013-00156, -00164, -00162, -00171;

*Vizio v. PMC*, IPR2017-00141, -00142;

*Apple Inc. v. PMC*, IPR2016-00751, -00753, -00754, -00755; and

*Samsung v. PMC*, IPR2017-00288, -00289, -00290, -00292, -00293, -00294,  
00295.

### **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 December 9, 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](mailto:dkheyfits@kheyfits.com).

Respectfully submitted,

Date: December 9, 2016

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