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UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO. LTD.;
SAMSUNG ELECTRONICS AMERICA, INC.; AND
SAMSUNG TELECOMMUNICATIONS AMERICA, LLC
Petitioners

v.

BLACK HILLS MEDIA, LLC
Patent Owner

Case No. IPR2014-00718
Patent 7,835,689

**PATENT OWNER'S UPDATED MANDATORY NOTICE
INFORMATION UNDER 37 C.F.R. § 42.8**

Patent Owner Black Hills Media, LLC, (“Patent Owner”) submits this updated Mandatory Notice pursuant to 37 C.F.R. § 42.8, in light of the new Power of Attorney to add to counsel of record Thomas Engellenner, Reza Mollaaghababa, Lana Gladstein, and George Haight, all of Pepper Hamilton LLP and registered practitioners before the USPTO.

Identification of Lead and Back-up Counsel

Andrew Crain, Lead Counsel (Reg. No. 45, 442)

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Dated: February 5, 2015

Respectfully submitted,
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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing PATENT OWNER'S UPDATED MANDATORY NOTICE INFORMATION UNDER 37 C.F.R. § 42.8 and any supporting exhibits were served on counsel of record on February 5, 2015, and that this document was filed through the Patent Review Processing System and served electronically via email.

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Respectfully submitted,
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February 5, 2015
Date