

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC
Patent Owner

Case No. IPR2020-00723
U.S. Patent No. 7,747,217

**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. § 42.8, Patent Owner, Personalized Media Communications, LLC ("PMC"), submits the following Mandatory Notices in connection with the Petition for *Inter Partes* Review of U.S. Patent No. 7,747,217 in Case No. IPR2020-00723.

I. 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. 7,747,217, and thus is the real party-in-interest.

II. Related Matters (37 C.F.R. § 42.8(b)(2))

The following judicial and administrative matters are related to this proceeding:

Caption	Number	Forum	Filed
<i>Google, LLC v. Personalized Media Communications, LLC</i>	IPR2020-00722	PTAB	Mar. 21, 2020
<i>Personalized Media Communications, LLC v. Google LLC</i>	2:19-cv-00090	EDTX	Mar. 21, 2019
<i>Personalized Media Communications, LLC v. Netflix, Inc.</i>	2:19-cv-00091	EDTX	Mar. 21, 2019
<i>Personalized Media Communications, LLC v. TCL Corp. et al</i>	2:17-cv-00433	EDTX	May. 17, 2017
<i>Personalized Media Communications, LLC v. Hisense Co. Ltd. et al</i>	2:17-cv-00437	EDTX	May. 17, 2017

<i>Personalized Media Communications, LLC v. Haier America Company, LLC et al</i>	2:17-cv-00438	EDTX	May. 17, 2017
<i>Personalized Media Communications, LLC v. Tsinghua Tongfang Co., Ltd. et al</i>	2:17-cv-00439	EDTX	May. 17, 2017
<i>Samsung Electronics Co., Ltd. v. Personalized Media Communications, LLC</i>	IPR2017-00288	PTAB	Nov. 18, 2016
<i>Personalized Media Communications, LLC v. Funai Electric Co., Ltd.</i>	2:16-cv-00105	EDTX	Feb. 01, 2016
<i>LG Electronics, Inc. et al v. Personalized Media Communications, LLC</i>	1:15-cv-01096	DDE	Nov. 26, 2015
<i>Personalized Media Communications, LLC v. Samsung Electronics America, Inc. et al</i>	2:15-cv-01754	EDTX	Nov. 10, 2015
<i>Personalized Media Communications, LLC v. TPV Int'l (USA), Inc. et al</i>	2:15-cv-01206	EDTX	Jul. 01, 2015
<i>Funai Electric Co., Ltd. v. Personalized Media Communications, LLC</i>	1:15-cv-00558	DDE	Jun. 29, 2015

The following are administrative matters such as reissue applications, *Ex Parte* reexamination, or *Inter Partes* review proceedings of patents that belong to the same patent family as the patent identified in the *Inter Partes* review petition for the instant proceeding:

Proceeding or Application Number	Patent
IPR2013-00156	7,860,131

IPR2013-00162	7,908,638
IPR2013-00164	7,797,717
IPR2013-00171	7,734,251
IPR2014-01527	5,887,243
IPR2014-01528	7,783,252
IPR2014-01530	7,864,956
IPR2014-01531	8,046,791
IPR2014-01532	7,801,304
IPR2014-01533	7,805,749
IPR2014-01534	7,827,587
IPR2015-00520	7,805,749
IPR2015-00521	7,801,304
IPR2016-00751	8,752,088
IPR2016-00753	7,752,649
IPR2016-00754	8,559,635
IPR2016-00755	8,191,091
IPR2016-01520	8,559,635
IPR2017-00141	7,752,649
IPR2017-00142	7,752,649
IPR2017-00143	7,752,650
IPR2017-00289	7,752,649
IPR2017-00290	7,752,649
IPR2017-00291	7,752,650
IPR2017-00292	7,856,649
IPR2017-00293	8,675,775
IPR2017-00294	8,711,885
IPR2017-00295	8,711,885
IPR2020-00719	8,739,241
IPR2020-00720	8,601,528
IPR2020-00721	7,865,920
IPR2020-00724	7,769,344
IPR2020-00725	9,674,560
Reissue Application No. 15/978,302	7,801,304, RE47,642
Reissue Application No. 16/183,795	7,805,749
Reissue Application No. 16/194,429	7,827,587
Reissue Application No. 16/361,274	7,864,956
Reissue Application No. 16/373,717	8,046,791
Reissue Application No. 16/398,313	7,783,252

Reissue Application No. 16/053,853	8,752,088, RE47867
Ex Parte Reexam. No. 90/014,188	8,713,624
Ex Parte Reexam. No. 90/014,189	8,587,720
Ex Parte Reexam. No. 90/014,191	8,558,950
Ex Parte Reexam. No. 90/014,195	8,566,868
Ex Parte Reexam. No. 90/014,223	8,566,868
Ex Parte Reexam. No. 90/014,196	7,734,251
Ex Parte Reexam. No. 90/014,220	7,940,931
Ex Parte Reexam. No. 90/014,305	7,797,717
Ex Parte Reexam. No. 90/014,308	7,860,131
Ex Parte Reexam. No. 90/014,317	7,908,638
Ex Parte Reexam. No. 90/014,369	7,752,649
Ex Parte Reexam. No. 90/014,375	7,840,976
Ex Parte Reexam. No. 90/014,417	7,764,685

A full listing of issued patents and applications that belong to the same patent family as the patent identified in the *Inter Partes* review petition for the instant proceeding is available at the U.S. Patent and Trademark Office website.

III. 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	Back-Up Counsel
Dmitry Kheyfits (Reg. No. 57,244) dkheyfits@kblit.com Kheyfits Belenky LLP 1140 Avenue of the Americas, 9th Fl. New York, New York 10036 Phone: 212-203-5399 Fax: 212-203-6445	Andrey Belenky (Reg. No. 59,194) abelenky@kblit.com Kheyfits Belenky LLP 1140 Avenue of the Americas, 9th Fl. New York, New York 10036 Phone: 212-203-5399 Fax: 212-203-6445 Brandon Moore (Reg. No. 77,885) bmoore@kblit.com

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Pursuant to 37 C.F.R. § 42.10(b), a Power of Attorney has been filed concurrently herewith.

IV. Service Information (37 C.F.R. § 42.8(b)(4))

Please address all correspondence to lead counsel and back-up counsel at the addresses shown above. Petitioner also consents to electronic service by email to the following email addresses:

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Case No.: IPR2020-00723
Patent No: 7,747,217

Patent Owner's Mandatory Notices

Respectfully submitted,

Date: April 7, 2020

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CERTIFICATE OF SERVICE

I hereby certify that on April 7, 2020, a true and correct copy of
Personalized Media Communications, LLC's above Mandatory Notices Under 37
C.F.R. 42.8 was served via e-mail upon Erika H. Arner, Daniel C. Cooley, Joshua
L. Goldberg, Cory C. Bell, Sydney R. Kestle, and A. Grace Mills at
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Respectfully submitted,

Date: April 7, 2020

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