

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

In re patent of: David Chao et al. § CBM2013-00053
§
U.S. Patent No. 7,958,024 § Attorney Docket No.: 50339.28
§
Issued: June 7, 2011 § Customer No.: 79140
§
Title: METHOD AND APPARATUS FOR §
PROCESSING SALES §
TRANSACTION DATA §
§

**PATENT OWNER POWER OF ATTORNEY PURSUANT TO 37 CFR 42.10(b)
FOR PETITION FOR COVERED BUSINESS METHOD REVIEW**

Patent Owner **Versata Development Group, Inc.** hereby appoints the Practitioner(s) associated with **Customer Number 79140** as well as those listed and designated below, as its attorney(s) to transact all business in the Patent Trial & Appeal Board of the United States Patent and Trademark Office connected with the above-identified petition for *Covered Business Method Review*.

<u>Back-up Counsel</u> David W. O'Brien HAYNES AND BOONE, LLP 2323 Victory Ave. Suite 700 Dallas, TX 75219	Phone: (512) 867-8457 Fax: (214) 200-0853 david.obrien.ipr@haynesboone.com USPTO Reg. No. 40,107
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This appointment, together with the above-designation of backup counsel is in addition to power of attorney and lead/backup counsel designations already of record.

The undersigned is authorized to sign this Power of Attorney on behalf of the Patent Owner.

Executed at _____ on the 2nd day of December, 2013.

Versata Development Group, Inc.

By: _____

Printed Name: Andrew Price

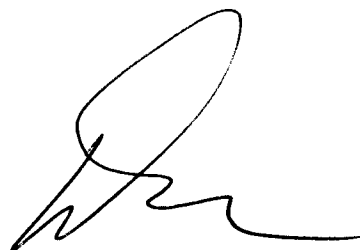
Title: Chief Financial Officer

CERTIFICATE OF SERVICE IN COMPLIANCE
WITH 37 C.F.R. 42.6(e)(4)

The undersigned certifies that a complete copy of this Patent Owner Power of Attorney Pursuant To 37 CFR 42.10(b) For Petition For *Covered Business Method* Review was served on Petitioner's attorney(s) of record for CBM2013-00053 on December 4, 2013, at the following e-mail address:

Deborah E. Fishman
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Dated: 4-Dec-2013



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