

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

In re patent of: Chao et al.

§ CBM2014-00117

U.S. Patent No. 7,908,304

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§ Attorney Docket No.: 50339.34

Issued: March 15, 2011

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Title: METHOD AND SYSTEM FOR
MANAGING DISTRIBUTOR
INFORMATION

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

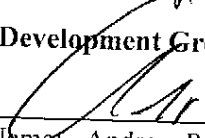
Patent Owner **Versata Development Group, Inc.** hereby appoints the Practitioner(s) associated with **Customer Number 79140** as well as those listed and designated below, as its attorney(s) to transact all business in the Patent Trial & Appeal Board of the United States Patent and Trademark Office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

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

Executed at _____ on the 30th day of April, 2014.

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 CBM2014-00117 on May 2, 2014, at the following e-mail address:

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