

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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GOOGLE INC.  
Petitioner

v.

CONTENTGUARD HOLDINGS INC.  
Patent Owner

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Cases CBM2015-00040

Patent Nos. 7,774,280

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**CONTENTGUARD HOLDINGS INC.'S  
POWER OF ATTORNEY  
PURSUANT TO 37 C.F.R. §42.10(b)**

***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. § 42.10(b), Patent Owner, ContentGuard Holdings, Inc., having a principal place of business at 6900 N. Dallas Parkway, Suite 850, Plano, Texas, 75024, hereby appoints practitioners associated with McKool Smith, P.C., Customer Number 127134, as its attorneys to transact all business in the United States Patent and Trademark Office associated with the above-captioned *Inter Partes* an Covered Business Method review of U.S. Patent No. 7,774,280.

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FOR: ContentGuard Holdings Inc.

SIGNATURE: 

BY: Mr. Steve Ednie

TITLE: Secretary

DATE: 12/29/2014

