

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ServiceNow, Inc.
Petitioner

v.

Hewlett-Packard Company
Patent Owner

U.S. Patent No. 7,925,981

TITLE: SYSTEMS AND METHODS FOR MANAGING WEB SERVICES
VIA A FRAMEWORK OF INTERFACES

Covered Business Method Review No. 2015-__

PETITIONER'S POWER OF ATTORNEY

Petitioner ServiceNow, Inc. hereby appoints the following practitioners as
its attorneys to transact all business in the United States Patent & Trademark
Office associated with the above captioned Covered Business Method Review:

LEAD COUNSEL	BACK-UP COUNSEL
Heidi L. Keefe (Reg. No. 40,673) hkeefe@cooley.com zpatdcdocketing@cooley.com Cooley LLP ATTN: Patent Group 1299 Pennsylvania Ave., NW, Suite 700 Washington, DC 20004 Tel: (650) 843-5001 Fax: (650) 849-7400	Andrew C. Mace (Reg. No. 63,342) amace@cooley.com zpatdcdocketing@cooley.com COOLEY LLP ATTN: Patent Group 1299 Pennsylvania Ave., NW, Suite 700 Washington, DC 20004 Tel: (650) 843-5808 Fax: (650) 849-7400

The individual signing below has the authority to execute this document on
behalf of Petitioner ServiceNow, Inc.

DATED: February 13 ____, 2015

SERVICENOW, INC.

BY: 
Matthew Kelly
Counsel

114103121 v1

CERTIFICATE OF SERVICE

I hereby certify, pursuant to 37 C.F.R. §§ 42.6, that a complete copy of the attached **PETITIONER'S POWER OF ATTORNEY** and related documents, are being served via Federal Express on the 13th day of February, 2015, the same day as the filing of the above-identified document in the United States Patent and Trademark Office/Patent Trial and Appeal Board, upon the Patent Owner by serving the correspondence address of record with the USPTO as follows:

Hewlett-Packard Company
Intellectual Property Administration
3404 East Harmony Road
Mail Stop 35
Fort Collins, CO 80528

and, upon counsel of record for the Patent Owner in the litigation pending before the U.S. District Court for the Northern District of California entitled Hewlett-Packard Company v. ServiceNow, Inc., Case No. 14-CV-00570 BLF (N.D. Cal. Feb. 6, 2014) as follows:

Mark D. Flanagan, Esq.
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DATED: FEBRUARY 13, 2015

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