

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ServiceNow, Inc.
Petitioner

v.

BMC Software, Inc.
Patent Owner

U.S. Patent No. 7,062,683
Filing Date: April 22, 2003
Issue Date: June 13, 2006

TITLE: TWO-PHASE ROOT CAUSE ANALYSIS

PETITIONER'S POWER OF ATTORNEY

Covered Business Method Review No. 2015-_____


LEAD COUNSEL	BACK-UP COUNSEL
<p>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</p>	<p>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</p>
	<p>Phillip E. Morton (Reg. No. 57,835) pmorton@cooley.com zpatdcdocketing@cooley.com Cooley LLP 1299 Pennsylvania Ave., NW, Suite 700 Washington D.C. 20004 T: 703-456-8668 F: 703-456-8100</p>

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

DATED: March 31, 2015

SERVICENOW, INC.

BY:



Matthew Kelly
Counsel

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 31st day of March 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:

WONG, CABELLO, LUTSCH, RUTHERFORD & BRUCCULERI L.L.P.
20333 SH 249
6th Floor
Houston, TX 77070

and, upon counsel of record for the Patent Owner in the litigation entitled BMC Software, Inc. v. ServiceNow, Inc., Case No. 14-CV-00903 JRG (E.D. Tex. filed Sept. 23, 2014) as follows:

Samuel Baxter
McKOOL SMITH, P.C.
104 East Houston, Suite 300
Marshall, Texas 75670
sbaxter@mckoolsmith.com

DATED: MARCH 31, 2015

COOLEY LLP
ATTN: Heidi L. Keefe
Patent Docketing
1299 Pennsylvania Ave. NW,
Suite 700
Washington, D.C. 20004
Tel: (650) 843-5001
Fax: (650) 849-7400

/ Heidi L. Keefe /
Heidi L. Keefe
Reg. No. 40,673