

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

FORD MOTOR COMPANY
Petitioner

v.

VERSATA DEVELOPMENT GROUP, INC.
Patent Owner

Case CBM2016-00100
Patent No. 8,805,825

**PATENT OWNER'S POWER OF ATTORNEY
PURSUANT TO 37 C.F.R. § 42.10(b)**

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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 Versata Development Group, Inc., having a principal place of business at 401 Congress Avenue, Suite 2650, Austin, TX 78701, hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office and Patent Trial and Appeal Board associated with the above-captioned Covered Business Method (CBM) review. These attorneys include at least:

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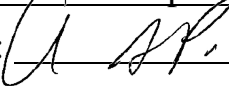
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TITLE: Chief Financial Officer
DATE: 3 October 2016

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