

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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FORD MOTOR COMPANY  
Petitioner

v.

VERSATA DEVELOPMENT GROUP, INC.  
Patent Owner

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Case CBM2016-00101  
Patent No. 7,739,080

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**PATENT OWNER'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 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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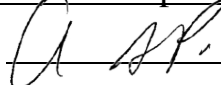
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BY: Andrew S. Price  
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DATE: 3 October 2016

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