

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Broadsign International, LLC,

Petitioner

v.

T-Rex Property AB,

Patent Owner

U.S. Patent Number 6,430,603

Issue Date: August 6, 2002

Title: System for Direct Placement of Commercial Advertising, Public Service
Announcements and Other Content on Electronic Billboard Displays

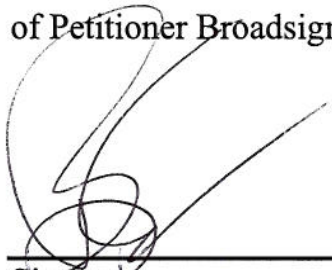
Case Number CBM2017-00008

POWER OF ATTORNEY FOR PETITIONER

Pursuant to 37 C.F.R. § 42.10(b), Petitioner, Broadsign International, LLC, hereby appoints the following lead and back-up counsel to prosecute and transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office in connection with all covered business method review proceedings involving Case No. CBM2017-00008 and U.S. Pat. No. 6,430,603.

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The undersigned is authorized to execute this Power of Attorney on behalf
of Petitioner Broadsign International, LLC.



Signature

10/24/16

Date

Brent Smith

Printed Name

CEO

Title

CERTIFICATE OF SERVICE UNDER 37 C.F.R. § 42.6(e)(4) & 42.105(a)

A copy of **POWER OF ATTORNEY FOR PETITIONER** has been served on Patent Owner at the correspondence addresses of Patent Owner and its counsel as follows:

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October 28, 2016

By: /Vincent J. Rubino, III/

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