

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Scott R. Rosenlund  
Joyce E. Vogt  
Jeffrey A. Bartol  
John H. Chase

*Inter Partes* Review of Patent No. 6,738,155

Filed: July 30, 1999                      Issued: May 18, 2004

Title: SYSTEM AND METHOD OF PROVIDING PUBLISHING  
AND PRINTING SERVICES VIA A COMMUNICATIONS  
NETWORK

MAIL STOP PATENT BOARD  
Patent Trial and Appeal Board  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**POWER OF ATTORNEY**

Dear Madame:

The undersigned hereby appoints the following attorneys and/or agents to prosecute the above-captioned *inter parties* review and transact all business in the U.S. Patent and Trademark Office connected herewith:

John M. Adams (Lead Counsel)  
Reg. No. 26,697  
Price & Adams, P.C.  
4135 Brownsville Road  
P.O. Box 98127  
Pittsburgh, PA 15227-0127  
Telephone No. (412)882-7170  
Facsimile No. (412)884-6650  
Email: paip.law@verizon.net

Lawrence G. Zurawsky (Back-up Counsel)  
Reg. No. 22,776  
Zurawsky & Associates  
429 Forbes Avenue, Suite 600  
Pittsburgh, PA 15219  
Telephone No. (412)281-7766  
Facsimile No. (412)281-7769  
Email: szurawsky@aol.com

Address all communication to:

PRICE & ADAMS, P.C.  
P.O. Box 98217  
Pittsburgh, PA 15227-0127  
Telephone No. (412) 882-7170

Address all emails and telephone calls to lead and  
back-up counsel listed above.

For: Printing Industries of America



Mark Bohan  
Vice President, Technology  
And Research

Dated: 07/26/13