

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SONY MOBILE COMMUNICATIONS (USA) INC.

Petitioner

Patent No. 6,771,290

Issue Date: Aug. 3, 2004

Title: COMPUTER INTERFACE METHOD AND APPARATUS WITH
PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED
ADVERTISING

POWER OF ATTORNEY

Petitioner Power of Attorney

Pursuant to 37 C.F.R. § 42.10(b), I hereby appoint Practitioner(s) associated with Customer Number 26646, as my attorney(s) to prosecute the aforementioned proceeding, and to transact all business in the United States Patent and Trademark Office connected therewith, including the appointment of lead and backup counsel. Please recognize the correspondence address (including any electronic mail address) for the above identified *Inter Partes* Review proceeding number to be the address associated with the appointed lead and backup counsel.

Dated: 10-7-13

By: Lee Hill

Name: Lee Hill

Title: Corporate Secretary

Sony Mobile Communications (USA) Inc.

Certificate of Service Under 37 C.F.R. § 42.6(e)(4)

I certify that I caused a true and correct copy of the forgoing to be served via EXPRESS MAIL on the following:

James D. Stevens

Reising Ethington P.C.

248-689-3500

P.O. BOX 4390

Troy, MI 48099

Craig R. Kaufman

Freitas Tseng & Kaufman LLP

1-650-730-5527

ckaufman@ftklaw.com

100 Marine Parkway - Suite 200

Redwood Shores, CA 94065

Dated: October 8, 2013

/s/ Michael E. Sander

Michael E. Sander, Reg. No. 71,667

msander@kenyon.com

KENYON & KENYON LLP

One Broadway

New York, NY 10004-1007

Tel: 212-425-7200