

Paper No. \_\_\_\_\_

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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Samsung Electronics America, Inc.  
Petitioner,

v.

B.E. Technology, LLC  
Patent Owner

Patent No. 6,771,290 (Claims 2-3)

Issued: August 3, 2004

Filed: April 11, 2001

Inventors: Martin David Hoyle

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

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*Inter Partes* Review No. \_\_\_\_\_

**POWER OF ATTORNEY FOR PETITIONER SAMSUNG  
ELECTRONICS AMERICA, INC.**

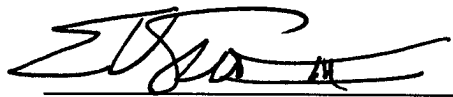
In accordance with 37 C.F.R. § 42.10(b), Petitioner, Samsung Electronics America, Inc., hereby appoints:

<p><u>Lead Counsel</u> Barry Schindler Reg. No. 32,938 GREENBERG TRAUIG, LLP 200 Park Avenue P.O. Box 677 Florham Park, NJ 07932 SchindlerB@gtlaw.com Phone: (973) 360-7900 Fax: (973) 301-8410</p>	<p><u>Backup Lead Counsel</u> Heath Briggs Reg. No. 54,919 GREENBERG TRAUIG, LLP 1200 17th Street, Suite 2400 Denver, CO 80202 BriggsH@gtlaw.com Phone: (303) 572-6500 Fax: (303) 572-6540</p>
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as its representatives to act on its behalf in the above-identified petition for *inter partes* review, with full power to appoint an associate agent, and to transact all business in the United States Patent and Trademark Office in connection therewith.

I have authority to sign this document on behalf of Petitioner, Samsung Electronics America, Inc.

Signature:



Date: Oct. 7, 2013

Name: Everrette Snotherly

Title: Director