

Petition for *Inter Partes* Review of  
Patent No. 6,628,314  
Power of Attorney

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

*Inter Partes* Review No.: not yet assigned  
*Inter Partes* Review of: U.S. Patent No. 6,628,314  
Petitioner: Facebook, Inc.  
Patent No.: 6,628,314  
Inventors: Martin David Hoyle  
Patent Title: COMPUTER INTERFACE METHOD AND APPARATUS  
WITH TARGETED ADVERTISING  
Patent Filing Date: October 30, 2000  
Patent Issue Date: September 30, 2003  
Patent Assignee: B.E. Technology, LLC


**PETITIONER'S POWER OF ATTORNEY  
IN AN *INTER PARTES* REVIEW**

Petitioner, Facebook, Inc., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above captioned *Inter Partes* Review:

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The individual signing below has the authority to execute this document on behalf of  
Petitioner Facebook, Inc.

BY:   
NAME: Christen Dubois  
TITLE: Associate General Counsel, Intellectual Property  
DATE: 10/8/13

## CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. §§ 42.6(e) and 42.105(b), the undersigned certifies that on October 9, 2013, a complete and entire copy of this Power of Attorney was served via Federal Express, costs prepaid, to the Patent Owner by serving the correspondence address of record as follows:

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A courtesy copy was also served via Federal Express on the patent prosecution counsel for the Patent Owner at the following address:

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A courtesy copy was also served via Federal Express on the litigation counsel for the Patent Owner at the following address:

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By: /s/ Heidi Keefe  
Heidi L. Keefe  
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