

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE, INC.
Petitioner,

v.

EVOLUTIONARY INTELLIGENCE, LLC
Patent Owner,

Case IPR2014-00086
Patent 7,010,536

TWITTER, INC. AND YELP INC.
Joining Petitioners,

v.

EVOLUTIONARY INTELLIGENCE, LLC
Patent Owner,

Case IPR2014-00812 (Consolidated)
Patent 7,010,536

POWER OF ATTORNEY


PETITIONER YELP INC.'S POWER OF ATTORNEY

Petitioner, Yelp Inc. hereby appoints the following as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review;

Lead Counsel	Back-Up Counsel
Wab Kadaba Registration No. 45,865 wkadaba@kilpatricktownsend.com	Robert J. Artuz Registration No. 54,687 rartuz@kilpatricktownsend.com
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The individual signing below has the authority to execute this document on behalf of Yelp Inc.

Dated: September 25, 2014



By: _____
Aaron Schur
Senior Litigation Counsel
Yelp Inc.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of this Petitioner Power of Attorneys has been served via FedEx on 10-6-14, upon the following:

GUTRIDE SAFIER LLP
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Dated: 10-6-14

By: 
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