

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE PATENT TRIAL AND APPEAL BOARD**

In re patent of Ullman et al.	§	
	§	
U.S. Patent No. 7,409,437	§	Petition for <i>Inter Partes</i> Review
	§	
Issued: August 5, 2008	§	Attorney Docket No.: 50796.3
	§	
Title: Enhanced Video	§	Customer No.: 27683
Programming System and Method	§	
for Incorporating and Displaying	§	Real Party in Interest: Netflix, Inc.
Retrieved Integrated Internet	§	
Information Segments	§	

**PETITIONER'S POWER OF ATTORNEY PURSUANT TO 37 CFR 42.10(b)  
FOR PETITION FOR *INTER PARTES* REVIEW**

Pursuant to 37 CFR 42.10(b) Petitioner, **Netflix, Inc.**, hereby appoints the Practitioner(s) associated with **Customer Number 27683**, as its attorney(s) to prosecute and to transact all business in the Patent Trial & Appeal Board of the United States Patent and Trademark Office connected with the above-identified petition for *Inter Partes* Review.

Please recognize the correspondence address (including any electronic mail address) associated with **Customer Number 27683** for the above-identified *Inter Partes* Review proceeding number to be the address associated with the appointed lead and backup counsels.

The undersigned is authorized to sign this Power of Attorney on behalf of the Petitioner.

Executed at Los Gatos, CA on the 16 day of December 2013.

**Netflix, Inc.**

By: 

Printed Name: Isaac Peterson

Title: Patent Litigation Counsel