

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

FORD MOTOR COMPANY, INC.
Petitioner

v.

PAICE LLC & THE ABELL FOUNDATION, INC.
Patent Owner

Case IPR2014-00579
Patent 7,104,347

**PATENT OWNER'S NOTICE OF DESIGNATION OF ADDITIONAL
BACK-UP COUNSEL**

In accordance with the provisions of 37 CFR § 42.10(a), Paice LLC & The Abell Foundation Inc. (collectively "Patent Owner"), designates Ruffin B. Cordell and Linda L. Kordziel as additional back-up counsel in the instant proceeding.

Kevin E. Greene will remain as back-up counsel as well, such that Patent Owner's designated counsel of record are:

LEAD COUNSEL	BACKUP COUNSEL
<p>Timothy W. Riffe, Reg. No. 43, 881 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-626-6429 F: 202-783-2331 Email: Riffe@fr.com IPR36351-0011IP2@fr.com</p>	<p>Kevin E. Greene, Reg. No. 46,031 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-783-5070 F: 202-783-2331 Email: Greene@fr.com IPR36351-0011IP2@fr.com</p> <p>Ruffin B. Cordell, Reg. No. 33,487 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-626-6449 F: 202-783-2331 Email: IPR36351-0011IP2@fr.com</p> <p>Linda L. Kordziel, Reg. No. 39,732 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-626-6432 F: 202-783-2331 Email: IPR36351-0011IP2@fr.com</p>

Date: December 15, 2014

Respectfully submitted,

/Timothy W. Riffe/

Timothy W. Riffe, Reg. No. 43,881
3200 RBC Plaza
60 South Sixth Street
Minneapolis, MN 55402
T: 202-626-6429, F: 202-783-2331

CERTIFICATE OF SERVICE

Pursuant to 37 CFR §§ 42.6(e)(4)(i) *et seq.* and 42.105(b), the undersigned certifies that on December 15, 2014, a complete and entire copy of this Patent Owner's Notice of Designation of Additional Back-Up Counsel was provided via e-mail to Counsel for Petitioner by serving the correspondence address of record as follows:

Frank A. Angileri
Brooks Kushman P.C.
1000 Town Center
Twenty-Second Floor
Southfield, Michigan 48075
Email: FPGP0101IPR3@brookskushman.com

Lissi Mojica
Kevin Greenleaf
Dentons US LLP
1530 Page Mill Road
Suite 200
Palo Alto, California 94304-11251
Email: lissi.mojica@dentons.com
Email: kevin.greenleaf@dentons.com
Email: iptdocketchi@dentons.com

/Susan C. Johnson/
Susan C. Johnson
Fish & Richardson P.C.
60 South Sixth Street, Suite 3200
Minneapolis, MN 55402
(214) 292-4086