

Filed on Behalf of Black Hills Media, LLC
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UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD.;
SAMSUNG ELECTRONICS AMERICA, INC.; and
SAMSUNG TELECOMMUNICATIONS AMERICA, LLC
Petitioner

V.

BLACK HILLS MEDIA, LLC
Patent Owner

Case IPR2014-00717
Patent 6,108,686

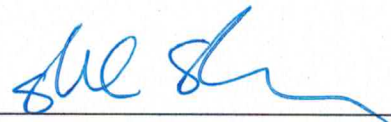
POWER OF ATTORNEY

Pursuant to 37 C.F.R. 42.10(b), Petitioner, BLACK HILLS MEDIA, LLC, hereby appoints the following lead and back-up counsel to prosecute and transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office connected with a Petitioner for *Inter Partes* Review of U.S. Patent No. 6,108,686 entitled “AGENT-BASED ON-LINE INFORMATION RETRIEVAL AND VIEWING SYSTEM” in which, Black Hills Media, LLC has ownership interest:

LEAD COUNSEL	BACK-UP COUNSEL
<p>N. Andrew Crain USPTO Reg. No. 45,442 Thomas Horstemeyer LLC 400 Interstate North Parkway Suite 1500 Atlanta, Georgia 30339 Phone: 770-933-9500 Fax: 770-951-0933 Andrew.crain@thomashorstemeyer.com</p>	<p>Vivek A. Ganti USPTO Reg. No. 71,368 Thomas Horstemeyer LLC 400 Interstate North Parkway Suite 1500 Atlanta, Georgia 30339 Phone: 770-933-9500 Fax: 770-951-0933 Vivek.ganti@thomashorstemeyer.com</p> <p>Christopher J. Horgan USPTO Reg. No. 40,394 Concert Technology Corporation 5400 Trinity Road, Suite 303 Raleigh, NC 27607 chris.horgan@concerttechnology.com</p>

The undersigned is authorized to sign this Power of Attorney on behalf of
Patent Owner BLACK HILLS MEDIA, LLC.

Date: 5/20/2014


Name: Hugh Svendsen
Title: CEO
BLACK HILLS MEDIA, LLC

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing POWER OF ATTORNEY and any supporting exhibits were served on counsel of record on May 22, 2014, and that this document was filed through the Patent Review Processing System and served electronically via email.

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Respectfully submitted,
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May 22, 2014
Date