

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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APPLE, INC.  
Petitioner,

v.

EVOLUTIONARY INTELLIGENCE, LLC  
Patent Owner,

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Case IPR2014-00086  
Patent 7,010,536

TWITTER, INC. AND YELP INC.  
Joining Petitioners,

v.

EVOLUTIONARY INTELLIGENCE, LLC  
Patent Owner,

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

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**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  
Adam J. Gutride, Esq.  
Seth A. Safier, Esq.  
Todd Kennedy, Esq.  
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Dated: 10-6-14

By:   
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Counsel for Petitioners