

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Samsung Telecommunications America, LLC
Samsung Electronics America, Inc.
Samsung Electronics Co., Ltd.
Petitioners

v.

Affinity Labs of Texas, LLC
Patent Owner

Not Yet Assigned
Patent Number 8,532,641

PETITIONERS' POWER OF ATTORNEY AND
DESIGNATION OF LEAD AND BACKUP COUNSEL

Pursuant to C.F.R. § 42.10(b), Petitioners, Samsung Telecommunications America, LLC, Samsung Electronics America, Inc., Samsung Electronics Co., Ltd., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with *inter partes* reviews of the above-captioned patent, and designates its lead and backup counsel as follows:

<p>LEAD COUNSEL</p> <p>J. Steven Baughman Reg. No. 47,414 ROPES & GRAY LLP One Metro Center 700 12th Street - Suite 900 Washington, DC 20005-3948 P: 202-508-4606 F: 202-383-8371 steven.baughman@ropesgray.com</p> <p>Mailing address for all PTAB correspondence:</p> <p>ROPES & GRAY LLP IPRM – Floor 43 Prudential Tower 800 Boylston Street Boston, Massachusetts 02199-3600</p>	<p>BACK-UP COUNSEL</p> <p>Gabrielle E. Higgins Reg. No. 38,916 ROPES & GRAY LLP 1900 University Avenue - 6th Floor East Palo Alto, California 94303-2284 P: 650-617-4000 F: 650-617-4090 gabrielle.higgins@ropesgray.com</p> <p>Mailing address for all PTAB correspondence:</p> <p>ROPES & GRAY LLP IPRM – Floor 43 Prudential Tower 800 Boylston Street Boston, Massachusetts 02199-3600</p>
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The Petitioners also hereby appoints the Practitioners associated with USPTO

Customer No. 28120.

The individual signing below has the authority to execute this document on behalf of

Petitioners, Samsung Telecommunications America, LLC, Samsung Electronics

America, Inc., Samsung Electronics Co., Ltd.

By: /Michelle W. Yang/

Name: Michelle W. Yang

Title: Director, Intellectual Property

Date: July 9, 2014

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: White et al.	§	Attorney Docket No.:
United States Patent No.: 8,532,641	§	110797-0004-656
Formerly Application No.:13/673,391	§	Customer No. 28120
Issue Date: September 10, 2013	§	
Filing Date: November 9, 2012	§	Petitioner: Samsung Electronics Co.,
	§	Ltd.;
Former Group Art Unit: 2646	§	Samsung Electronics America, Inc.;
Former Examiner: Erika Washington	§	Samsung Telecommunications
	§	America, LLC

For: SYSTEM AND METHOD FOR MANAGING MEDIA

MAIL STOP PATENT BOARD
Patent Trial and Appeal Board
United States Patent and Trademark Office
Post Office Box 1450
Alexandria, Virginia 22313-1450

CERTIFICATE OF SERVICE

It is certified that a copy of the following document has been served in its entirety on the patent owner as provided in 37 CFR § 42.205:

1. Power of Attorney For Proceedings Before The Patent Trial and Appeal Board.

The copy has been served on July 28, 2014 by causing the aforementioned document to be deposited in the United States Postal Service as Express Mail postage

pre-paid in an envelope addressed to:

Trop, Pruner & Hu, P.C.
1616 S. Voss Road, Suite 750
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(Label No. EF 004 167 195 US)

By / Kathryn N. Hong /
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