

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 IPR2014-01415
Patent 8,214,097

**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, Linda L. Kordziel, and Brian Livedalen 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 IPR36351-0013IP2@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 IPR36351-0013IP2@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: IPR36351-0013IP2@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: IPR36351-0013IP2@fr.com</p> <p>Brian J. Livedalen, Reg. No. 67,450 3200 RBC Plaza 60 South Sixth Street Minneapolis, MN 55402 T: 202-638-6557 F: 202-783-2331 Email: IPR36351-0013IP2@fr.com</p>

Date: April 29, 2015

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

