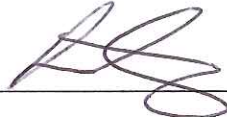


Issued: September 27, 2013
Inventor: Buchheit et al.
Title: Conversion Operations For
Loyalty Points of Different
Programs Redeemable For
Services

**PETITIONER'S POWER OF ATTORNEY IN AN
INTER PARTES REVIEW**

Petitioner Askeladden LLC hereby appoints Practitioners associated with Customer Number 05514, as attorneys to transact all business in the United States Patent and Trademark Office connected with the above-identified matter, including the appointment of lead and backup counsel. Please recognize the correspondence address (including electronic email address) for the *Inter Partes* Review to be the address associated with the appointed lead and backup counsel. The undersigned has the authority to execute this document on behalf of Askeladden LLC.

Date: October 21, 2014



Name: Sean Reilly

Title: General Counsel
Askeladden LLC

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. §§ 42.6(e)(4) and 42.105, the undersigned certifies that on this date, a true and correct copy of this Power of Attorney was served via Express Mail on the Patent Owner at the correspondence address of record for U.S. Patent No. 8,540,152.

PATENTS ON DEMAND, P.A.-General
4581 Weston Road
Suite 345
Weston, FL 33331

Dated: October 23, 2014

/Frank A. DeLucia /
Attorney for Petitioner
Registration No. 42,476