

Filed on Behalf of Black Hills Media, LLC
By: N. Andrew Crain (andrew.crain@thomashorstemeyer.com)
THOMAS | HORSTEMEYER, LLP
400 Interstate North Parkway, SE
Suite 1500
Atlanta, Georgia 30339
Tel: (770) 933-9500
Fax: (770) 951-0933

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

LG ELECTRONICS, INC., LG ELECTRONICS U.S.A., INC., and LG
ELECTRONICS MOBILECOMM U.S.A., INC.

Petitioners

v.

BLACK HILLS MEDIA, LLC
Patent Owner

Case IPR2015-00335
Patent No. 6,108,686

POWER OF ATTORNEY

Pursuant to 37 C.F.R. 42.10(b), Patent Owner, 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 Petition 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, LLP 400 Interstate North Parkway Suite 1500 Atlanta, Georgia 30339 Tel: (770) 933-9500 Fax: (770) 951-0933 Andrew.crain@thomashorstemeyer.com</p>	<p>Robert D. Gravois USPTO Reg. No. 67,224 Thomas Horstemeyer, LLP 400 Interstate North Parkway Suite 1500 Atlanta, Georgia 30339 Tel: (770) 933-9500 Fax: (770) 951-0933 Robert.gravois@thomashorstemeyer.com</p> <p>Kenneth A. Knox USPTO Reg. No. 71,306 Thomas Horstemeyer, LLP 400 Interstate North Parkway Suite 1500 Atlanta, Georgia 30339 Tel: (770) 933-9500 Fax: (770) 951-0933 Kenny.knox@thomashorstemeyer.com</p>

	Christopher J. Horgan USPTO Reg. No. 40,394 Concert Technology Corporation 5400 Trinity Road, Suite 303 Raleigh, NC 27607 chris.horgan@concerttechnology.com
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The undersigned is authorized to sign this Power of Attorney on behalf of
Patent Owner, BLACK HILLS MEDIA, LLC.

Date: 12/22/2014



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 December 23, 2014, and that this document was filed through the Patent Review Processing System and served electronically via email.

Doris Johnson Hines (Dori.hines@finnegan.com)
Jonathan R.K. Stroud (Jonathan.stroud@finnegan.com)
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP
901 New York Avenue, NW
Washington, DC 20001-4413

Respectfully submitted,
Thomas | Horstemeyer LLP

/ N. Andrew Crain/

N. Andrew Crain
Lead Counsel
Attorney for Patent Owner
Registration No. 45,442

December 23, 2014
Date