

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.

CONTENTGUARD HOLDINGS INC.  
Patent Owner

Cases CBM2015-00041, CBM2015-00042, CBM2015-00046, IPR2015-00351, IPR2015-00352, IPR2015-00353, IPR2015-00354, IPR2015-00355, IPR2015-00356, IPR2015-00357, IPR2015-00358, IPR2015-00399, IPR2015-00400, IPR2015-00440, IPR2015-00441, IPR2015-00442, IPR2015-00443, IPR2015-00444, IPR2015-00445, IPR2015-00446, IPR2015-00447, IPR2015-00448, IPR2015-00449, IPR2015-00450, IPR2015-00451, IPR2015-00452, IPR2015-00453, IPR2015-00454, IPR2015-00455, IPR2015-00456, IPR2015-00457, IPR2015-00458.

Patent Nos. 6,963,859; 7,523,072; 8,370,956; 8,393,007; 7,269,576; 7,225,160; 7,774,280; 8,001,053; and 8,583,556

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**CONTENTGUARD HOLDINGS INC.'S  
POWER OF ATTORNEY  
PURSUANT TO 37 C.F.R. §42.10(b)**

***Mail Stop "PATENT BOARD"***  
Patent Trial and Appeal Board  
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P.O. Box 1450  
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, ContentGuard Holdings, Inc., having a principal place of business at 6900 N. Dallas Parkway, Suite 850, Plano, Texas, 75024, hereby appoints practitioners associated with McKool Smith, P.C., Customer Number 127134, as its attorneys to transact all business in the United States Patent and Trademark Office associated with the above-captioned *Inter Partes* an Covered Business Method reviews of U.S. Patent No. 6,963,859; 7,523,072; 8,370,956; 8,393,007; 7,269,576; 7,225,160; 7,774,280; 8,001,053; and 8,583,556. These attorneys include at least:

**Lead Counsel** Robert A. Cote, Reg. No. 34,570  
rcote@mckoolsmith.com  
MCKOOL SMITH, P.C.  
One Bryant Park, 47<sup>th</sup> Floor  
New York, NY 10036  
Tel.: 212-402-9400  
Fax: 212-402-9444

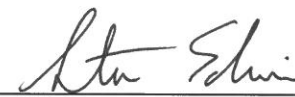
Patent Owner also appoints as back-up counsel the following attorneys:

**Back-up Counsel** Dirk D. Thomas, Reg. No. 32,600  
dthomas@mckoolsmith.com  
MCKOOL SMITH, P.C.  
1999 K Street, N.W., Suite 600  
Washington, D.C. 20006  
Tel.: 202-370-8300  
Fax.: 202-370-8344

**Back-up Counsel** Robert Auchter, Reg. No. 38,069  
rauchter@mckoolsmith.com  
MCKOOL SMITH, P.C.  
1999 K Street, N.W., Suite 600  
Washington, D.C. 20006  
Tel.: 202-370-8300  
Fax.: 202-370-8344

**Back-up Counsel** Pierre Hubert, Reg. No. 45,826  
phubert@mckoolsmith.com  
MCKOOL SMITH, P.C.  
300 W. 6th Street, Suite 1700  
Austin, TX 78701  
Tel.: 512-692-8700  
Fax.: 512-692-8744

FOR: ContentGuard Holdings Inc.

SIGNATURE: 

BY: Mr. Steve Ednie

TITLE: Secretary

DATE: 12/29/2014

**CERTIFICATE OF SERVICE (37 C.F.R. § 42.6(e))**

Pursuant to 37 C.F.R. §§ 42.6(e) the undersigned certifies that, on the 31st day of December, 2014, a complete and entire copy of this Patent Owner's Power of Attorney was provided to the Petitioner by electronic mail to the following attorneys of record for the Petitioner:

Jeffrey P. Kushan  
jkushan@sidley.com  
Michael Franzinger  
mfranzinger@sidley.com  
Sidley Austin LLP  
1501 K Street, N.W.  
Washington, DC 20005

/s/ Robert A. Cote  
Robert A. Cote  
Registration No. 34,570  
Lead Counsel for Patent Owner