UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MERCEDES-BENZ USA, LLC and MERCEDES-BENZ U.S. INTERNATIONAL, INC. *Petitioners*,

v. INNOVATIVE DISPLAY TECHNOLOGIES LLC, Patent Owner

Inter Partes Review of U.S. Patent No. 7,384,177 IPR Case No. IPR2015-00359

PETITIONER POWER OF ATTORNEY

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Pursuant to 37 C.F.R. § 42.10(b), Petitioners Mercedes-Benz USA, LLC and Mercedes-Benz U.S. International, Inc. hereby appoint the following practitioner from Shearman & Sterling LLP to prosecute the aforementioned proceedings, and to transact all business in the United States Patent and Trademark Office concerned therewith, including the appointment of lead and backup counsel:

> Scott W. Doyle (Reg. No. 39176) Shearman & Sterling LLP 801 Pennsylvania Ave., NW Washington, DC 20004 202-508-8170 (telephone) Scott.Doyle@Shearman.com

The individuals signing below have the authority to execute this document on behalf of Petitioners Mercedes-Benz USA, LLC and Mercedes-Benz U.S.

International, Inc.

Dated: January 29, 2015

Mercedes-Benz US. By: Name: Anthony ounsel Title:

Mercedes-Benz U.S. International, Inc. By: Name: Kichard lementz Title: Associate Several Coursel

Dated: January <u>27</u>, 2015

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CERTIFICATE OF SERVICE

The undersigned hereby certifies that on March 6, 2015, the foregoing

PETITIONER POWER OF ATTORNEY was served via electronic mail upon

counsel for the Patent Owner:

Justin B. Kimble Jeffrey R. Bragalone Bragalone Conroy PC 2200 Ross Avenue Suite 4500 – West Dallas, TX 75201 jkimble@bcpc-law.com jbragalone@bcpc-law.com

Dated March 6, 2015

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