

Filed on behalf of Innovative Display Technologies LLC
By: Justin B. Kimble (jkimble@bcpc-law.com)
Jeffrey R. Bragalone (jbragalone@bcpc-law.com)
Bragalone Conroy P.C.
2200 Ross Ave.
Suite 4500 - West
Dallas, TX 75201
Tel: 214.785.6670
Fax: 214.786.6680

UNITED STATES PATENT AND TRADEMARK
OFFICE

BEFORE THE PATENT TRIAL AND APPEAL

BOARD MERCEDES-BENZ USA, LLC

Petitioner

v.

INNOVATIVE DISPLAY TECHNOLOGIES LLC

Patent Owner

Case IPR2015-00360
U.S. Patent No. 7,300,194

PATENT OWNER'S UPDATED POWER OF ATTORNEY

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U.S. Patent & Trademark Office
P.O. Box 1450

Case IPR20 15-00360
Patent 7,300, 194

Pursuant to 37 CFR § 42.10(b), Patent Owner Innovative Display Technologies LLC (“IDT”) hereby appoints the following practitioners at Bragalone Conroy P.C., 2200 Ross Ave., Suite 4500 West, Dallas, TX 75201, as its attorneys to transact all business in the United States Patent and Trademark Office associated with IPR2014-01092; IPR2014-01094; IPR2014-01095; IPR2014-01096; IPR2014-01097; IPR2014-01357; IPR2014-01362; IPR2015-00359; IPR2015-00360; IPR2015-00361; IPR2015-00363; IPR2015-00366; IPR2015-00368; IPR2015-00487; IPR2015-00489; IPR2015-00490; IPR2015-00493; IPR2015-00495; IPR2015-00496; and IPR2015-00497.

Justin B. Kimble (Reg. No. 58,591)

Phone – 214.785.6673

Jeffrey R. Bragalone (*pro hac vice* filed / to be filed)

Phone – 214.785.6671

Terry A. Saad (Reg. No. 62,492)

Phone – 214.785.6685

Nicholas C. Kliwer (Reg. No. 72,480)

Phone – 214.785.6686

T William Kennedy (*pro hac vice* to be filed)

Phone – 214.785.6674

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The individual signing below has the authority to execute this document on behalf of Patent

Owner, IDT.

By:  _____

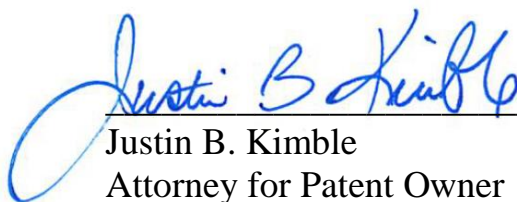
Name: Marvin Key _____

Date: February 10, 2015 _____

Title: CEO _____

CERTIFICATE OF SERVICE

The undersigned hereby certifies that document has been served via electronic mail on March 13, 2015, to Petitioner at following email addresses pursuant to its Updated Mandatory Notice – Substitution of Counsel: Scott.Doyle@Shearman.com and Jonathan.DeFosse@Shearman.com.



Justin B. Kimble
Attorney for Patent Owner
Registration No. 58,591
Bragalone Conroy P.C.
2200 Ross Ave.
Suite 4500 – West
Dallas, TX 75201