

**UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE PATENT TRIAL AND APPEAL BOARD**

SONY COMPUTER ENTERTAINMENT )		
AMERICA LLC, )		
	)	
Petitioner, )		CASE: IPR2015-00396
	)	
v. )		U.S. PATENT NO. 7,218,313
	)	
APLIX IP HOLDINGS CORPORATION, )		
	)	
Patent Owner. )		

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

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Petitioner, Sony Computer Entertainment America LLC, hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review:

Lead Counsel	Back-Up Counsel
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Power of Attorney in an *Inter Partes* Review  
Petitioner Sony Computer Entertainment America LLC

The individual signing below has the authority to execute this document on behalf  
of Petitioner Sony Computer Entertainment America LLC.

**Petitioner Sony Computer Entertainment America LLC**

By: 

Name: Michael Edelman

Title: Senior Director

Date: 12/22/14