

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.

E-WATCH, INC. and E-WATCH CORPORATION  
Patent Owner.

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Case IPR2015-00411  
Patent 7,365,871

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**POWER OF ATTORNEY UNDER 37 C.F.R. § 42.10(b)**

Mail Stop **Patent Board**  
Patent Trial and Appeal Board  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Petitioner Apple Inc. hereby appoints Brian Buroker (Reg. No. 39,125) as lead counsel and Blair Silver (Reg. No. 68,003) as back-up counsel, both of Gibson Dunn & Crutcher LLP, to represent real party-in-interest Apple Inc., in the above captioned *inter partes* review proceeding concerning U.S. Patent No. 7,365,871 before the Patent and Trial Appeal Board in the United States Patent and Trademark Office, and to transact all business connected therewith.

Lead Counsel	Back-up Counsel
Brian Buroker (Reg. No. 39,125)  Gibson, Dunn & Crutcher LLP  1050 Connecticut Avenue, N.W.  Washington, D.C. 20036-5306  202.955.8541  <a href="mailto:bburoker@gibsondunn.com">bburoker@gibsondunn.com</a>	Blair Silver (Reg. No. 68,003)  Gibson, Dunn & Crutcher LLP  1050 Connecticut Avenue, N.W.  Washington, D.C. 20036-5306  Tel: 202.955.8690  <a href="mailto:bsilver@gibsondunn.com">bsilver@gibsondunn.com</a>

The undersigned is authorized to sign this Power of Attorney on behalf of real party-in-interest Apple, Inc.

Dated: February 3, 2015

Apple Inc.

By: 

Noreen Krall  
Vice President, Chief Litigation Counsel

## CERTIFICATE OF SERVICE

The undersigned certifies that service pursuant to 37 C.F.R. § 42.6(e) of a copy of this Power of Attorney was made by electronic mail on March 16, 2015 on the counsel of record of the Patent Owner:

Robert C. Curfiss, bob@curfiss.com

David Simmons, dsimmons1@sbcglobal.net

DATED: March 16, 2015

Respectfully submitted,

By: /Douglas H. Pearson/

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*Attorney for Petitioner Apple, Inc.*