

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE, INC.,
Petitioner,

v.

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

Case IPR2015-00414
Patent 7,643,168

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. 7,643,168 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)	Blair Silver (Reg. No. 68,003)
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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

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DATED: March 16, 2015

Respectfully submitted,

By: /Douglas H. Pearson/

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Attorney for Petitioner Apple, Inc.