

BEFORE THE PATENT TRIAL AND APPEAL BOARD

---

ServiceNow, Inc.  
Petitioner

v.

Hewlett-Packard Company  
Patent Owner

---

Case No. IPR2015-00523  
U.S. Patent No. 6,321,229

---

**PETITIONER'S POWER OF ATTORNEY  
APPOINTING ADDITIONAL BACK-UP COUNSEL**

Phillip E. Morton (Reg. No. 57,835)  
Cooley LLP  
1299 Pennsylvania Avenue NW, Suite 700  
Washington D.C. 20004  
T: 703-456-8668  
F: 703-456-8100  
Email: pmorton@cooley.com

The individual signing below has the authority to execute this document on behalf of Petitioner ServiceNow, Inc.

DATED: March 24, 2015

SERVICENOW, INC.

BY: \_\_\_\_\_

  
Matthew Kelly  
Counsel

115060167 v1

## CERTIFICATE OF SERVICE

I hereby certify, pursuant to 37 C.F.R. Sections 42.6, that a complete copy of the attached **PETITIONER'S POWER OF ATTORNEY APPOINTING ADDITIONAL BACK-UP COUNSEL** and related documents, are being electronically served on the 31st day of March, 2015, the same day as the filing of the above-identified document in the United States Patent and Trademark Office/Patent Trial and Appeal Board, upon the Patent Owner by serving the correspondence address of record with the USPTO as follows:

David L. Cavanaugh  
Wilmer Cutler Pickering Hale and Dorr LLP  
1875 Pennsylvania Avenue NW  
Washington D.C. 20006  
David.Cavanaugh@wilmerhale.com  
WHIPDocketStaff@wilmerhale.com

Owen Allen  
Wilmer Cutler Pickering Hale and Dorr LLP  
950 Page Mill Road  
Palo Alto, CA 94304  
Owen.Allen@wilmerhale.com  
WHIPDocketStaff@wilmerhale.com

DATED: March 31, 2015.

COOLEY LLP  
ATTN: Heidi L. Keefe  
Patent Docketing  
1299 Pennsylvania Ave. NW, Suite 700  
Washington, D.C. 20004  
Tel: (650) 843-5001  
Fax: (650) 849-7400

/ Heidi L. Keefe /  
Heidi L. Keefe  
Reg. No. 40,673

114889971 v1