

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

SONY COMPUTER ENTERTAINMENT)
AMERICA LLC,)
)
Petitioner,)
)
v.)
)
APLIX IP HOLDINGS CORPORATION,)
)
Patent Owner.)

CASE: IPR2015-00533

U.S. PATENT NO. 7,218,313

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

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: 1/7/15 _____