

UNITED STATES PATENT AND TRADEMARK OFFICE

---

BEFORE THE PATENT TRIAL AND APPEAL BOARD

---

Samsung Electronics Co., Ltd,  
Samsung Electronics America, Inc.  
Petitioners

v.

Affinity Labs of Texas, LLC  
Patent Owner

---

Not yet Assigned  
Patent Number 8,532,641

PETITIONERS' POWER OF ATTORNEY AND  
DESIGNATION OF LEAD AND BACKUP COUNSEL

Pursuant to C.F.R. § 42.10(b), Petitioners, Samsung Telecommunications America, LLC, Samsung Electronics America, Inc., Samsung Electronics Co., Ltd., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with *inter partes* reviews of the above-captioned patent, and designates its lead and backup counsel as follows:

<p>LEAD COUNSEL</p> <p>J. Steven Baughman Reg. No. 47,414 <b>ROPES &amp; GRAY LLP</b> One Metro Center 700 12<sup>th</sup> Street – Suite 900 Washington, DC 20005-3948 P: 202-508-4606 F: 202-383-8371 steven.baughman@ropesgray.com</p> <p>Mailing address for all PTAB correspondence:</p> <p><b>ROPES &amp; GRAY LLP</b> IPRM – Floor 43 Prudential Tower 800 Boylston Street Boston, Massachusetts 02199-3600</p>	<p>BACK-UP COUNSEL</p> <p>Gabrielle E. Higgins Reg. No. 38,916 <b>ROPES &amp; GRAY LLP</b> 1900 University Avenue – 6<sup>th</sup> Floor East Palo Alto, California 94303-2284 P: 650-617-4000 F: 650-617-4090 gabrielle.higgins@ropesgray.com</p> <p>Mailing address for all PTAB correspondence:</p> <p><b>ROPES &amp; GRAY LLP</b> IPRM – Floor 43 Prudential Tower 800 Boylston Street Boston, Massachusetts 02199-3600</p>
--	---

The Petitioners also hereby appoint the Practitioners associated with USPTO

Customer No. 28120.

The individual signing below has the authority to execute this document on behalf of

Samsung Electronics Co. Ltd. and Samsung Electronics America, Inc.

Signature:  /Michelle Yang/ Date:  February 26, 2015

Name: Michelle Yang, Esq.

Title: Director, Intellectual Property representing SAMSUNG  
ELECTRONICS CO. LTD. AND SAMSUNG ELECTRONICS  
AMERICA, INC.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

United States Patent No.: 8,532,641	§	Attorney Docket No.:
Inventors: Russell W. White,	§	110797-0004-658
Kevin R. Imes	§	Customer No. 28120
Formerly Application No.: 13/673,391	§	Petitioners:
Issue Date: Sept. 10, 2013	§	Samsung Electronics Co., Ltd.;
Filing Date: Nov. 9, 2012	§	Samsung Electronics America, Inc.
Priority Date: March 28, 2000	§	
	§	
Former Group Art Unit: 2646	§	
Former Examiner: Erika Washington	§	
	§	
	§	

For: SYSTEM AND METHOD FOR MANAGING MEDIA

MAIL STOP PATENT BOARD  
Patent Trial and Appeal Board  
United States Patent and Trademark Office  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

**CERTIFICATE OF SERVICE**

It is certified that a copy of Petitioners' Power of Attorney and Designation of Lead and Backup Counsel, was served on February 27, 2015 by causing the aforementioned document to be deposited in the United States Postal Service as Express Mail postage (EF 070 058 206 US) pre-paid in an envelope addressed to:

TROP, PRUNER & HU, P.C.  
Samuel Epstein  
John Garza  
Dan Hu  
Fred Pruner  
Edwin Richards

Mark Rozman  
Timothy Trop  
1616 S. VOSS ROAD, SUITE 750  
HOUSTON TX 77057-2631  
*Attorneys for Patent Owner Affinity Labs of Texas, LLC*

By: /s/ Kathryn N. Hong  
Kathryn N. Hong  
**ROPES & GRAY LLP**

Mailing address for all PTAB correspondence:  
**ROPES & GRAY LLP**  
IPRM – Floor 43  
Prudential Tower  
800 Boylston Street  
Boston, MA 02199-3600  
*Attorneys for Petitioners*  
*Samsung Electronics Co., Ltd.,*  
*Samsung Electronics America, Inc.*