

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 ROPES & GRAY LLP One Metro Center 700 12th 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>ROPES & GRAY LLP 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 ROPES & GRAY LLP 1900 University Avenue – 6th 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>ROPES & GRAY LLP IPRM – Floor 43 Prudential Tower 800 Boylston Street Boston, Massachusetts 02199-3600</p>
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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,	§	110797-0004-659
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 070 058 395 US) pre-paid in an envelope addressed to:

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