Filed on behalf of Innovative Display Technologies LLC

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UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

TOYOTA MOTOR CORPORATION Petitioner

v.
INNOVATIVE DISPLAY TECHNOLOGIES LLC
Patent Owner

Case IPR2015-00843 U.S. Patent No. 7,300,194

POWER OF ATTORNEY

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Pursuant to 37 CFR § 42.10(b), Patent Owner Innovative Display Technologies LLC ("IDT") hereby appoints the following practitioners at Bragalone Conroy P.C., 2200 Ross Ave., Suite 4500 West, Dallas, TX 75201, as its attorneys to transact all business in the United States Patent and Trademark Office associated with IPR2015-00831; IPR2015-00832; IPR2015-00834; IPR2015-00843; IPR2015-00843; IPR2015-00855; IPR2015-00857; and IPR2015-00897.

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

Owner, IDT.

By: ____

Name: Marvin E Key

Date: March 24, 2015

Title: CEO

CERTIFICATE OF SERVICE

The undersigned hereby certifies that document has been served via electronic mail on March 25, 2015, to Petitioner at following email address pursuant to its consent in its Petition at p. 5: Toyota-IDT-IPR@finnegan.com.

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