

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BMW OF NORTH AMERICA, LLC and
BMW MANUFACTURING CO., LLC,

Petitioners,

v.

INNOVATIVE DISPLAY TECHNOLOGIES LLC,

Patent Owner.

Inter Partes Review of U.S. Patent No. 6,886,956
Case No.: *To Be Assigned*

POWER OF ATTORNEY PURSUANT TO 37 C.F.R. §42.10(b)

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March 24, 2015

PETITIONER POWER OF ATTORNEY

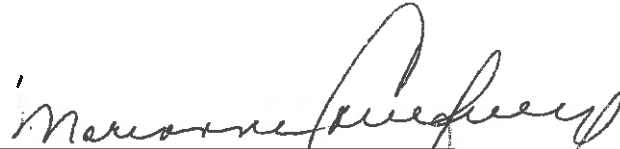
Petitioners, BMW of North America, LLC and BMW Manufacturing Co., LLC hereby appoint the practitioners associated with Crowell & Moring LLP, Customer Number 23911, including the following lead and backup counsel:

Lead Counsel: Jeffrey D. Sanok (Reg. No. 32,169)

Backup Counsel: Jonathan M. Lindsay (Reg. No. 45,810)

as its attorneys to transact all business in the United States Patent & Trademark Office associated with *inter partes* reviews of U.S. Patent No. 6,508,563 and U.S. Patent No. 6,886,956. Please recognize the correspondence address (including any electronic mail address) for the above-identified *inter partes* reviews to be the following address associated with the appointed lead and backup counsel:

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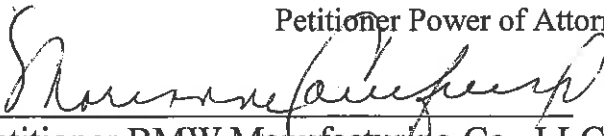
By: 
Petitioner BMW of North America, LLC

Name: MARIANNE CAULFIELD

Title: CORPORATE COUNSEL

Date: 3/24/15

Inter Partes Review
Petitioner Power of Attorney

By: 
Petitioner BMW Manufacturing Co., LLC

Name: MARIANNE CAULFIELD

Title: CORPORATE COUNSEL

Date: 3/24/15