

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.

---

Case IPR2015-00934

Patent 6,886,956

---

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

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, Innovative Display Technologies, LLC hereby appoints George W. Webb III of AHMAD, ZAVITSANOS, ANAIPAKOS, ALAVI & MENSING P.C. as its attorneys to transact all business in the United States Patent & Trademark Office and Patent Trial and Appeal Board associated with the above captioned *inter partes* review:

George W. Webb III, Lead Counsel  
Reg. No. 60,797  
E-mail: gwebb@azalaw.com

AHMAD, ZAVITSANOS, ANAIPAKOS, ALAVI  
& MENSING P.C.  
1221 McKinney, Suite 3460  
Houston, TX 77010  
Tel: (713) 655-1101  
Facsimile: (713) 655-0062

I am authorized to sign this document on behalf of the Patent Owner,  
Innovative Display Technologies LLC.

FOR: Innovative Display Technologies LLC

SIGNATURE:



BY:

Marvin E Key

TITLE:

CEO

DATE:

April 8, 2015

**CERTIFICATE OF SERVICE**

I hereby certify that Innovative Display Technologies LLC's Power of Attorney Pursuant to 37 C.F.R. 42.10(b) was served on this Friday, April 10, 2015 by electronic mail to the following:

Lead Counsel	Back-up Counsel
Jeffrey D. Sanok Reg. No. 32169 CROWELL & MORING LLP 1001 Pennsylvania Avenue NW Washington, DC 20004-2595 Tel.: (202) 624-2500 Fax.: (202) 628-5116 jsanok@crowell.com	Jonathan M. Lindsay Reg. No. 45810 CROWELL & MORING LLP 1001 Pennsylvania Avenue NW Washington, DC 20004-2595 Tel.: (949) 263-8400 Fax.: (949) 263-8414 jlindsay@crowell.com

Dated: April 10, 2015

By: /s/ George W. Webb III  
George W. Webb III  
Reg. No. 60,737  
Attorney for Patent Owner  
Innovative Display Technologies LLC

AHMAD, ZAVITSANOS, ANAIPAKOS,  
ALAVI & MENSING, P.C.  
1221 McKinney Street, Suite 3460  
Houston, TX 77010  
Telephone: 713-655-1101