

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent of: Steven Krampf, et al.  
U.S. Patent No.: 8,090,309 Attorney Docket No.: 39521-0016IP1  
Issue Date: January 3, 2012  
Appl. Serial No.: 11/967,692  
Filing Date: December 31, 2007  
Title: ENTERTAINMENT SYSTEM WITH UNIFIED CONTENT  
SELECTION

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**PETITIONER'S POWER OF ATTORNEY IN A POST GRANT PROCEEDINGS  
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Petitioner, Apple Inc., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with any *inter partes* review, covered business method review, post grant review, or other review proceedings before the Patent Trial and Appeal Board of the above-captioned patent:

W. Karl Renner, Reg. No. 41,265  
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and all practitioners associated with PTO Customer Number 26171.

I have the authority to execute this document on behalf of Apple Inc.

**Apple Inc.**

By: 

Name: Noreen Krall

Title: Vice President, Chief Litigation Counsel

Date: June 15, 2015