

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent of Conley:

U.S. Patent No. 7,818,490 B2

Issued: October 19, 2010

Title: PARTIAL BLOCK DATA
PROGRAMMING AND
READING OPERATIONS IN A
NON-VOLATILE MEMORY

Petitioner's Power of Attorney

Attorney Docket No.: 337722-
80.490

Customer No.: 26379

Petitioner: Apple Inc.

PETITIONER'S POWER OF ATTORNEY PURSUANT TO 37 CFR 42.10(b)
FOR PETITION FOR *INTER PARTES* REVIEW

Mail Stop Patent Board
Patent Trial and Appeal Board
P.O. Box 1450
Alexandria, VA 22313-1450

Petitioner Apple Inc. hereby appoints the Practitioner(s) associated with Customer Number 26379 as its attorney(s) to prosecute and to transact all business in the Patent Trial & Appeal Board of the United States Patent and Trademark Office connected with the above-identified petition for *Inter Partes* Review.

Please direct all communication regarding this Petition to the following email address: Apple-Longitude-IPR@dlapiper.com.

<u>Lead Counsel</u> Brent K. Yamashita DLA PIPER LLP (US) 2000 University Avenue East Palo Alto, CA 94303 Phone: (650) 833-2348 Fax: (650) 687-1206 brent.yamashita@dlapiper.com USPTO Customer No. 26379 USPTO Reg. No. 53,808	<u>Back-up Counsel</u> Edward H. Sikorski DLA PIPER LLP (US) 401 B Street, Suite 1700 San Diego, CA 92101 Phone: (619) 699-2645 Fax: (619) 764-6645 ed.sikorski@dlapiper.com USPTO Customer No. 26379 USPTO Reg. No. 39,478
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The undersigned is authorized to sign this Power of Attorney on behalf of
the Petitioner Apple Inc.

By: 
For Petitioner Apple Inc.

Name: Noreen Krall

Title: Vice President, Chief Litigation Counsel

Date: 9/3/2015