

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner

v.

LONGITUDE FLASH MEMORY SYSTEMS S.A.R.L.,
Patent Owner

Case IPR2015-01950
Patent No. 7,818,490

**PATENT OWNER LONGITUDE FLASH MEMORY SYSTEMS S.A.R.L.
AND EXCLUSIVE LICENSEE LONGITUDE LICENSING LTD.'S
POWER OF ATTORNEY**

Patent Owner LONGITUDE FLASH MEMORY SYSTEMS S.A.R.L. and Exclusive Licensee LONGITUDE LICENSING LTD. hereby appoint the following practitioners as their attorneys for *Inter Partes* Reviews IPR2015-01908, IPR2015-01909, IPR2015-01910, IPR2015-01911, IPR2015-01924, IPR2015-01925, IPR2015-01930, IPR2015-01931, IPR2015-01933, IPR2015-01934, IPR2015-01942, IPR2015-01943, IPR2015-01945, IPR2015-01949, and IPR2015-01950, and to transact all business in the United States Patent and Trademark Office connected therewith.

Lead Counsel:

Walter D. Davis, Jr. (Reg. No. 45,137)
Davidson Berquist Jackson & Gowdey L.L.P.
8300 Greensboro Drive, Suite 500
McLean, VA 22102
Telephone: 571-765-7700
Fax: 571-765-7200
Email: wdavis@dbjg.com

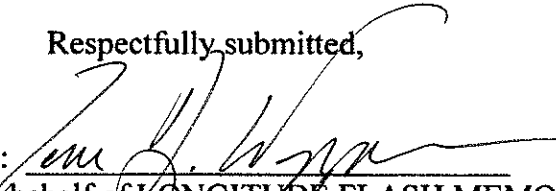
Backup Counsel:


Wayne M. Helge (Reg. No. 56,905)
James T. Wilson (Reg. No. 41,439)
Davidson Berquist Jackson & Gowdey L.L.P.
8300 Greensboro Drive, Suite 500
McLean, VA 22102
Telephone: 571-765-7700
Fax: 571-765-7200
Email: whelge@dbjg.com
Email: jwilson@dbjg.com

The individual(s) signing below have the authority to execute this document
on behalf of Patent Owner, LONGITUDE FLASH MEMORY SYSTEMS
S.A.R.L., and Exclusive Licensee, LONGITUDE LICENSING LTD.

Dated: October 5, 2015

Respectfully submitted,

By: 
On behalf of LONGITUDE FLASH MEMORY
SYSTEMS S.A.R.L.,
Position: Manager A

By: 
On behalf of LONGITUDE LICENSING LTD.
Position: Chief Licensing Officer

CERTIFICATE OF SERVICE

I hereby certify that on October 8, 2015, a true and correct copy of the foregoing document was served on Petitioner by serving the correspondence email addresses of record as follows:

Brent Yamashita (Reg. No. 53,808)
Edward Sikorski (Reg. No. 39,478)
Kevin Hamilton (Reg. No. 67,593)
DLA Piper LLP (US)
2000 University Avenue
East Palo Alto, CA 94303
(650) 833-2348 (phone)
(650) 687-1206 (fax)
Apple-Longitude-IPR@dlapiper.com

By: /s/ Walter D. Davis, Jr.
Walter D. Davis, Jr.
Counsel for Patent Owner