

*Inter Partes* Review of U.S. Patent No. 7,104,347  
Petitioner Power of Attorney

Filed on behalf of Petitioners

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UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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HYUNDAI MOTOR AMERICA, INC., HYUNDAI MOTOR COMPANY,  
KIA MOTORS CORPORATION & KIA MOTORS AMERICA, INC.  
Petitioners

v.

PAICE LLC & THE ABELL FOUNDATION, INC.  
Patent Owner

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Case: To Be Assigned  
U.S. Patent No. 7,104,347

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**POWER OF ATTORNEY**

*Inter Partes* Review of U.S. Patent No. 7,104,347  
Petitioner Power of Attorney

Pursuant to 37 C.F.R. § 42.10(b), Petitioner Kia Motors Corporation hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with an *inter partes* review of U.S. Patent No. 7,104,347:

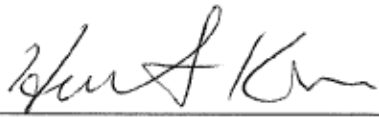
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and all other practitioners associated with **Customer Number 83559**.

Please address all correspondence and service to the address of all counsel above. Petitioner consents to electronic email service at the email addresses provided above.

The individual signing below has the authority to execute this document on behalf of Kia Motors Corporation.

Dated: Nov. 24, 2015

By:   
Hoeil Kim  
General Manager  
Kia Motors Corporation

**CERTIFICATION OF SERVICE (37 C.F.R. §§ 42.6(e), 42.105(a))**

The undersigned hereby certifies that the above-captioned “POWER OF ATTORNEY” was served in its entirety on December 2, 2015, upon the following parties via FedEx:

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Date: December 2, 2015

Respectfully submitted,

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