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MICROSOFT CORPORATION,  
Petitioner

v.

BRADIUM TECHNOLOGIES LLC,  
Patent Owner

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CASE: To Be Assigned  
Patent No. 7,908,343 B2

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**POWER OF ATTORNEY**

Pursuant to 37 C.F.R. 42.10(b), Petitioner, Microsoft Corporation, hereby appoints the following lead and back-up counsel to transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office in connection with an *Inter Partes* Review of U.S. Patent No. 7,908,343 B2 entitled “Optimized Image Delivery over Limited Bandwidth Communication Channels,” which, based on information and belief, is currently assigned to Bradium Technologies LLC.

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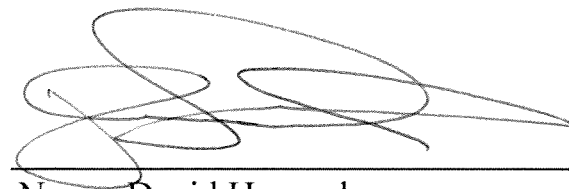
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The undersigned is authorized to sign this Power of Attorney on behalf of the Petitioner.

Date: June 4, 2015



Name: David Howard

Title: Vice President and Deputy General Counsel  
Microsoft Corporation