

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT AND TRIAL APPEAL BOARD

FORD MOTOR COMPANY,

v.

VERSATA DEVELOPMENT GROUP, INC.
Patent Owner

Patent No. 7,464,064
Issued December 9, 2008
Filed April 2, 2007

Inventor: Shawn A.P. Smith

Title: CONFIGURATION MODEL CONSISTENCY CHECKING USING
FLEXIBLE RULE SPACE SUBSETS

Inter Partes Review No. 2016-01019

**POWER OF ATTORNEY FOR PATENT OWNER VERSATA
DEVELOPMENT GROUP, INC.**

In accordance with 37 C.F.R. § 42.10(b), Patent Owner Versata Development Group, Inc., hereby appoints:

<u>Lead Counsel</u> Kent B. Chambers Reg. No. 38,839 Terrile, Cannatti, Chambers & Holland, LLP 11675 Jollyville Road, Suite 100 Austin, TX 78759 kchambers@tcchlaw.com (512) 338-9100	<u>Backup Lead Counsel</u> Sharoon Saleem Reg. No. 63,711 Jones & Spross, PLLC 1605 Lakecliff Hills Ln., Suite 100 Austin, TX 78732-2437 sharoon.saleem@jonesspross.com (713) 446 - 0217
---	---

as its representatives to act on its behalf in the above identified proceeding, with full power to appoint an associate agent, and to transact all business in the United States Patent and Trademark Office in connection therewith.

I have authority to sign this document on behalf of Patent Owner Versata Development Group, Inc.

Signature: /Andrew S. Price/ Date: May 27, 2016

Name: Andrew S. Price

Title: Chief Financial Officer, Versata Development Group, Inc.