

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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APPLE INC.,  
Petitioner

v.

PARTHENON UNIFIED MEMORY ARCHITECTURE LLC  
Patent Owner

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Case IPR No.: IPR2016-01114  
Patent 7,777,753 B2

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**POWER OF ATTORNEY PURSUANT TO 37 C.F.R. § 42.10(b)**

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, Parthenon Unified Memory Architecture LLC hereby appoints the following lead and backup counsel as its attorneys to transact all business in the United States Patent & Trademark Office and Patent Trial and Appeal Board associated with the above captioned *inter partes* review:

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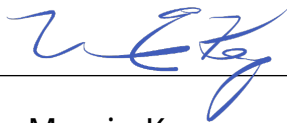
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I am authorized to sign this document on behalf of the Patent Owner,

Parthenon Unified Memory Architecture LLC.

FOR: Parthenon Unified Memory Architecture LLC

SIGNATURE:



NAME:

Marvin Key

TITLE:

CEO

DATE:

January 6, 2017

**CERTIFICATE OF SERVICE**

I hereby certify that Parthenon Unified Memory Architecture LLC's Power of Attorney Pursuant to 37 C.F.R. 42.10(b) was served on this January 9, 2017 by electronic mail to the following:

Lead Counsel for Apple Inc.	Back-up Counsel for Apple Inc.
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Dated: January 9, 2017

By: /s/ Masood Anjom  
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