IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Inter Partes Review of:

Trial Number: To Be Assigned

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Inventor(s): John Christopher Harvey, James

William Cuddihy

Assignee: Personalized Media Communications

Title: Signal Processing Apparatus and Methods Panel: To Be Assigned

Mail Stop *Inter Partes* Review Commissions for Patents P.O. Box 1450 Alexandria, VA 22313-1450

PETITIONER APPLE INC.'S POWER OF ATTORNEY IN AN INTER PARTES REVIEW

Petitioner Apple Inc. hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review:

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The individual signing below has the authority to execute this document on

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The undersigned hereby certifies that a copy of the foregoing Power of Attorney was served on July 29, 2016 to attorneys of record for Patent Owner by electronic transmission:

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