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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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VIZIO, Inc.  
Petitioner

v.

Personalized Media Communications, LLC  
Patent Owner

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*Inter Partes* Review No.: Unassigned

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**PETITIONER VIZIO, INC.'S POWER OF ATTORNEY  
FOR U.S. PATENT NO. 7,752,649**

7,752,649:

Lead Counsel	Back-Up Counsel
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The undersigned is authorized to sign this Power of Attorney on behalf of

VIZIO.

Dated: October 25, 2016

VIZIO, Inc.

By: \_\_\_\_\_

Jerry C. Huang  
Vice President, General Counsel

## CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6(e), the undersigned certifies that it caused to be served a true and correct copy of the foregoing **PETITIONER VIZIO, INC'S POWER OF ATTORNEY FOR U.S. PATENT NO. 7,752,649** by United Parcel Service, on October 26, 2016 on Patent Owner at the correspondence address of record as follows:

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The undersigned further certifies that it caused to be served a true and correct copy of the foregoing **PETITIONER VIZIO INC.'S POWER OF ATTORNEY FOR U.S. PATENT NO. 7,752,649** by United Parcel Service, on October 26, 2016 on attorneys of record in the concurrent litigation matter as follows:

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Respectfully submitted,

By: /s/ Cono A. Carrano  
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