

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

VIZIO, INC.,
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC,
Patent Owner

Case IPR2017-00142
Patent 7,752,649

POWER OF ATTORNEY

Mail Stop "PATENT BOARD"
Patent Trial and Appeal Board
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. § 42.10, Patent Owner Personalized Media Communications, LLC ("PMC") hereby appoints the following practitioners as its attorneys to prosecute the aforementioned proceeding, and to transact all business in the United States Patent and Trademark Office connected therewith:

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Please recognize the correspondence address (including any electronic mail address) for the above identified Inter Partes Review proceeding number to be the address associated with USPTO Customer No. 107284.

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

Date: November 16, 2016



Name: Thomas J. Scott, Jr.

Title: Senior Vice President and General Counsel
of Personalized Media Communications, LLC

CERTIFICATE OF SERVICE

I hereby certify that on the 16th day of November, 2016, a true and correct copy of the aforementioned Power of Attorney was served via e-mail upon Cono A. Carrano and David C. Vondle at AGVIZIO-IPR-PMC@akingump.com.

Respectfully submitted,

Date: <u>November 16, 2016</u>	<u>/Dmitry Kheyfits/</u>	<u>57,244</u>
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