

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD. AND
SAMSUNG ELECTRONICS AMERICA, INC.,
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC,
Patent Owner

IPR Nos.	Patent Nos.
IPR2017-00288	7,747,217
IPR2017-00289	7,752,649
IPR2017-00290	7,752,649
IPR2017-00291	7,752,650
IPR2017-00292	7,856,649
IPR2017-00293	8,675,775
IPR2017-00294	8,711,885
IPR2017-00295	8,711,885

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 proceedings, and to transact all business in the United States Patent and Trademark Office connected therewith:

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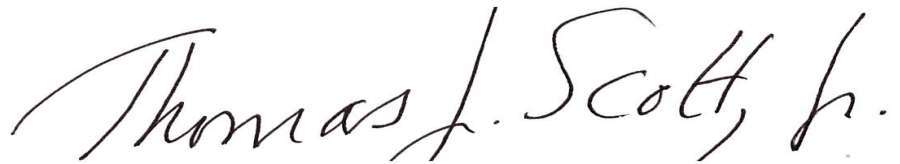
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Please recognize the correspondence address (including any electronic mail address) for the above identified Inter Partes Review proceeding number to be the address associated with USPTO Customer No. 107284.

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

Date: December 9, 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 9th day of December, 2016, a true and correct copy of the aforementioned Power of Attorney was served via e-mail upon W. Karl Renner, Thomas Rozylowicz, and Andrew Patrick at IPR39843-0028IP1@fr.com, IPR39843-0029IP1@fr.com, IPR39843-0029IP2@fr.com, IPR39843-0030IP1@fr.com, IPR39843-0031IP1@fr.com, IPR39843-0032IP1@fr.com, IPR39843-0033IP1@fr.com, IPR39843-0033IP2@fr.com, PTABInbound@fr.com, renner@fr.com, rozylowicz@fr.com, and patrick@fr.com.

Respectfully submitted,

Date: December 9, 2016

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