

**UNITED STATES PATENT AND TRADEMARK OFFICE**

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**BEFORE THE PATENT TRIAL AND APPEAL BOARD**

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**SUBARU OF AMERICA, INC.; MAZDA MOTOR OF AMERICA,  
INC.; VOLVO CARS OF NORTH AMERICA, LLC; MITSUBISHI  
ELECTRIC CORPORATION; MITSUBISHI MOTORS  
CORPORATION; DAIMLER AG; BMW OF NORTH AMERICA, LLC**

**Petitioners**

**v.**

**BLITZSAFE TEXAS, LLC**

**Patent Owner**

**Patent No. 8,155,342**

**Issued: Apr. 10, 2012**

**Filed: Jun. 27, 2006**

**Inventor: Ira Marlowe**

**Title: MULTIMEDIA DEVICE INTEGRATION SYSTEM**

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***Inter Partes* Review No.: IPR2018-00090**

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**POWER OF ATTORNEY**


**PETITIONER POWER OF ATTORNEY**

Pursuant to 37 C.F.R. §42.10(b), the undersigned, representing BMW OF NORTH AMERICA, LLC, hereby grants full power of attorney to the practitioners listed below, and all practitioners associated with customer number 22,852, to transact all business in the United States Patent and Trademark Office associated with the above-captioned *inter partes* review of U.S. Patent No. 8,155,342:

| <b>Backup Counsel</b>  | <b>Backup Counsel</b>  |
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The individual signing below has the authority to execute this document on behalf of Petitioner BMW OF NORTH AMERICA, LLC.

Date: 10/20/17

By:   
For Petitioner BMW of North America, LLC

Name: Mathew Morgenstern

Title: Corporate Counsel