

**UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE PATENT TRIAL AND APPEAL BOARD**

**L'Oréal USA, Inc.**  
Petitioner

v.

**University of Massachusetts**  
Patent Owner

Case IPR2017-\_\_\_\_\_  
Patent No. 6,423,327

**L'ORÉAL USA INC.'S POWER OF ATTORNEY  
PURSUANT TO 37 C.F.R. § 42.10(b)**

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

Pursuant to 37 C.F.R. § 42.10 (b), Petitioner, L'Oreal having a principal place of business at 10 Hudson Yards, New York, New York, 10001, hereby appoints the practitioners of Customer No. 143495 as its attorneys to transact all business in the United States Patent & Trademark Office and Patent Trial and Appeal Board associated with the above-captioned Inter Partes Review of U.S. Patent No. 6,423,327. These attorneys include at least:

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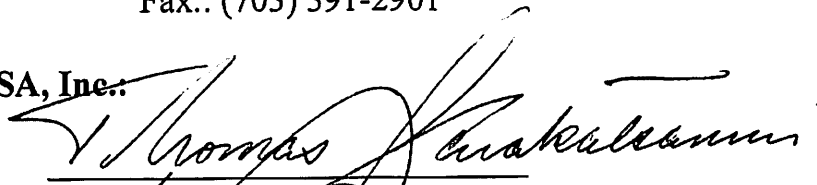
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11/20/2017