UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

PRICELINE.COM LLC AND BOOKING.COM B.V.,
Petitioner

v.

DDR HOLDINGS, LLC,
Patent Owner

Case IPR2019-00438 U.S. Patent 9,639,876

PATENT OWNER POWER OF ATTORNEY

Patent Owner designates Louis J. Hoffman, the attorney of record in the subject patent of the above-captioned proceeding, as its lead counsel in this matter, and hereby provides Power of Attorney to attorney Justin Lesko (Reg. No. 69,643), to transact all business as its back-up counsel in the United States Patent & Trademark Office in connection with the above-captioned proceeding. The undersigned represents that he has the authority to execute this document on behalf of Patent Owner.



DDR HOLDINGS, LLC Patent Owner

By: Cleff

Name: Daniel D. Ross Title: Managing Director Date: January 4, 2019

CERTIFICATE OF SERVICE (37 C.F.R. § 42.6(e)(1))

The undersigned hereby certifies that on January 4, 2019, a complete and correct copy of the foregoing PATENT OWNER POWER OF ATTORNEY was served via electronic mail on the following counsel of record for Petitioner:

Nathan Rees (Reg. No. 63,820) Allan Braxdale (Reg. No. 64,276) R. Ross Viguet (Reg. No. 42,203) Brett C. Govett (Reg. No. 45,492) NORTON ROSE FULBRIGHT US LLP 2200 Ross Avenue Suite 3600 Dallas, Texas 75201-2784

Email: DDR_IPR_Service@nortonrosefulbright.com

/Louis J. Hoffman/
Louis J. Hoffman, Reg. No. 38,918
LOUIS J. HOFFMAN, P.C.
7689 East Paradise Lane, Suite 2
Scottsdale, Arizona 85260
Louis@valuablepatents.com

