

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner,

v.

FIRSTFACE, CO., LTD.
Patent Owner.

Patent No. 9,779,419

PETITIONER'S POWER OF ATTORNEY

UNDER 37 C.F.R. § 42.10(B)

Petitioner APPLE INC. hereby appoints the Practitioner(s) associated with USPTO Customer No. 28120, including the following attorneys, 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. 9,779,419:

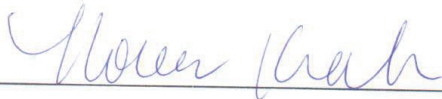
Scott A. McKeown (Lead Counsel) (Reg. No. 42,866)

Victor Cheung (Backup Counsel) (Reg. No. 66,229)

The individual signing below has the authority to execute this document on behalf of Petitioner APPLE INC.

APPLE INC.

By:



Name:

Noreen Krall

Title:

Vice President Litigation, Chief Legal Counsel

Date:

November 2, 2018