

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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PAYPAL, INC.  
UPWORK GLOBAL INC.  
SHOPIFY, INC.  
SHOPIFY (USA), INC.  
STRAVA INC.  
VALASSIS COMMUNICATIONS, INC.  
RETAILMENOT, INC.  
DOLLAR SHAVE CLUB, INC.

Petitioners,

v.

PERSONALWEB TECHNOLOGIES LLC  
LEVEL 3 COMMUNICATIONS, LLC,

Patent Owners.

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IPR2019-01111  
Patent 7,802,310

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**PETITIONERS' POWER OF ATTORNEY**

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U.S. Patent & Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. §42.10(b), Petitioner Dollar Shave Club, Inc., which is a subsidiary of Conopco, Inc., which is a subsidiary of Unilever United States, Inc., which is indirectly a subsidiary of Unilever Plc and Unilever N.V., hereby appoints practitioners of Customer Number 154690 as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review.

These practitioners include at least:

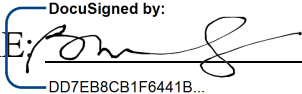
**Lead Counsel:** Brent P. Ray, Reg. No. 54,390

**Address:** KING & SPALDING LLP  
353 N Clark Street, 12th Floor  
Chicago, IL 60654  
(312) 995-6333 (reception)

**Backup Counsel:** Lori A. Gordon, Reg. No. 50,633

**Address:** KING & SPALDING LLP  
1700 Pennsylvania Ave NW  
Washington, D.C. 20006  
(202) 737-0500 (reception)

For Petitioner, Dollar Shave Club, Inc.

SIGNATURE:  \_\_\_\_\_  
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NAME: Brenna Terry \_\_\_\_\_

TITLE: VP, Legal \_\_\_\_\_

DATE: September 16, 2019 \_\_\_\_\_