

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

PAYPAL, INC.
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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.

IPR2019-01111
Patent 7,802,310

PETITIONERS' POWER OF ATTORNEY

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Pursuant to 37 C.F.R. §42.10(b), Petitioner Strava, Inc., 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:

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TITLE: GC

DATE: 9/13/19