

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

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.

IPR2019-01111
Patent 7,802,310

PETITIONERS' POWER OF ATTORNEY

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U.S. Patent & Trademark Office
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Pursuant to 37 C.F.R. §42.10(b), Petitioner Valassis Communications, Inc. which is owned by Harland Clark Holdings, Corp., 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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For Petitioner, Valassis Communications, Inc.

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NAME: Kristin Whitehead

TITLE: VP Senior Corporate Counsel

DATE: 09/16/2019

CERTIFICATE OF SERVICE

The undersigned hereby certifies that the foregoing **PETITIONERS'**
POWER OF ATTORNEY, were served via electronic mail on September __,
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September __, 2019