

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BLOOMREACH, INC.,
Petitioner,

v.

GUADA TECHNOLOGIES LLC
Patent Owner.

Inter Partes Review No. IPR2019-01304

Patent No. 7,231,379

**PETITIONER BLOOMREACH, INC.'S
POWER OF ATTORNEY**

Pursuant to C.F.R. § 42.10(b), Petitioner BloomReach, Inc. hereby appoints practitioners associated with Morgan, Lewis & Bockius LLP, Customer Number 24341, as their attorneys to transact all business in the United States Trademark Office associated with Petitions for *Inter Partes* Reviews of U.S. Patent No. 7,231,379.

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The individuals signing below have the authority to execute this document
on behalf of BloomReach, Inc.

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By: Taylor Browning

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Title: General Counsel

Date: July 8, 2019