

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BloomReach, Inc.,

Petitioner,

v.

Guada Technologies LLC,

Patent Owner.

Case IPR2019-01304

Patent No. 7,231,379

GUADA'S POWER OF ATTORNEY

Dated: September 14, 2019

Isaac Rabicoff

Reg. No. 74,147

RABICOFF LAW LLC

Lead Counsel for Patent Owner

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner hereby appoints the following lead counsel, as its attorneys to transact all business in the United States Patent & Trademark Office associated with a Petition for *Inter Partes* Review of U.S. Patent No. 7,231,379:

Lead Counsel:

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The individual signing below has the authority to execute this document on behalf of Guada Technologies LLC.

By: Tiffany Halfon

Printed Name: Tiffany Halfon

Title: Managing Member

Date: 14 September 2019

CERTIFICATE OF SERVICE

It is hereby certified that on September 14, 2019, a copy of the foregoing document was served via Electronic Mail upon the following:

Dion M. Bregman

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/Isaac Rabicoff/

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