

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

VUDU, INC.,
Petitioner,

v.

UNILOC 2017 LLC,
Patent Owner

Case No.: IPR2020-00677
U.S. Patent No. 8,407,609

POWER OF ATTORNEY

Pursuant to 37 C.F.R. 42.10(b), Petitioner Vudu, Inc. hereby appoints the following lead and back-up counsel to transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office in connection with a Petition for *Inter Partes* Review of U.S. Patent No. 8,407,609 entitled “System and Method for Providing and Tracking the Provision of Audio and Visual Presentations via a Computer Network.”

Lead Counsel	Back-Up Counsel
Alyssa Caridis (Reg. No. 57,545) ORRICK, HERRINGTON & SUTCLIFFE LLP 2050 Main Street, Suite 1100 Irvine, CA 92614-8255 Tel. 949-567-6700 Fax. 949-567-6710 A8CPTABDocket@orrick.com <i>Attorney for Vudu, Inc.</i>	Donald Daybell (Reg. No. 50,877) ORRICK, HERRINGTON & SUTCLIFFE LLP 2050 Main Street Suite 1100 Irvine, CA 92614 Tel. 949-567-6700 Fax. 949-567-6710 D2DPTABDocket@orrick.com <i>Attorney for Vudu, Inc.</i>

The undersigned is authorized to sign this Power of Attorney on behalf of Petitioner Vudu, Inc.

Date: March 02, 2020



Name: Diana Luo
Title: Managing Counsel – IP
Vudu, Inc.