

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner

v.

PARUS HOLDINGS, INC.,
Patent Owner

Case: IPR2020-00686
U.S. Patent No. 7,076,431

**PATENT OWNER'S UPDATED POWER OF ATTORNEY
PURSUANT TO 37 C.F.R. §42.10(b)**

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, Parus Holdings, Inc., hereby appoints the following additional practitioners associated with McKool Smith, P.C., Customer Number **127134**, including the following lead and additional backup counsel, as its attorneys to transact all business in the United States Patent and Trademark Office associated with the above-captioned *Inter Partes* Review of U.S. Patent No. 7,076,431:

Lead Counsel	Additional Back-up Counsel
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The undersigned is authorized to act on behalf of Patent Owner, Parus Holdings, Inc.

Dated: December 7, 2021

Parus Holdings, Inc.

By: /s/ Taj Reneau
Taj Reneau
Chief Executive Officer
Parus Holdings, Inc.

CERTIFICATION OF SERVICE

The undersigned hereby certifies that a copy of this **PATENT OWNER'S
UPDATED POWER OF ATTORNEY PURSUANT TO 37 C.F.R. § 42.10(b)**
has been served on Petitioner via email on the following counsel of record for
Petitioner:

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Dated: December 7, 2021

By: */s/ Michael J. McNamara*
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