

Paper No. _____

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Google LLC

Petitioner

v.

EcoFactor, Inc.

(record) Patent Owner

Patent No. 9,194,597

Inter Partes Review No. Unassigned

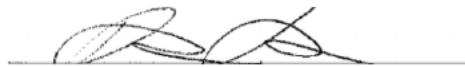
**PETITIONER POWER OF ATTORNEY
GOOGLE LLC**

PETITIONER POWER OF ATTORNEY

Petitioner Google LLC hereby appoints attorneys Matthew A. Smith (Lead Counsel), Andrew S. Baluch (Backup Counsel) and Elizabeth Laughton (Backup Counsel) of Smith Baluch LLP to prosecute the aforementioned proceeding, and to transact all business in the United States Patent and Trademark Office connected therewith, including the appointment or substitution of backup counsel by notice. Please recognize the correspondence address (including any electronic mail address) for Google LLC in the above-identified *inter partes* review proceeding to be the address associated with the attorneys from Smith Baluch LLP listed in petition for *inter partes* review. The individual signing below has the authority to execute this document on behalf of Google LLC.

Date: January 14, 2022

Signed:



Renny Hwang
Director, Litigation
Google LLC