

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

ECOFACTOR, INC.
Patent Owner.

Case IPR2023-00355
U.S. Patent No. 8,596,550

ECOFACTOR, INC.'S POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner EcoFactor, Inc., with a principal place of business at 441 California Avenue, Number 2, Palo Alto, California 94301, hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review:

Lead Counsel	Back-Up Counsel
<p>Philip X. Wang Reg. No. 74,621 Russ August & Kabat 12424 Wilshire Blvd., 12th Fl. Los Angeles, CA 90025 Phone: (310) 826-7474 Fax: (310) 826-6991 pwang@raklaw.com rak_ecofactor@raklaw.com</p>	<p>Jonathan Link (Reg. 41,548) Reza Mirzaie (Reg. No. 69,138) Kristopher Davis (Reg. No. 62,063) Russ August & Kabat 12424 Wilshire Blvd., 12th Fl. Los Angeles, CA 90025 Phone: (310) 826-7474 Fax: (310) 826-6991 jlink@raklaw.com rmirzaie@raklaw.com kdavis@raklaw.com rak_ecofactor@raklaw.com</p>

For EcoFactor, Inc.

Signature: 
 By: Shayan Habib
 Title: CEO

Date: Jan 4th, 2023

CERTIFICATE OF SERVICE (37 C.F.R. § 42.6(e)(1))

The undersigned hereby certifies that the above document was served on January 4, 2023, by filing this document through the Patent Review E2E system as well as delivering a copy via electronic mail upon the following attorneys of record for the Petitioner:

Matthew A. Smith (Reg. No. 49,003)
smith@smithbaluch.com
Elizabeth Laughton (Reg. No. 70,484)
laughton@smithbaluch.com

Date: January 4, 2023

/ Philip X. Wang /

Philip X. Wang (Reg. No. 74,621)
RUSS AUGUST & KABAT
12424 Wilshire Blvd., 12th Floor
Los Angeles, CA 90025
(310) 826-7474

Attorney for Patent Owner