

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD**

Inventor: Jeffrey S. Cotton
United States Patent No.: 8,396,791
Issue Date: March 12, 2013
Title: *System and Method for Assessing and
Managing Financial Transactions*

Former Application No.: 13/299,293
Filing Date: November 17, 2011

Former Group Art Unit: 3695
Former Examiner: Clifford B. Madamba

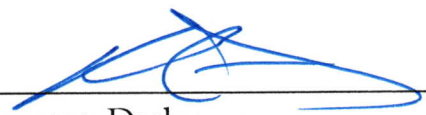
§ Attorney Docket No:
§ D1164.00024
§
§ Customer No. 97149
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§ Patent Owner: AutoAlert, Inc.
§
§ Petitioner: DealerSocket, Inc.
§

MAIL STOP PATENT BOARD
Patent Trial and Appeal Board
United States Patent and Trademark Office
Post Office Box 1450
Alexandria, Virginia 22313-1450

POWER OF ATTORNEY PER 37 C.F.R. § 42.10(b)

Petitioner DealerSocket, Inc. hereby appoints Richard C. Gilmore
(Registration No. 30,489) as its attorney to represent it before the United States
Patent and Trademark Office (USPTO) in connection with its Petition for Covered
Business Method Patent Review of United States Patent No. 8,396,791.

Dated: May 22, 2014

By: 
Cameron Darby
General Counsel and COO
DealerSocket, Inc.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing POWER OF ATTORNEY PER 37 C.F.R. § 42.10(b), was served on May 26, 2014, via E-mail and Federal Express on the attorneys of record for AutoAlert in the Civil Action and to the official correspondence address for the '791 patent shown in PAIR, as follows:

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