

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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BB&T  
Petitioner

v.

EMG TECHNOLOGY, LLC  
Patent Owner

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Case CBM2014-00145  
U.S. Patent 7,441,196

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**POWER OF ATTORNEY OF EMG TECHNOLOGY, LLC**

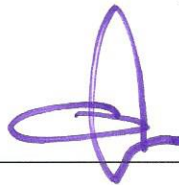
Pursuant to 37 CFR § 42.10(b), a Power of Attorney is submitted herewith. Patent Owner EMG Technology, Inc. hereby appoint the following practitioners as their attorneys to transact all business in the United States Patent & Trademark Office associated with an covered business method review of U.S. Patent No. 7,441,196:

Lead Counsel	Back-Up Counsel
Gregory S. Cordrey Reg. No. 44,089  Jeffer Mangels Butler & Mitchell, LLP 3 Park Plaza, Suite 1100 Irvine, CA 92614 <a href="mailto:gcordrey@jmbm.com">gcordrey@jmbm.com</a> Telephone: 949-623-7200 Facsimile: 949-623-7201	Reza Mirzaie Reg. No. 69,138  Jeffer Mangels Butler & Mitchell, LLP 1900 Avenue of the Stars 7th Floor Los Angeles, CA 90067 <a href="mailto:rmirzaie@jmbm.com">rmirzaie@jmbm.com</a> Telephone: 310-201-3521 Facsimile: 310-712-8531

The individual signing below has the authority to execute this document on behalf of Patent Owner, EMG Technology, Inc.

Date: July 3, 2014

By: \_\_\_\_\_



Elliot Gottfurcht  
Managing Member of EMG Technology, LLC

**CERTIFICATE OF SERVICE**

Under 37 C.F.R. §§ 42.6(e), this is to certify that I served a copy of the foregoing POWER  
OF ATTORNEY OF EMG TECHNOLOGY, INC. via electronic mail on July 3, 2014 to  
Petitioner's counsel of record at the following address:

John Alemanni  
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Date: July 3, 2014

Respectfully submitted,

By: /s/ Gregory S. Cordrey  
Gregory Cordrey  
Reg. No. 44,089