

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**BEFORE THE PATENT TRIAL AND APPEAL BOARD**

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**SAMSUNG ELECTRONICS CO., LTD.**  
Petitioner,

**v.**

**BLACK HILLS MEDIA, LLC**  
Patent Owner.

Case No. To Be Assigned  
Patent No. 8,230,099

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**POWER OF ATTORNEY FROM PETITIONER**  
**SAMSUNG ELECTRONICS CO., LTD.**

Pursuant to 37 C.F.R. § 42.10(b), Petitioner Samsung Electronics Co., Ltd. hereby appoints the practitioners associated with Customer Number 26853, including the following lead and backup counsel, as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *Inter Partes* Review :

| <b>Lead Counsel</b>                                                                                                                                                                                                                    | <b>Back-up Counsel</b>                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Andrea G. Reister (Reg. No. 36,253)<br>areister@cov.com<br><u>Postal and Hand-Delivery Address:</u><br>Covington & Burling LLP<br>1201 Pennsylvania Avenue, NW<br>Washington, DC 20004<br>Phone: (202) 662-5141<br>Fax: (202) 778-5141 | Gregory S. Discher (Reg. No. 42,488)<br>gdischer@cov.com<br><u>Postal and Hand-Delivery Address:</u><br>Covington & Burling LLP<br>1201 Pennsylvania Avenue, NW<br>Washington, DC 20004<br>Phone: (202) 662-5485<br>Fax: (202) 778-5485 |

The individual signing below has the authority to execute this document on behalf of Petitioner Samsung Electronics Co., Ltd.

Date: April 11, 2014



Name: Sungil Cho

Title: Director

**CERTIFICATE OF SERVICE**

Pursuant to 37 C.F.R. § 42.6, I hereby certify that on this 30th day of April 2014, the foregoing Power of Attorney from Petitioner Samsung Electronics Co., Ltd. was served via overnight courier on the following counsel of record for patent owner.

Concert Technology Corporation  
5400 Trinity Road, Suite 303  
Raleigh NC 27607

Date: April 30, 2014



Andrea G. Reister, Esq.  
Registration No.: 36,253