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UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD.;
SAMSUNG ELECTRONICS AMERICA, INC.; and
SAMSUNG TELECOMMUNICATIONS AMERICA, LLC
Petitioner

V.

BLACK HILLS MEDIA, LLC
Patent Owner

Case IPR2014-00718
Patent 7,835,689

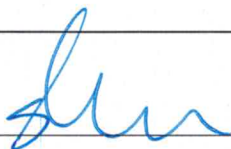
POWER OF ATTORNEY

Black Hills Media, LLC (“Patent Owner”) hereby appoints the following practitioners as its attorneys to transact all business before the Patent Trial and Appeal Board of the United States Patent and Trademark Office connected to the above-captioned Inter Partes Review of U.S. Patent No. 7,835,689.

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

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Signature:  Date: 2/2/2015

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Title and Company: CEO, Black Hills Media, LLC

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing POWER OF ATTORNEY and any supporting exhibits were served on counsel of record on February 5, 2015, and that this document was filed through the Patent Review Processing System and served electronically via email.

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Respectfully submitted,
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February 5, 2015
Date