

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD.
Petitioner,

v.

BLACK HILLS MEDIA, LLC
Patent Owner.

Case No. To Be Assigned
Patent No. 7,835,689

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 :

Lead Counsel	Back-up Counsel
Andrea G. Reister (Reg. No. 36,253) areister@cov.com <u>Postal and Hand-Delivery Address:</u> Covington & Burling LLP 1201 Pennsylvania Avenue, NW Washington, DC 20004 Phone: (202) 662-5141 Fax: (202) 778-5141	Gregory S. Discher (Reg. No. 42,488) gdischer@cov.com <u>Postal and Hand-Delivery Address:</u> Covington & Burling LLP 1201 Pennsylvania Avenue, NW Washington, DC 20004 Phone: (202) 662-5485 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 1st day of May 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: May 1, 2014



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