

Filed on Behalf of Black Hills Media, LLC

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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

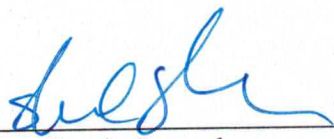
POWER OF ATTORNEY

Pursuant to 37 C.F.R. 42.10(b), Petitioner, BLACK HILLS MEDIA, LLC, hereby appoints the following lead and back-up counsel to prosecute and transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office connected with a Petitioner for *Inter Partes* Review of U.S. Patent No. 7,835,689 entitled “DISTRIBUTION OF MUSIC BETWEEN MEMBERS OF A CLUSTER OF MOBILE AUDIO DEVICES AND A WIDE AREA NETWORK” in which, Black Hills Media, LLC has ownership interest:

LEAD COUNSEL	BACK-UP COUNSEL
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The undersigned is authorized to sign this Power of Attorney on behalf of
Patent Owner BLACK HILLS MEDIA, LLC.

Date: 5/20/2014


Name: Hugh Svendsen
Title: 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 May 22, 2014, 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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May 22, 2014
Date