UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

MERCEDES-BENZ USA, LLC and MERCEDES-BENZ U.S. INTERNATIONAL, INC. *Petitioners*,

v.
INNOVATIVE DISPLAY TECHNOLOGIES LLC,

Patent Owner

Inter Partes Review of U.S. Patent No. 7,434,974 IPR Case No. IPR2015-00368

PETITIONER POWER OF ATTORNEY

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Pursuant to 37 C.F.R. § 42.10(b), Petitioners Mercedes-Benz USA, LLC and Mercedes-Benz U.S. International, Inc. hereby appoint the following practitioner from Shearman & Sterling LLP to prosecute the aforementioned proceedings, and to transact all business in the United States Patent and Trademark Office concerned therewith, including the appointment of lead and backup counsel:

Scott W. Doyle (Reg. No. 39176) Shearman & Sterling LLP 801 Pennsylvania Ave., NW Washington, DC 20004 202-508-8170 (telephone) Scott.Doyle@Shearman.com

The individuals signing below have the authority to execute this document on behalf of Petitioners Mercedes-Benz USA, LLC and Mercedes-Benz U.S. International, Inc.

Dated: January 29, 2015

Mercedes-Benz USA, LLC

By:

Name: Anthony P. Lasgade

Title: Associate General Counsel

Dated: January 27, 2015

Mercedes-Benz U.S. International, Inc.

By:

Name: Richard J. Clementz

Title: ASSOCIATE Beneral Coursel

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on March 6, 2015, the foregoing

PETITIONER POWER OF ATTORNEY was served via electronic mail upon

counsel for the Patent Owner:

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Dated March 6, 2015

/s/ Scott W. Doyle

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