

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner,

v.

CONTENTGUARD HOLDINGS, INC.,
Patent Owner.

Patent No. 7,523,072

Issue Date: April 21, 2009

Filed: December 16, 2005

Inventors: Mark J. Stefik and Peter L Pirolli

Title: SYSTEM FOR CONTROLLING THE DISTRIBUTION AND USE OF
DIGITAL WORKS

Inter Partes Review No. IPR2015-00445

POWER OF ATTORNEY FOR PETITIONER APPLE INC.

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In accordance with 37 C.F.R. § 42.10(b), Petitioner Apple Inc. hereby appoints:

<u>Lead Counsel</u> Jeffrey P. Kushan Reg. No. 43,401 Sidley Austin LLP 1501 K Street, N.W. Washington, DC 20005 iprnotices@sidley.com (202) 736-8914	<u>Backup Lead Counsel</u> Michael R. Franzinger Reg. No. 46,335 Sidley Austin LLP 1501 K Street, N.W. Washington, DC 20005 iprnotices@sidley.com (202) 736-8583
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as its representatives to act on its behalf in the above-identified proceeding, with full power to appoint an associate agent, and to transact all business in the United States Patent and Trademark Office in connection therewith.

I have authority to sign this document on behalf of Petitioner Apple Inc.

Signature:  Date: Dec 10, 2014

Name: Noreen Krall

Title: Vice President, Chief Litigation Counsel

CERTIFICATE OF SERVICE

I hereby certify that on this 22nd day of December, 2014, a copy of this Power of Attorney, has been served in its entirety by Federal Express on the following address for Patent Owner:

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Respectfully submitted,

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