

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Nature's Mark
Petitioner

v.

Simon Nicholas Richmond
Patent Owner

U.S. Patent No. 7,196,477

U.S. Patent No. 7,429,827

U.S. Patent No. 8,362,700

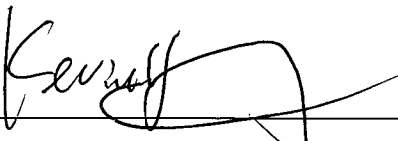
Mail Stop PATENT BOARD
Patent Trial and Appeal Board
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

**POWER OF ATTORNEY FOR PETITIONER PURSUANT TO 37 CFR
42.10(b) FOR PETITION FOR INTER PARTES REVIEW**

The Petitioner hereby appoints the Practitioner(s) associated with Customer Number 13975, as its attorney(s) to prosecute and to transact all business in the Patent Trial & Appeal Board of the United States Patent and Trademark Office connected with the *Inter Partes* Review petitions for U.S. patent numbers 7,196,477, 7,429,827, and 8,362,700.

The undersigned is authorized to sign this Power of Attorney on behalf of the Petitioner.

Executed on the 6th day of June, 2014.

By: 

Printed Name: Mr Kevin Wong

Title: President

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