

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

FITBIT, INC.
Petitioner

v.

ALIPHCOM, INC. D/B/A JAWBONE
Patent Owner

Case No. IPR2016-00607
Patent No. 8,529,811

POWER OF ATTORNEY FOR PATENT OWNER

Patent Owner, ALIPHCOM, INC. D/B/A JAWBONE, hereby appoints the following as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review: D. Clay Holloway (Reg. No. 58,011) (cholloway@kilpatricktownsend.com) and Shayne E. O'Reilly (Reg. No. 58,765) (soreilly@kilpatricktownsend.com), having a postal and hand-delivery address of:

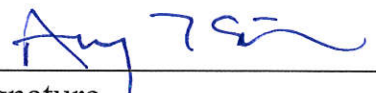
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and all other practitioners associated with **Customer Number 23370.**

Please address all emails and telephone calls to the lead and back-up counsel listed above.

The individual signing below has the authority to execute this document on behalf of ALIPHCOM, INC. D/B/A JAWBONE

DATE: March 2, 2016



Signature

Name: Amy M. Spicer

Title: Sr. Corporate Counsel
ALIPHCOM, INC. D/B/A
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CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of this POWER OF ATTORNEY FOR PATENT OWNER has been served by electronic mail on the following:

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