

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Nu Mark LLC
Petitioner

v.

Fontem Holdings 1, B.V.
Patent Owner

Case IPR No. **Unassigned**
U.S. Patent No. 9,326,550
Title: ELECTRONIC CIGARETTE

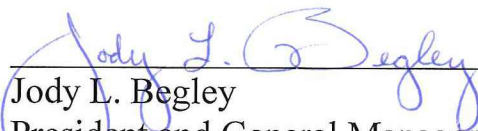
PETITIONER'S POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Petitioner Nu Mark LLC hereby appoints the following practitioners as their attorneys to transact all business in the United States Patent & Trademark Office associated with this *inter partes* review:

<u>Lead Counsel</u> Elizabeth Stotland Weiswasser Registration No. 55,721 (elizabeth.weiswasser@weil.com) Postal & Hand-Delivery Address: Weil, Gotshal & Manges LLP 767 Fifth Avenue New York, NY 10153 T: 212-310-8022; F: 212-310-8007	<u>Back-Up Counsel</u> Anish R. Desai Registration No. 73,760 (anish.desai@weil.com) Postal & Hand-Delivery Address: Weil, Gotshal & Manges LLP 1300 Eye Street NW, Suite 900 Washington, DC 20005-3314 T: 202-682-7103; F: 202-812-6186 Adrian C. Percer Registration No. 46,986 (adrian.percer@weil.com) Jeremy Jason Lang Registration No. 73,604 (jason.lang@weil.com) Postal & Hand-Delivery Address: Weil, Gotshal & Manges LLP 201 Redwood Shores Parkway Redwood Shores, CA 94065 T: 650-802-3124; F: 650-802-3100
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The undersigned is authorized to sign this Power of Attorney on
behalf of the Petitioner:

Dated: August 17, 2016



Jody L. Begley
President and General Manager
Nu-Mark LLC