

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

GOOGLE LLC,
Petitioner,

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC,
Patent Owner.

Case IPR2020-00723
Patent No. 7,747,217

**PETITIONER GOOGLE LLC'S POWER OF ATTORNEY AND
DESIGNATION OF LEAD AND BACKUP COUNSEL**

Pursuant to 37 C.F.R. § 42.10(b), Petitioner Google LLC hereby appoints the Practitioners associated with Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P., Customer Number 22,852, including the following lead and backup counsel, as its attorneys to transact all business in the United States Patent & Trademark Office associated with the *inter partes* review of U.S. Patent No. 7,747,217.

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By: 

For Google LLC

Name: Renny Hwang

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Date: March 20, 2020