

UNITED STATES PATENT AND TRADEMARK OFFICE

---

BEFORE THE PATENT TRIAL AND APPEAL BOARD

---

GOOGLE LLC  
Petitioner

v.

PERSONALIZED MEDIA COMMUNICATIONS, LLC  
Patent Owner

---

IPR Nos.	Patent Nos.
IPR2020-00719	8,739,241
IPR2020-00720	8,601,528
IPR2020-00721	7,865,920
IPR2020-00722	7,747,217
IPR2020-00723	7,747,217
IPR2020-00724	7,769,344
IPR2020-00725	9,674,560

**PATENT OWNER PERSONALIZED MEDIA COMMUNICATIONS,  
LLC'S POWER OF ATTORNEY AND  
DESIGNATION OF LEAD AND BACKUP COUNSEL**

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

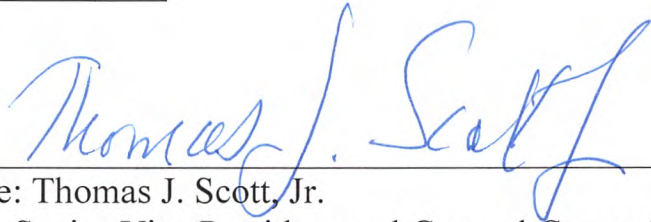
Pursuant to 37 C.F.R. § 42.10(b), Patent Owner Personalized Media Communications, LLC (“PMC”) hereby appoints the following lead and backup counsel as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above *Inter Partes* Reviews.

Lead Counsel	Back-Up Counsel
Dmitry Kheyfits (Reg. No. 57,244) dkheyfits@kblit.com Kheyfits Belenky LLP 1140 Avenue of the Americas, 9th Fl. New York, New York 10036 Phone: 212-203-5399 Fax: 212-203-6445	<p>Andrey Belenky (Reg. No. 59,194)  abelenky@kblit.com  Kheyfits Belenky LLP  1140 Avenue of the Americas, 9th Fl.  New York, New York 10036  Phone: 212-203-5399  Fax: 212-203-6445</p> <p>Brandon Moore (Reg. No. 77,885)  bmoore@kblit.com  Kheyfits Belenky LLP  108 Wild Basin Road, Suite 250  Austin, TX 78746  Phone: 737-228-1838  Fax: 737-228-1843</p> <p>Thomas J. Scott, Jr. (Reg. No. 27,836)  tscott@pmcip.com  Personalized Media Communications,  LLC  11491 Sunset Hills Road, Suite 340  Reston, Virginia 20190  Phone: 281-201-2213</p>

Please recognize the correspondence address (including any electronic mail address) for the above identified *Inter Partes* Reviews to be the address associated with USPTO Customer No. 107284.

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

Date: April 7, 2020

A handwritten signature in blue ink, reading "Thomas J. Scott, Jr.", is written over a horizontal line.

Name: Thomas J. Scott, Jr.

Title: Senior Vice President and General Counsel of  
Personalized Media Communications, LLC

## CERTIFICATE OF SERVICE

I hereby certify that on April 7, 2020, a true and correct copy of the  
aforementioned Power of Attorney was served via e-mail upon Erika H. Arner,  
Daniel C. Cooley, Joshua L. Goldberg, Cory C. Bell, Sydney R. Kestle, and A.  
Grace Mills at erika.arner@finnegan.com, daniel.cooley@finnegan.com,  
joshua.goldberg@finnegan.com, cory.bell@finnegan.com,  
sydney.kestle@finnegan.com, and gracie.mills@finnegan.com.

Respectfully submitted,

Date: April 7, 2020

/Dmitry Kheyfits/

57,244

Dmitry Kheyfits

Reg. No.

Kheyfits Belenky LLP

1140 Avenue of the Americas, 9th Floor

New York, NY 10036

Phone: (212) 203-5399

Customer No. 107284