UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

HULU, LLC,

Petitioner

v.

SITO MOBILE R&D IP, LLC and SITO MOBILE, LTD.,

Patent Owner

Patent No. 8,825,887

Case No.

PETITIONER HULU, LLC'S POWER OF ATTORNEY Pursuant to 37 C.F.R. § 42.10(b), Petitioner Hulu, LLC hereby appoints the

following practitioners as its attorneys to transact all business in the United States

Patent and Trademark Office associated with Hulu, LLC's Petition for Inter Partes

Review of U.S. Patent 8,825,887:

Lead Counsel

Cameron W. Westin (Reg. No. 66,188) O'Melveny & Myers LLP 620 Newport Center Dr., 17th Floor Newport Beach, CA 92660 Telephone: 949-823-6900 Email: <u>cwestin@omm.com</u>

First Backup Counsel

Amy Liang (Reg. No. 74,194) O'Melveny & Myers LLP Two Embarcadero Center, 28th Floor San Francisco, CA 94111 Telephone: 415-984-8700 Email: aliang@omm.com

Backup Counsel

Brett J. Williamson (*pro hac vice* anticipated) O'Melveny & Myers LLP 620 Newport Center Dr., 17th Floor Newport Beach, CA 92660 Telephone: 949-823-6900 Email: <u>bwilliamson@omm.com</u>

IPR Review of U.S. Patent No. 8,825,887 Petitioner's Power of Attorney

Darin Snyder (*pro hac vice* anticipated) O'Melveny & Myers LLP Two Embarcadero Center, 28th Floor San Francisco, CA 94111 Telephone: 415-984-8700 Email: <u>dsnyder@omm.com</u>

Bradley Berg (*pro hac vice* anticipated) O'Melveny & Myers LLP 620 Newport Center Dr., 17th Floor Newport Beach, CA 92660 Telephone: 949-823-6900 Email: <u>bmberg@omm.com</u>

The individual signing below has the authority to execute this document on

behalf of Petitioner.

Petitioner: HULU, LLC.

Karen Tu Huoth Signature: Karen Tu Huoth (Nov 24, 2020 14:28 PST) _{Date:} Nov 24, 2020

Name:Karen Tu HuothTitle:Vice President, Litigation and Intellectual Property

CERTIFICATE OF SERVICE

The undersigned certifies pursuant to 37 C.F.R. § 42.6(e) and § 42.105 that

on December10, 2020, a true and correct copy of Petitioner Hulu, LLC's Power of

Attorney was served via express mail on the Patent Owner at the below

correspondence address of record:

James M. Stipek, (Reg. No. 39,388) Polsinelli PC 900 W. 48h Place, Suite 900 Kansas City, MO 64112-1895 Tel: (816) 360-4191

A courtesy copy was sent to the below counsel in the related district court

matter via electronic mail:

Raymond W. Mort (raymort@austinlaw.com) Jason S. Charkow (jcharkow@goldbergsegalla.com) Ronald M. Daignault (rdaignault@goldbergsegalla.com) Chandran B. Iyer (ciyer@goldbergsegalla.com) Stephanie R Mandir (smandir@goldbergsegalla.com)

Attorneys for Plaintiff SITO Mobile R&D IP, LLC

Respectfully submitted,

<u>/s/ Cameron W. Westin</u> Cameron W.Westin (Reg. No. 66,188)

O'Melveny & Myers LLP 620 Newport Center Dr., 17th Floor Newport Beach, CA 92660 Telephone: 949-823-6900 Email: cwestin@omm.com

Attorney for Petitioner