

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.

U.S. Patent No. 8,825,887
Issue Date: September 2, 2014
Title: SYSTEM AND METHOD FOR ROUTING MEDIA

Inter Partes Review No. IPR2021-00308

PATENT OWNER'S UPDATED POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner SITO Mobile R&D IP, LLC and SITO Mobile, Ltd. (collectively, “SITO”) hereby appoints the following registered practitioners as its attorneys to act on its behalf in all matters associated with the following proceedings: CBM2020-00028; IPR2021-00158; IPR2021-00206; IPR2021-00219; IPR2021-00265; IPR2021-00298; IPR2021-00304; and IPR2021-00308, with full power to appoint an associate agent and to transact all business in the United States Patent and Trademark Office in connection therewith:

Lead Counsel	Back-up Counsel
<p>James T. Carmichael USPTO Reg. No. 45,306 CARMICHAEL IP, PLLC 8000 Towers Crescent Drive, 13th Floor Tysons Corner, VA 22182 Tel: (703) 646-9255 Email: jim@carmichaelip.com</p>	<p><u>First back-up counsel:</u> Stephen T. Schreiner USPTO Reg. No. 43,097 CARMICHAEL IP, PLLC 8000 Towers Crescent Drive, 13th Floor Tysons Corner, VA 22182 Tel: (703) 646-9254 Email: schreiner@carmichaelip.com</p> <p><u>Additional back-up counsel:</u> Mitch Yang USPTO Reg. No. 71,989 CARMICHAEL IP, PLLC 8000 Towers Crescent Drive, 13th Floor Tysons Corner, VA 22182 Tel: (703) 646-9250 Email: mitch@carmichaelip.com</p> <p>Jason S. Charkow USPTO Reg. No. 46,418 DAIGNAULT IYER LLP 8618 Westwood Center Drive, Suite 150 Vienna, VA 22182 Tel: (914) 843-8138 Email: jcharkow@daignaultiyer.com</p>

	<p>Chandran B. Iyer USPTO Reg. No. 48,434 DAIGNAULT IYER LLP 8618 Westwood Center Drive, Suite 150 Vienna, VA 22182 Tel: (202) 330-1666 Email: cbiyer@daignaultiyer.com</p> <p>Stephanie R. Mandir USPTO Reg. No. 72,930 DAIGNAULT IYER LLP 8618 Westwood Center Drive, Suite 150 Vienna, VA 22182 Tel: (202) 270-5666 Email: smandir@daignaultiyer.com</p>
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The undersigned is authorized to execute this Power of Attorney on behalf
of Patent Owner.

By: Thomas Candelaria

Name: Thomas Candelaria

Title: CEO

Date: 8/1/2021

CERTIFICATE OF SERVICE

The undersigned hereby certifies that, pursuant to 37 C.F.R. § 42.6(e), a true and correct copy of the foregoing PATENT OWNER'S UPDATED POWER OF ATTORNEY was served in its entirety by filing the document through the PTAB E2E System, as well as by email on the following counsel of record for Petitioner:

Cameron W. Westin (cwestin@omm.com)

Amy Liang (aliang@omm.com)

Brett J. Williamson (bwilliamson@omm.com)

Darin Snyder (dsnyder@omm.com)

Bradley Berg (bmberg@omm.com)

Dated: August 12, 2021

Respectfully submitted,

By: /Stephanie R. Mandir/
Stephanie R. Mandir