

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

META PLATFORMS, INC., INSTAGRAM, LLC, WHATSAPP INC.,
Petitioners

v.

EYESMATCH LTD., MEMOMI LABS INC.,
Patent Owners

U.S. Patent No. 8,982,109 B2
Issue Date: March 17, 2015

Title: Devices, Systems and Methods of Capturing and
Displaying Appearances

PETITIONERS' POWER OF ATTORNEY

Petitioners Meta Platforms, Inc., Instagram, LLC and WhatsApp Inc. hereby appoint the following practitioners as their attorneys to transact all business in the United States Patent & Trademark Office associated with the above captioned *Inter Partes* Review:

LEAD COUNSEL	BACK-UP COUNSEL
<p>Heidi L. Keefe (Reg. No. 40,673) hkeefe@cooley.com</p> <p>COOLEY LLP ATTN: Patent Group 1299 Pennsylvania Ave. NW, Suite 700 Washington, DC 20004 Tel: (650) 843-5001 Fax: (650) 849-7400</p>	<p>Andrew C. Mace (Reg. No. 63,342) amace@cooley.com</p> <p>COOLEY LLP ATTN: Patent Group 1299 Pennsylvania Ave. NW, Suite 700 Washington D.C. 20004 Tel: (650) 843-5287 Fax: (650) 849-7400</p>
	<p>Mark R. Weinstein (Admission <i>pro hac vice</i> to be requested) mweinstein@cooley.com</p> <p>COOLEY LLP ATTN: Patent Group 1299 Pennsylvania Avenue NW Suite 700 Washington D.C. 20004 Tel: (650) 843-5007 Fax: (650) 849-7400</p>
	<p>Lowell D. Mead (Admission <i>pro hac vice</i> to be requested) lmead@cooley.com</p> <p>COOLEY LLP ATTN: Patent Group 1299 Pennsylvania Avenue NW Suite 700 Washington D.C. 20004</p>

LEAD COUNSEL	BACK-UP COUNSEL
	Tel: (650) 843-5007 Fax: (650) 849-7400

The individual signing below has the authority to execute this document on behalf of Petitioners Meta Platforms, Inc., Instagram, LLC and WhatsApp Inc.

BY:  _____

NAME: Jordan Bekier

TITLE: Associate General Counsel, IP Litigation

DATE: 12/15/2021

CERTIFICATE OF SERVICE

I hereby certify, pursuant to 37 C.F.R. Sections 42.6 and 42.105, that a complete copy of the attached **PETITIONERS' POWER OF ATTORNEY** and related documents, are being served via Priority Express Mail on the 28th day of January, 2022, the same day as the filing of the above-identified document in the United States Patent and Trademark Office/Patent Trial and Appeal Board, upon Patent Owner by serving the correspondence address of record with the USPTO as follows:

Womble Bond Dickinson (US) LLP
ATTN: IP Docketing
P.O. Box 7037
Atlanta GA 30357-0037

And, via Federal Express upon counsel of record for Patent Owner in the litigation pending before the U.S. District Court for the District of Delaware entitled *EyesMatch Ltd. et al. v. Facebook, Inc. et al.*, Case No. 1:21-cv-00111-RGA-JLH (D. Del.) as follows:

Matthew Powers
Tensegrity Law Group LLP
555 Twin Dolphin Drive
Suite 650
Redwood Shores, CA 94065
Matthew.Powers@tensegritylawgroup.com

DATED: January 28, 2022

/ Heidi L. Keefe /
Heidi L. Keefe
Reg. No. 40,673
COOLEY LLP
1299 Pennsylvania Ave. NW,
Suite 700
Washington, D.C. 20004
Tel: (650) 843-5001