

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

NJOY, LLC,
NJOY HOLDINGS, INC.,
Petitioner,

v.

JUUL LABS, INC.,
Patent Owner.

Case IPR2024-00223
Patent No. 10,709,173

**PATENT OWNER'S POWER OF ATTORNEY
PURSUANT TO 37 C.F.R. § 42.10(b)**

Patent Owner JUUL Labs, Inc., hereby appoints the following Practitioners associated with Customer Number 505708 as its attorneys to transact all business in the Patent Trial & Appeal Board of the United States Patent & Trademark Office, including the power to add or remove backup counsel, associated with the above-captioned *inter partes* review.

Please direct all communication regarding this proceeding to:

Lead Counsel	Back-Up Counsel
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The individual signing below has the authority to execute this document on
behalf of Patent Owner JUUL Labs, Inc.

By: /s/ Wayne Sobon

For: JUUL Labs, Inc.

Printed

Name: Wayne Sobon

Title: Vice President, Intellectual
Property

Date: December 20, 2023