

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,
Petitioner

v.

PARUS HOLDINGS, INC.,
Patent Owner

Case: IPR2023-00307
U.S. Patent No. 9,769,314

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

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, Parus Holdings, Inc., hereby appoints all practitioners associated with McKool Smith, P.C., Customer Number 127134, including the following lead and backup counsel, as its attorneys to transact all business in the United States Patent and Trademark Office associated with the above-captioned *Inter Partes* Review of U.S. Patent No. 9,769,314:

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The undersigned is authorized to act on behalf of Patent Owner, Parus Holdings, Inc.

Dated: December 28, 2022

Parus Holdings, Inc.

By: /s/ Taj Reneau
Taj Reneau
Chief Executive Officer
Parus Holdings, Inc.

CERTIFICATION OF SERVICE

The undersigned hereby certifies that a copy of this **PATENT OWNER'S POWER OF ATTORNEY PURSUANT TO 37 C.F.R. § 42.10(b)** has been served on Petitioner via email on the following counsel of record for Petitioner:

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