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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD

In re patent of Price	§	Petition for *Inter Partes* Review
	§	
U.S. Patent No. 9,729,594	§	Case Number: IPR2023-00813
	§	
Issued: August 8, 2017	§	Petitioner: The Walt Disney Company
	§	
Title: STREAMING MEDIA DELIVERY SYSTEM	§	
	§	

PETITIONER'S POWER OF ATTORNEY PURSUANT TO 37 CFR 42.10(b)

Pursuant to 37 CFR 42.10(b) Petitioner, **The Walt Disney Company**, hereby appoints the Practitioner(s) associated with **Customer Number 128166**, as its attorney(s) to prosecute and to transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office in connection with the above-identified petition for *Inter Partes* Review. Please recognize the correspondence address (including any electronic mail address) associated with **Customer Number 128166** for the above-identified *Inter Partes* Review proceeding number to be the address associated with the appointed lead and backup counsels.

The undersigned is authorized to sign this Power of Attorney on behalf of the Petitioner.

Executed on 4/5/2023.

The Walt Disney Company

By: DocuSigned by: Janene Bassett CF41324A817E437...

Printed Name: Janene Bassett

Title: Assistant Secretary

CERTIFICATE OF SERVICE

I hereby certify that on April 6, 2023, a true and correct copy of the Power of Attorney in an *Inter Partes Review* to be served via Priority Mail Express on the following correspondent of record as listed on PAIR:

ERNEST D. BUFF AND ASSOCIATES, LLC.
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A courtesy copy of the Power of Attorney also served electronically to the counsel of record for the PO in the litigation pending before the U.S. District Court for the Western District of Texas entitled *WAG Acquisition, L.L.C. v. Google LLC*, No. 6:21-cv-00816 (W.D. Tex.) as follows:

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A courtesy copy of the Power of Attorney was also served electronically upon counsel of record for Petitioner in *Google LLC v. WAG Acquisitions*, IPR2022-01411 at the following addresses:

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