UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

UNITED SERVICES AUTOMOBILE ASSOCIATION,

Patent Owner.

U.S. Patent No. 11,544,944

PATENT OWNER'S POWER OF ATTORNEY

U.S. Patent No. 11,544,944

Pursuant to 37 C.F.R. 42.10(b), Patent Owner United Services Automobile Association ("USAA") hereby appoints the practitioners associated with Irell & Manella's Customer No. 29000 as its attorneys to transact all business in the United States Patent and Trademark Office in any post-grant reviews of U.S. Patent No. 11,544,944.

USAA further appoints Anthony Q. Rowles (Reg. No. 68,673) as Lead Counsel, Michael R. Fleming (Reg. No. 67,933) as First Back-up Counsel, Jonathan Lindsay as Back-up Counsel, Jason Sheasby as Back-up Counsel (*pro hac vice* to be requested) and Lisa Glasser as Back-up Counsel (*pro hac vice* to be requested).

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The individual signing below has the authority to execute documents on behalf of United Services Automobile Association.

Dated: May 4, 2023

By: /Charlotte Whitaker/
Charlotte Whitaker,
Chief IP Counsel