

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SNAP INC.,

Petitioner,

v.

PLAYVUU, INC.,

Patent Owner.

CASE NO.: IPR2023-00848
U.S. PATENT NO. 10,931,911

PATENT OWNER'S POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner hereby appoints the practitioners associated with Pillsbury Winthrop Shaw Pittman LLP, including the following lead and back-up counsel, as its attorneys to prosecute and transact all business before the Patent Trial and Appeal Board of the United States Patent and Trademark Office associated with the above-captioned Petition for *inter partes* review of U.S. Patent No. 10,931,911:

LEAD COUNSEL	BACK-UP COUNSEL
Patrick Doody (Reg. No. 35,022) PILLSBURY WINTHROP SHAW PITTMAN LLP 1650 Tysons Boulevard McLean, VA 22102 Telephone: (703) 770-7755 Facsimile: (703) 770-7901 Patrick.doody@pillsburylaw.com	Christopher Kao (<i>Pro Hac Vice</i> to be requested) David J. Tsai (<i>Pro Hac Vice</i> to be requested) PILLSBURY WINTHROP SHAW PITTMAN LLP Four Embarcadero Center, 22 nd Floor San Francisco, CA 94111 Telephone: 415.983.1000 Facsimile: 415.983.1200 christopher.kao@pillsburylaw.com david.tsai@pillsburylaw.com

The undersigned representative is authorized to sign this Power of Attorney on behalf of Patent Owner Playvuu, Inc.

Dated: September 14, 2023

By:  _____

Name: Shane Pollack

Title: CEO

Patent Owner
Playvuu, Inc.