

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

TVISION INSIGHTS, INC.,

Petitioner,

v.

THE NIELSEN COMPANY (US), LLC,

Patent Owner.

Case No. IPR2023-01014

U.S. Patent No. 11,470,243

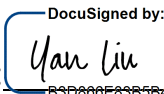
PETITIONER TVISION INSIGHTS, INC.'S

POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Petitioner TVision Insights, Inc. hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent and Trademark Office associated with TVision Insights, Inc.'s Petition for *Inter Partes* Review of U.S. Patent No. 11,470,243.

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The individual signing below has the authority to execute this document on behalf of Petitioner TVision Insights, Inc.

Signature: 
Name: Yan Liu
Title: CEO and Co-founder

Date: 6/15/2023

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on June 16, 2023, a complete copy of the foregoing Power of Attorney was served on the Patent Owner at the following addresses of record as listed on PAIR via Priority Mail Express® or Express Mail:

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The undersigned certifies that on June 16, 2023, a true and correct copy of the foregoing was also sent via electronic mail to the attorneys of record for Plaintiff in the concurrent litigation matter:

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