

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

BMW OF NORTH AMERICA, LLC,

Petitioner,

v.

NORTHSTAR SYSTEMS LLC,

Patent Owner.

Patent No. 8,014,943

Filing Date: November 13, 2008

Issue Date: September 6, 2011

Inventor: Gabriel Jakobson

Title: METHOD AND SYSTEM FOR DISPLAYING
SOCIAL NETWORKING NAVIGATION INFORMATION

**PATENT OWNER'S
POWER OF ATTORNEY**

Case No. IPR2023-01017

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, NorthStar Systems LLC, hereby appoints the following lead and back-up counsel to prosecute and transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office in connection with a petition for *inter partes* review of U.S. Patent No. 8,014,943, entitled “METHOD AND SYSTEM FOR DISPLAYING SOCIAL NETWORKING NAVIGATION INFORMATION”:

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The undersigned is authorized to execute this Power of Attorney on behalf
of Patent Owner NorthStar Systems LLC.

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CERTIFICATE OF SERVICE

A copy of the foregoing Patent Owner's Power of Attorney has been served
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