UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Hisense USA Corporation

Petitioner

v.

Brightplus Ventures LLC

Patent Owner

Case IPR2023-01411

U.S. Patent No. 7,872,705

PATENT OWNER'S POWER OF ATTORNEY
PURSUANT TO 37 C.F.R. § 42.10(b)

Pursuant to 37 C.F.R. §42.10(b), Patent Owner, Brightplus Ventures LLC hereby appoints the following practitioners as lead and back-up counsel before the United States Patent and Trademark Office in connection with Case No. IPR2023-01411.

Lead Counsel	Hao Ni, Reg. No. 53,858 Ni, Wang & Massand, PLLC 8140 Walnut Hill Lane, Suite 615 Dallas, Texas 75231 hni@nilawfirm.com T: 972-331-4602 | F: 972-314-0900
Back-Up Counsel	Neal Massand, Reg. No. 54,296 Ni, Wang & Massand, PLLC 8140 Walnut Hill Lane, Suite 615 Dallas, Texas 75231 nmassand@nilawfirm.com T: 972-331-4601 | F: 972-314-0900
Back-Up Counsel	Timothy Wang, Reg. No. 61,554 Ni, Wang & Massand, PLLC 8140 Walnut Hill Lane, Suite 615 Dallas, Texas 75231 twang@nilawfirm.com T: 972-331-4603 | F: 972-314-0900

Please address all paper correspondence to the physical address associated with counsel, and direct all electronic correspondence to each of the following email address:

hni@nilawfirm, twang@nilawfirm.com, nmassand@nilawfirm.com, and uspto@nilawfirm.com

Brightplus Ventures LLC

Dated October 30, 2023 Adam Baumli

Adam Baumli, Manager

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6(e), the undersigned certifies that the above-captioned Mandatory Notice was served on counsel of record for the Petitioner by filing this document through the Patent Review Processing System as well as by delivering a copy via electronic mail to:

MFerrario@kilpatricktownsend.com (Lead Counsel)
MMorlock@kilpatricktownsend.com (Back-Up Counsel)

Dated: October 30, 2023

/s/ Hao Ni
Hao Ni (Reg. No. 53,858)