

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

JUUL LABS, INC.,
Petitioner,

v.

NJOY, LLC,
Patent Owner

Case No. IPR2024-00161
Patent No. 10,334,881

**POWER OF ATTORNEY
FROM PATENT OWNER NJOY, LLC**

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, NJOY, LLC, hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office connected to the above-captioned *Inter Partes Review* of U.S. Patent No. 10,334,881:

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The undersigned has the authority to execute this document on behalf of
Patent Owner NJOY, LLC.

Dated: November 30, 2023

Respectfully submitted,

By: /Robert A. McCarter III/

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CERTIFICATE OF SERVICE

The undersigned certifies that on November 30, 2023, the foregoing **POWER OF ATTORNEY FROM PATENT OWNER NJOY, LLC** was served via electronic mail upon the following:

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