

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

TEMPUR SEALY INTERNATIONAL, INC.,
SEALY TECHNOLOGY LLC, and
SEALY MATTRESS MANUFACTURING CO., LLC,
Petitioners,

v.

PURPLE INNOVATION, LLC,
Patent Owner.

Case IPR2024 Unassigned

Patent No. 11,317,733

**PETITIONERS TEMPUR SEALY INTERNATIONAL,
INC., SEALY TECHNOLOGY LLC, and SEALY
MATTRESS MANUFACTURING CO., LLC'S
POWER OF ATTORNEY**

Pursuant to 37 C.F.R. §42.10(b), Petitioners Tempur Sealy International, Inc., Sealy Technology LLC, and Sealy Mattress Manufacturing Co., LLC, appoint the practitioners associated with O'Reilly IP PLLC, Customer Number 190392, including the following lead and back-up counsel, as their attorneys to transact all business in the United States Patent & Trademark Office associated with petitions for *inter partes* review of U.S. Patent No. 11,317,733:

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By: /s/ Brian D. O'Reilly
For: Petitioners Tempur Sealy International,
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Date: February 6, 2024