

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

NJOY, LLC AND NJOY HOLDINGS, INC.,
Petitioners,

v.

JUUL LABS, INC.,
Patent Owner.

U.S. Patent No. RE49,114

PETITIONERS NJOY, LLC AND NJOY HOLDING, INC.'S
POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Petitioners NJOY, LLC and NJOY Holdings, Inc., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the Petition for *Inter Partes Review* of U.S. Patent No. RE49,114:

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The undersigned is authorized to sign this Power of Attorney on behalf of
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Dated: February 12, 2024

Respectfully submitted,

By: /Robert A. McCarter III/

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