

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE PATENT TRIAL AND APPEAL BOARD**

<i>In re</i> patent of: Roy Shkedi et al.	§	Petition for <i>Inter Partes</i> Review
	§	
U.S. Patent No. 10,715,878	§	Attorney Docket No.: 48331.10R878B
	§	
Issued: July 14, 2020	§	Customer No.: 27683
	§	
Title: Targeted Television	§	Real Party in Interest: Roku, Inc.
Advertisements Based On Online	§	
Behavior	§	

**PETITIONER'S POWER OF ATTORNEY PURSUANT TO 37 CFR 42.10(b)
FOR PETITION FOR *INTER PARTES* REVIEW**

Pursuant to 37 CFR 42.10(b) Petitioner, **Roku, Inc.**, hereby appoints the Practitioner(s) associated with **Customer Number 27683**, as its attorney(s) to prosecute and to transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office in connection with the above-identified petition for *Inter Partes* Review.

Please recognize the correspondence address (including any electronic mail address) associated with **Customer Number 27683** for the above-identified *Inter Partes* Review proceeding number to be the address associated with the appointed lead and backup counsels.

The undersigned is authorized to sign this Power of Attorney on behalf of the Petitioner.

Roku, Inc.

DocuSigned by:

Lisa Mandrusiak

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Executed on March 5, 2024

By: _____

Printed Name: Lisa Mandrusiak

Title: Senior Associate General Counsel, Patents & Litigation