

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

In re patent of Roy Shkedi

U.S. Patent No. 10,715,878

Issued: July 14, 2020

Title: Targeted Television
Advertisements Based on Online
Behavior

§ Petition for *Inter Partes* Review

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§ Attorney Docket No.: 65695.3US01

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§ Customer No.: 27683

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§ Real Party in Interest: LinkedIn

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Corporation

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**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, **LinkedIn Corporation**, hereby appoints the Practitioners associated with **Customer Number 27683**, as their attorneys 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.

LinkedIn Corporation

Executed on March 15, 2024.

By: Devon Hanley Cook

Printed Name: Devon Hanley Cook
Title: Director, Litigation & Enforcement