

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

ROKU, INC.,
Petitioner

v.

ANONYMOUS MEDIA RESEARCH HOLDINGS, LLC,
Patent Owner

Case IPR2024-01056
U.S. Patent No. 10,572,896

PETITIONER'S POWER OF ATTORNEY

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Patent Trial and Appeal Board
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Pursuant to 37 C.F.R. § 42.10(b), Petitioner, Roku Inc., having a principal place of business at 150 Winchester Circle, Los Gatos, CA 95032, hereby appoints the practitioners associated with Customer Number 26111 and all other practitioners listed below as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review of U.S. Patent No. 10,572,896.

These attorneys include at least:

Lead Counsel:	Lestin L. Kenton (Reg. No. 72,314)
Back-up Counsel:	Jennifer M. Chagnon (Reg. No. 55,440)
	Christopher R. O'Brien (Reg. No. 63,208)
	Syed S. Ahmed (Reg. No. 64,587)
	Jessica J. Harrison (Reg. No. 72,780)

Address:	STERNE, KESSLER, GOLDSTEIN & FOX PLLC
	1101 K Street, NW, 10th Floor
	Washington, DC 20005
	202.371.2600 (reception)
	202.371.2540 (facsimile)
	lkenton-PTAB@sternekessler.com
	jchagnon-PTAB@sternekessler.com
	cobrien-PTAB@sternekessler.com
	syedahmed-PTAB@sternekessler.com
	jharrison-PTAB@sternekessler.com

FOR: Roku Inc.

SIGNATURE: *Lisa Mandrusiak*

NAME: Lisa Mandrusiak

TITLE: Senior Associate General Counsel

DATE: 7/10/2024

CERTIFICATE OF SERVICE (37 C.F.R. § 42.6(e))

I certify that the above-captioned **PETITIONER'S POWER OF ATTORNEY** was served in its entirety on July 15, 2024, upon the Patent Owner via FedEx® Express at the following address:

MASCHOFF BRENNAN GILMORE ISRAELSEN & MAURIEL LLP
1389 Center Drive, Suite 300
Park City, UT 84098

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX PLLC

/Lestin Kenton/

Lestin L. Kenton
Registration No. 72,314
Lead Attorney for Petitioner

Date: July 15, 2024

1101 K Street, NW, 10th Floor
Washington, DC 20005
(202) 371-2600