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 10,572,896

PATENT OWNER'S POWER OF ATTORNEY
PURSUANT TO 37 C.F.R. § 42.10(b)

Patent Owner Anonymous Media Research Holdings, LLC hereby appoints the following practitioners as its attorneys to prosecute and to transact all business in the Patent Trial and Appeal Board of the United States Patent Trademark Office in connection with above-captioned proceeding and Petition for *Inter Partes* Review:

Lead Counsel	**Back-Up Counsel**
James H. Hall (Reg. No. 66,317) CABELLO HALL ZINDA, PLLC 801 Travis, Suite 1610 Houston, TX 77002 Telephone: (832) 631-9990 Fax: (832) 631-9991 Email: james@chzfirm.com	Stephen D. Zinda (Reg. No. 67,272) CABELLO HALL ZINDA, PLLC 801 Travis, Suite 1610 Houston, TX 77002 Telephone: (832) 631-9990 Fax: (832) 631-9991 Email: stephen@chzfirm.com

[SIGNATURE PAGE FOLLOWS]

The undersigned is authorized to sign the Power of Attorney on behalf of the Patent Owner Anonymous Media Research Holdings, LLC.

_____ Date: August 4, 2024

Signature

David L Cohen

Print Name

Chief Legal and IP Officer

Title

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. §§ 42.6(e)(4), the undersigned certifies that on August 15, 2024, the foregoing document was served via electronic mail on the following attorneys of record at the indicated e-mail address, which Petitioner has consented to electronic service for:

Lestin L. Kenton (Reg. No. 72,314)
Christopher R. O'Brien (Reg. No. 63,208)
Jennifer Meyer Chagnon (Reg. No. 55,440)
Jessica J. Harrison (Reg. No. 72,780)
Syed S. Ahmed (Reg. No. 64,587)

PTAB@sternekessler.com
lkenton-PTAB@sternekessler.com
cobrien-PTAB@sternekessler.com
jchagnon-PTAB@sternekessler.com
jharrison-PTAB@sternekessler.com
syedahmed-PTAB@sternekessler.com

/James H. Hall/
James H. Hall