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 IPR2024-01058
U.S. Patent No. 10,719,849

PETITIONER'S POWER OF ATTORNEY

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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. 10,719,849.

These attorneys include at least:

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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 17, 2024 upon the Patent Owner via FedEx® Express at the following address:

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Respectfully submitted,

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Date: July 17, 2024

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