

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG DISPLAY CO., LTD.,
Petitioner,

v.

PICTIVA DISPLAYS INTERNATIONAL LTD.,
Patent Owner.

Case No. IPR2024-01223
Patent No. 6,949,389

**PETITIONER SAMSUNG DISPLAY CO., LTD.'S
POWER OF ATTORNEY**

Pursuant to 37 C.F.R. § 42.10(b), Petitioner Samsung Display Co., Ltd. hereby appoints the practitioners associated with Customer Number 26853, including the following lead and backup counsel, as its attorneys to transact all business in the United States Patent and Trademark Office associated with the above-captioned *Inter Partes* Review.

Lead Counsel	Back-Up Counsel
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The individual signing below has the authority to execute this document on behalf of Petitioner's Samsung Display Co., Ltd.

July 26. 2024
Date

장혜원
Signature

Hayeon Chang
Name

Head of IP Legal Group
Title