

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

R.J. REYNOLDS VAPOR COMPANY

Petitioner

v.

HEALTHIER CHOICES MANAGEMENT CORP.

Patent Owner.

PETITIONER'S POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Petitioner R.J. Reynolds Vapor Company hereby appoints practitioners associated with Jones Day, Customer Number 20583, as its attorneys to transact all business in the United States Patent and Trademark Office associated with Petition for review of U.S. Patent No. 9,538,788 asserted in *Healthier Choices Management Corp. v. R.J. Reynolds Vapor Company*, Case No. 1:23-cv-813 (U.S. District Court, Middle District of North Carolina). These attorneys include at least:

Lead Counsel	Back-up Counsel
John A. Marlott (Reg. No. 37,031) jamarlott@jonesday.com JONES DAY 110 N. Wacker Dr., Suite 4800 Chicago, IL 60606 T: 312-269-4236 F. 312-782-8585	David M. Maiorana (Reg No. 41,449) dmaiorana@jonesday.com Kenneth S. Luchesi (Reg. No. 58,673) kluchesi@jonesday.com JONES DAY 901 Lakeside Ave., North Point Cleveland, OH 44114 T: 216-586-7499 T: 216-586-7059 F: 216-579-0212 Joshua R. Nightingale (Reg. No. 67,865) jrnightingale@jonesday.com JONES DAY 500 Grant Street, Suite 4500 Pittsburgh, PA 15219 T: 412-394-7950 F: 412-394-7959

The individual signing below has the authority to execute this document on behalf of R.J. Reynolds Vapor Company.

R.J. REYNOLDS VAPOR COMPANY

By: 

Name: Charles A. Leyer

Title: Assistant Secretary

Date: September 17, 2024