

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.

Case IPR2024-01458
U.S. Patent No. 9,538,788

**PATENT OWNER HEALTHIER CHOICES MANAGEMENT CORP.'S
POWER OF ATTORNEY PURSUANT TO 37 C.F.R. § 42.10(b)**

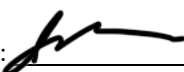
Pursuant to 37 C.F.R. § 42.10(b), Patent Owner Healthier Choices Management Corp. hereby appoints the following attorneys as its attorneys to transact all business in the United States Patent and Trademark Office associated with the above-captioned *inter partes* review of U.S. Patent No. 9,538,788:

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The individual signing below has the authority to execute this document on behalf of Healthier Choices Management Corp.

IPR2024-01458
Patent No. 9,538,788

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behalf of Healthier Choices Management Corp.

By:  _____

Date: May 8, 2025

Name: Jeff Holman

Title: CEO, Healthier Choices Management Corp.

CERTIFICATE OF SERVICE

I hereby certify that on May 20 2025, a true and correct copy of the foregoing
PATENT OWNER HEALTHIER CHOICES MANAGEMENT CORP.'S POWER
OF ATTORNEY PURSUANT TO 37 C.F.R. § 42.10(b) was served on counsel
of record for Petitioner by filing this document through the P-TACTS System as
well as delivering a copy via electronic mail to the following addresses:

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