UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Dr. Squatch LLC

Petitioner

v.

The Procter & Gamble Company

Patent Owner

Case IPR2024-01498

U.S. Patent No. 11,844,752

PATENT OWNER'S POWER OF ATTORNEY

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner The Procter & Gamble Company appoints the practitioners of Jones Day listed below, as well as those associated with Customer Number 20583, as Patent Owner's attorneys to transact all business in the United States Patent and Trademark Office associated with the *inter partes* reviews of U.S. Patent Nos. 11,844,752. These attorneys include at least:

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The individual signing below has the authority to execute this document on behalf of The Procter & Gamble Company.

THE PROCTER & GAMBLE COMPANY

By: _____

Jason J. Camp
Senior Director and Associate General Counsel - Patents
The Procter & Gamble Company

Date: OCTOBER 11, 2024