

In re Patent of: Roy Shkedi
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Title: TARGETED TELEVISION ADVERTISEMENTS BASED ON ONLINE BEHAVIOR

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Petitioner, Viant Technology LLC, hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with any *inter partes* review, post grant review, or other review proceedings before the Patent Trial and Appeal Board of the above-captioned patent:

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I have the authority to execute this document on behalf of Viant Technology LLC.

Viant Technology LLC

By: DocuSigned by:
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Date: 10/31/2024