

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

Rocket Media, LLC d/b/a Launch Labs,

Petitioner,

v.

Fullthrottle Technologies,

Patent Owner.

Case No. 2025-00148

U.S. Patent 11,556,947

**PETITIONER ROCKET MEDIA, LLC d/b/a LAUNCH LABS'
POWER OF ATTORNEY**

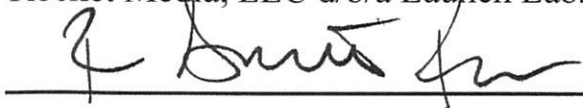
Pursuant to 37 C.F.R. § 42.10(b), Petitioner Rocket Media, LLC d/b/a Launch Labs (“Petitioner”) hereby appoints the following practitioners as its attorneys to transact all business before the Patent Trial and Appeal Board of the United States Patent and Trademark Office in connection with the Petition for *Inter Partes* Review of U.S. Patent No. 11,556,947:

Lead Counsel	Back-Up Counsel
Ryan Iwahashi (Reg. # 63,378) GISH PLLC 50 California Street, Suite 1500 San Francisco, CA 94111 Telephone: (415) 630-8960 ryan@gishpllc.com	Andrew D. Gish (Reg. # 67,562) GISH PLLC 41 Madison Avenue New York, New York 10010 Telephone: (212) 518-7380 andrew@gishpllc.com

The undersigned individual is authorized to sign on behalf of Petitioner.

Dated: November 6, 2024

Rocket Media, LLC d/b/a Launch Labs

A handwritten signature in black ink, appearing to read "R. Garrett Roach", is written over a horizontal line.

R. Garrett Roach