

UNITED STATES PATENT AND TRADEMARK OFFICE

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BEFORE THE PATENT TRIAL AND APPEAL BOARD

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HIGHLEVEL, INC.,  
Petitioner

v.

CLICKFUNNELS,  
Patent Owner

IPR2025-00235  
Patent No. 11,361,047

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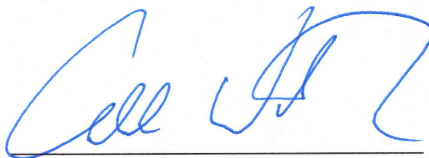
**POWER OF ATTORNEY FOR PATENT OWNER  
ETISON LLC D/B/A CLICKFUNNELS**

**Power of Attorney in an *Inter Partes* Review**

Patent Owner Etison LLC d/b/a ClickFunnels hereby appoints the Practitioners of Venable LLP, associated Customer Number 05514, as its attorneys to transact all business in the Patent Trial and Appeal Board of the United States Patent and Trademark Office connected with the above-identified petition for *Inter Partes* review, including the appointment of lead and backup counsel. Please recognize the correspondence address (including electronic email address) for the *Inter Partes* review to be the address associated with the appointed lead and backup counsel.

The undersigned is authorized to sign this Power of Attorney on behalf of Patent Owner Etison LLC d/b/a ClickFunnels.

Date: December 20, 2024

By: 

Name: Addison Watson

Title: General Counsel

## CERTIFICATE OF SERVICE

The undersigned certifies that, in accordance with 37 C.F.R. § 42.6(e) and 37 C.F.R. § 42.105, service was made on Petitioner as detailed below.

*Date of service:* December 20, 2024

*Manner of service:* FEDERAL EXPRESS

*Documents served:* Patent Owner's Power of Attorney

*Persons served:* William M. Fink  
O'Melveny & Myers LLP  
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/s/ Jeffri A. Kaminski

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