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UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

VIDEOAMP, INC.
Petitioner,

v.

THE NIELSEN COMPANY (US), LLC,
Patent Owner.

Case IPR2025-00555
Patent 11,856,250

PATENT OWNER'S POWER OF ATTORNEY
IN AN *INTER PARTES* REVIEW

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Power of Attorney in an *Inter Partes* Review

Patent Owner, The Nielsen Company (US), LLC, hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above-captioned *inter partes* review:

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Power of Attorney in an *Inter Partes* Review

The individuals signing below have the authority to execute this document on behalf of the named entity:

The Nielsen Company (US), LLC

By: Signed by: Sal Karottki B0309A89DFB941A...

Name: Salvador Karottki

Title: Vice President/Intellectual Property, Mergers & Acquisitions, and Legal Ops

Date: 2/20/2025