

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD.
Petitioner

v.

ANONYMOUS MEDIA RESEARCH HOLDINGS, LLC
Patent Owner

Patent No. 10,963,911

**POWER OF ATTORNEY FOR PETITIONER
SAMSUNG ELECTRONICS CO., LTD.**

POWER OF ATTORNEY FOR PETITIONER
SAMSUNG ELECTRONICS CO., LTD.
PATENT NO. 10,963,911

Pursuant to 37 C.F.R. § 42.10(b), Samsung Electronics Co., Ltd. hereby appoints the practitioners associated with Paul Hastings LLP, Customer Number 36,183, including the following lead and backup counsel, as its attorneys to transact all business in the United States Patent & Trademark Office associated with all *inter partes* review proceedings involving U.S. Patent No. 10,963,911.

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For: Samsung Electronics Co., Ltd.

Name: Keunwoo “Justin” Choi

Title: Principal Legal Counsel

Dated: January 31, 2025

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PATENT NO. 10,963,911

CERTIFICATE OF SERVICE

I hereby certify that on January 31, 2025, I caused a true and correct copy of the foregoing Power of Attorney for Petitioner Samsung Electronics Co., Ltd. to be served via express mail on the Patent Owner at the following correspondence address of record as listed on Patent Center:

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A courtesy copy was also sent electronically to Patent Owner's litigation counsel listed below:

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By: /Naveen Modi/
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