

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

SAMSUNG ELECTRONICS CO., LTD AND SAMSUNG ELECTRONICS
AMERICA, INC.,
Petitioners,

v.

VB ASSETS, LLC,
Patent Owner

U.S. Patent No. 8,886,536

Title: SYSTEM AND METHOD FOR DELIVERING TARGETED
ADVERTISEMENTS AND TRACKING ADVERTISEMENT INTERACTIONS
IN VOICE RECOGNITION CONTEXTS

Case No. IPR2025-00869

PETITIONER'S POWER OF ATTORNEY

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Patent Trial and Appeal Board
United States Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313

Pursuant to 37 C.F.R. Section 42.10(b), Petitioner Samsung Electronics America Inc. hereby appoints practitioners of Customer Number 203377 as its attorneys to transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office associated with the above-captioned Petition for *Inter Partes* Review.

These practitioners include at least:

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The individual signing below has the authority to execute this document on behalf of the Petitioner.

Dated: April 21, 2025

By:



Jordan Flourney
Head of Mobile Litigation
Samsung Electronics America, Inc.