

In re Patent of: Roy Shkedi
U.S. Patent No.: 8,494,904
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Application No.: 13/585,779
Filing Date: August 14, 2012
Title: METHOD AND STORED PROGRAM FOR
ACCUMULATING DESCRIPTIVE PROFILE DATA
ALONG WITH SOURCE INFORMATION FOR USE IN
TARGETING THIRD-PARTY ADVERTISEMENTS

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Petitioner, LiveIntent, Inc., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with any *inter partes* review, post grant review, or other review proceedings before the Patent Trial and Appeal Board of the above-captioned patent:

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and all practitioners associated with PTO Customer Number 199490.

I have the authority to execute this document on behalf of LiveIntent, Inc.

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Date: June 12, 2025