

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,

Petitioner

v.

MESSAGELOUD, INC.,

Patent Owner

Case IPR2025-01428

Patent 10,277,728

**PATENT OWNER'S POWER OF ATTORNEY
UNDER 37 CFR § 42.10**

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Patent Trial and Appeal Board

U.S. Patent and Trademark Office

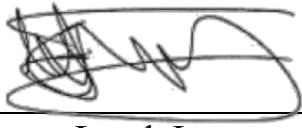
P.O. Box 1450

Alexandria, VA 22313-1450

Pursuant to 37 CFR 42.10(b), Patent Owner MessageLoud, Inc. hereby appoints the Kroub Silbersher & Kolmykov Practitioners, associated with Customer Number 121957 as its attorneys to prosecute and to transact all business before the Patent Trial & Appeal Board of the United States Patent and Trademark Office in connection with the above-identified *Inter Partes* Review. Please recognize the correspondence address (including any electronic mail address) associated with Customer Number 121957 for the above-identified *Inter Partes* Review proceeding number to be the address associated with the appointed lead and backup counsels.

Lead Counsel	Back-Up Counsel
Sergey Kolmykov (Reg. No. 47,713) Kroub Silbersher & Kolmykov PLLC 305 Broadway, 7 th Floor New York, NY 10007 Phone: (212) 323-7442 skolmykov@kskiplaw.com	Gaston Kroub (Reg. No. 51,903) Kroub Silbersher & Kolmykov PLLC 305 Broadway, 7 th Floor New York, NY 10007 Phone: (212) 323-7442 gkroub@kskiplaw.com

The undersigned is authorized to sign this Power of Attorney on behalf of
the Patent Owner.

By:  _____
For MessageLoud, Inc.

Name: Garin Toren

Title: CEO & Founder

Date: September 18, 2025

CERTIFICATE OF SERVICE

The undersigned certifies that pursuant to 37 C.F.R. § 42.6(e), a true copy of the foregoing POWER OF ATTORNEY UNDER 37 CFR § 42.10 was served on the date below to the following lead counsel for Petitioners via e-mail:

Lead Counsel for Petitioners	Back-up Counsel for Petitioners
Joshua L. Goldberg, Reg. No. 59,369 joshua.goldberg@finnegan.com Finnegan, Henderson, Farabow, Garrett & Dunner, LLP 901 New York Avenue NW Washington, DC 20001-4413 Phone: 202-408-6092 Fax: 202-408-4400	Erika H. Arner, Reg. No. 57,540 erika.arner@finnegan.com Finnegan, Henderson, Farabow, Garrett & Dunner, LLP 1875 Explorer Street Suite 800 Reston, VA 20190-6023 Phone: 571-203-2754 Fax: 202-408-4400 Jeffrey C. Totten, Reg. No. 65,229 jeffrey.totten@finnegan.com Finnegan, Henderson, Farabow, Garrett & Dunner, LLP 901 New York Avenue NW Washington, DC 20001-4413 Phone: 202-408-4232 Fax: 202-408-4400 William C. Neer, Reg. No. 78,874 william.neer@finnegan.com Finnegan, Henderson, Farabow, Garrett & Dunner, LLP 901 New York Avenue NW Washington, DC 20001-4413 Phone: 202-408-4054 Fax: 202-408-4400

Dated: September 19, 2025

By: /Sergey Kolmykov/
Sergey Kolmykov (Reg. No. 47,713)
Attorney for Patent Owner
MessageLoud, Inc.