UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

APPLE INC.,

Petitioner

v.

MESSAGELOUD, INC.,
Patent Owner

Case IPR2025-01429
Patent 10,516,775

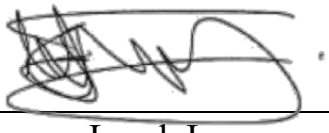
PATENT OWNER'S POWER OF ATTORNEY
UNDER 37 CFR § 42.10

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Patent Trial and Appeal Board
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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.

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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:

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Dated: September 19, 2025

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