

Attorney Docket No.: 57824-0003IP1

In re Patent of: F. Gavin McMillan
U.S. Patent No.: 12,063,402
Issue Date: August 13, 2024
Appl. Serial No.: 18/600,254
Filing Date: March 8, 2024
Title: METHODS AND APPARATUS TO CORRELATE CENSUS
MEASUREMENT DATA WITH PANEL DATA

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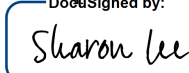
Petitioner, VideoAmp, Inc., hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with any *inter partes* review, covered business method review, post grant review, or other review proceedings before the Patent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

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

VideoAmp, Inc.

By: 
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Title: Chief Legal Officer
Date: 3/13/2026