

In re Patent of: Shkedi et al.
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Filing Date: May 25, 2023
Title: METHOD AND COMPUTER SYSTEM USING PROXY IP
ADDRESSES AND PII IN MEASURING AD EFFECTIVENESS
ACROSS DEVICES

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Petitioner, Applovin Corporation, 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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I have the authority to execute this document on behalf of Applovin Corporation.

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Date: April 2, 2026