

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<i>In re</i> Patent of Booth et al	§	REQUEST FOR <i>Ex Parte</i>
	§	REEXAMINATION
U.S. Patent No.: 8,719,101	§	
	§	Attorney Docket No.: ADN101
Issue Date: May 6, 2014	§	
	§	Customer No.: 165774
Filing Date: March 25, 2010	§	
	§	
Title: SYSTEM AND METHOD OF	§	Real Party in Interest:
ON-LINE ADVERTISING	§	Unified Patents, LLC

**REQUESTER'S POWER OF ATTORNEY
PURSUANT TO 37 C.F.R. 1.510(f)**

Pursuant to 37 C.F.R. 1.510(f) Requester, **Unified Patents, LLC**, hereby appoints the Practitioner(s) association with **Customer Number 165774**, as its attorney(s) to prosecute and transact all business in the United States Patent and Trademark Office in connection with the above-identified request for *Ex Parte* Reexamination. Please recognize the correspondence address (including any electronic mail address) associated with **Customer Number 165774** for the above-identified *Ex Parte* Reexamination proceeding number to be the address associated with the appointed counsel(s).

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

Executed on July 27, 2023

Unified Patents, LLC

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Printed Name: Jonathan Stroud

Title: General Counsel