

UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE PATENT TRIAL AND APPEAL BOARD

INTELLECTUAL INTEGRITY, LLC,
Petitioner

v.

APPLE INC.,
Patent Owner

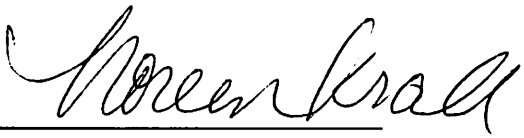
Inter Partes Review Case No. IPR2016-00500
Patent No. 7,864,163

***PATENT OWNER'S POWER OF ATTORNEY
UNDER 37 C.F.R. § 42.10(b)***

Patent Owner Apple Inc. hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent and Trademark Office associated with the above-captioned *inter partes* review of U.S. Patent No. 7,864,163:

Matthew I. Kreeger	(Reg. No. 56,398)
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The individual signing below has the authority to execute this document on behalf of Apple Inc.

By: 
Name: Noreen Krall
Title: Vice President, Chief Litigation Counsel
Date: February 15, 2016