

**UNITED STATES PATENT AND TRADEMARK OFFICE**

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**BEFORE THE PATENT TRIAL AND APPEAL BOARD**

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GOOGLE LLC, SAMSUNG ELECTRONICS CO., LTD., SAMSUNG  
ELECTRONICS AMERICA, INC., LG ELECTRONICS INC., and LG  
ELECTRONICS U.S.A., INC.,  
Petitioner

v.

PARUS HOLDINGS, INC.,  
Patent Owner

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Case: IPR2020-00846  
U.S. Patent No. 7,076,431

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

Pursuant to 37 C.F.R. § 42.10(b), Patent Owner, Parus Holdings, Inc., hereby appoints the following additional practitioners associated with McKool Smith, P.C., Customer Number 127134, including the following lead and additional backup counsel, 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. 7,076,431:

Lead Counsel	Additional Back-up Counsel
John B. Campbell Reg. No. 54,665 <a href="mailto:jcampbell@mckoolsmith.com">jcampbell@mckoolsmith.com</a> McKool Smith, P.C. 303 Colorado Street, Suite 2100 Austin, Texas 78701 Telephone: (512) 692-8700 Facsimile: (512) 692-8744	Scott W. Hejny Reg. No. 45,882 <a href="mailto:shejny@mckoolsmith.com">shejny@mckoolsmith.com</a> McKool Smith, P.C. 300 Crescent Court, Suite 1500 Dallas, Texas 75201 Telephone: (214) 978-4000 Facsimile: (214) 978-4044

The undersigned is authorized to act on behalf of Patent Owner, Parus Holdings, Inc.

Dated: December 7, 2021December 7, 2021December 7, 2021December 7, 2021

Parus Holdings, Inc.

By: /s/ Taj Reneau  
Taj Reneau  
Chief Executive Officer  
Parus Holdings, Inc.

**CERTIFICATION OF SERVICE**

The undersigned hereby certifies that a copy of this **PATENT OWNER'S  
UPDATED POWER OF ATTORNEY PURSUANT TO 37 C.F.R. § 42.10(b)**  
has been served on Petitioner via email on the following counsel of record for  
Petitioner:

Elisabeth Hunt  
[Ehunt-ptab@wolfgreenfield.com](mailto:Ehunt-ptab@wolfgreenfield.com)  
Gregory Nieberg  
[Gnieberg-ptab@wolfgreenfield.com](mailto:Gnieberg-ptab@wolfgreenfield.com)  
Richard Giunta  
[Rgiunta-ptab@wolfgreenfield.com](mailto:Rgiunta-ptab@wolfgreenfield.com)

Dated: December 7, 2021

By: /s/ Michael J. McNamara  
Michael J. McNamara  
Reg. No. 52,017