UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE PATENT TRIAL AND APPEAL BOARD

CREATIVE CONSUMER CONCEPTS,)
INC. ET AL.,)
)
Petitioners,)
)
V.) CASE: IPR2015-01516
KID STUFF MARKETING, INC., et al.)
) U.S. PATENT NO. 8,783,548
Patent Owner.)
)

PATENT OWNER'S POWER OF ATTORNEY IN AN INTER PARTES REVIEW

Patent Owner Kid Stuff Marketing, Inc. hereby appoints the following practitioners as its attorneys to transact all business in the United States Patent & Trademark Office associated with the above captioned matter *inter partes* review:

Lead Counsel	Back-Up Counsel
Chris Kao Reg No. 67664 ckao@kaoandswope.com	Michael T. Pieja Pro Hac Vice admission pending mpieja@goldmanismail.com
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The individual signing below has the authority to execute this document on behalf of Patent Owner KID STUFF MARKETING, INC.

Dated: 7/24/15

KID STUFF MARKETING, INC.

By:

John Woodward, President/CEO

CERTIFICATE OF SERVICE

Pursuant to 37 C.F.R. § 42.6(e)(1) and (e)(4), I certify that on July 27, I served the following document:

PATENT OWNER'S POWER OF ATTORNEY IN AN INTER PARTES REVIEW

on the interested parties in this action by placing a true and correct copy thereof enclosed in a sealed envelope via Priority Mail Express to:

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Respectfully submitted,

By: <u>/s/ Chris Kao</u> Chris Kao