

PTO Form 2196 (Rev 9/2005)
OMB No. 0651-0056 (Exp 09/30/2014)

**Revocation of Attorney/Domestic Representative and/or Appointment of
Attorney/Domestic Representative**

Handwritten Signature

To the Commissioner for Trademarks:

MARK: EQUALMEDIA
SERIAL NUMBER: 85045460
ATTORNEY DOCKET NUMBER 27379.6003

The original attorney
SCOTT S. ADAMS
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MARK: STATE
SERIAL NUMBER: 85275179
ATTORNEY DOCKET NUMBER 27379.6002

The original attorney
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By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney. In addition, any additional previously-

appointed attorneys that are currently listed in the application are replaced with the new "Other Appointed Attorneys" listed below.

Newly Appointed Attorney:

Bradford S. Breen
Orrick, Herrington & Sutcliffe LLP
IP Prosecution Department
2050 Main Street, Suite 1100
Irvine, California 92614-8255
United States
212-506-5000
949-567-6710
ipprosecution@orrick.com
27379.6003

Other Appointed Attorneys:

Lisa S. Simpson, Clifford R. Michel, Thomas H. Zellerbach, Beth M. Goldman, Chelsea E.L. Bush, Kristin S. Cornuelle, Betsy W. Lee, Michael T. Richmond

The following is to be used as the correspondence address:

Bradford S. Breen
Orrick, Herrington & Sutcliffe LLP
IP Prosecution Department
2050 Main Street, Suite 1100
Irvine, California 92614-8255
United States

212-506-5000
949-567-6710

ipprosecution@orrick.com;bbreen@orrick.com;achen@orrick.com The attorney docket/reference number is 27379.6003.

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

Handwritten Signature

Signature Section:

Signature: _____

Date: 27 JUNE 2012

Signatory's Name: ALEXANDER KSELEN

Signatory's Position: CHAIRMAN

Signatory's Phone Number: n/a

NOTE TO APPLICANT: When filed as part of the electronic form (i.e., scanned and attached as an image file), include only the signature page (no declaration is required, nor should any other information from the actual revocation be included).