

UNITED STATES

REVOCATION  
AND  
NEW POWER OF ATTORNEY

Mark: **TRULICITY**  
Reg. No.:  
Serial No.: 85183667  
Class(es): 5  
Owner: Eli Lilly and Company

POWER OF ATTORNEY

Applicant hereby revokes all previous Powers of Attorney and hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation:

Lawrence E. Abelman  
Jeffrey A. Schwab  
Victor M. Tannenbaum  
Peter J. Lynfield  
Marie Anne Mastrovito

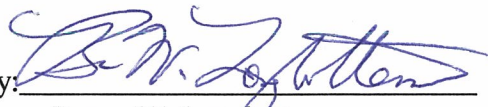
Frank Terranella  
Caridad Pineiro Scordato  
Julianne Abelman  
Julie Seyler  
Michael J. Schwab

members of the Bar of the State of New York, whose address is

**ABELMAN, FRAYNE & SCHWAB**  
666 Third Avenue  
New York, New York 10017 U.S.A.

to transact business in the Patent and Trademark Office in connection with the above trademark, application therefor, and any registration that may issue thereon.

Owner: Eli Lilly and Company

By:   
Bruce W. Longbottom  
Title: Assistant General Counsel

Date: August 21, 2014