

Av. 82 No. 10-62 6th Floor
Bogota
Colombia

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www.bakermckenzie.com

POWER OF ATTORNEY

The undersigned.

HEELZERO LLC

located at

**200 Madison Avenue New York, NY 10016
United States**

declares that it hereby grants to

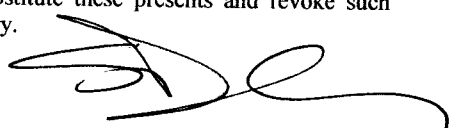
**ÁLVARO CORREA-ORDÓÑEZ and/or
JUAN PABLO CONCHA-DELGADO**

of the firm Baker & McKenzie S.A.S. members of Baker & McKenzie, domiciled at Av. 82 No. 10-62, 6th floor, of Bogotá D.C., Colombia, full and sufficient power of attorney to pursue before the competent authorities the following matters:

Trademark registrations and renewals; deposit and registration of commercial names and commercial ensigns; registration and renewal of domain names; Prosecution and obtainment of patents, utility models, industrial designs, integrated circuits layout-designs and vegetal varieties; records of mergers, changes of name, assignments, changes of domicile and address; security interests; liens and other acts that affect or limit the mentioned industrial property rights; filing and prosecution of oppositions; recordal of license of use agreements; filing and prosecution of cancellation actions, annulment actions, annulment and reinstatement of right action, and all judicial actions available for the prosecution of proceedings related to intellectual property matters, unfair competition, and protection of consumers.

to which end it empowers them to file requests, petitions and lawsuits, appeals and objections, pay taxes, receive, including faculties to enter into settlement agreements, conciliations and transactions, abandon applications and renounce rights and, in general, to take all the actions before the competent authorities in order to duly protect our intellectual property. To the said mandates sufficient power is granted hereby to receive notifications for and on behalf of the Company, to confer powers on those who are to represent the Company judicially and extrajudicially, to answer in court in the matter of all claims and demands that may be presented in connection with the marks and other intellectual property rights, and to do everything that may be required before administrative or judicial officers of any class to comply this power, giving them likewise faculty to substitute these presents and revoke such substitutions if necessary.

← Done and subscribed in



PODER

La abajo firmada,

HEELZERO LLC

domiciliada en

**200 Madison Avenue New York, NY 10016
Estados Unidos de América**

declara por el presente que otorga a

ÁLVARO CORREA-ORDÓÑEZ y/o JUAN PABLO CONCHA-DELGADO

de la firma Baker & McKenzie S.A.S., miembros de Baker & McKenzie, domiciliada en la Av. 82 No. 10-62 Piso 6 en Bogotá D.C., Colombia, poder especial amplio y suficiente, para adelantar ante las autoridades competentes los siguientes asuntos:

Registro y renovación de marcas; depósito y registro de nombres comerciales y enseñas comerciales; registro y renovación de nombres de dominio; trámite y obtención de solicitudes de patentes de invención, modelos de utilidad, diseños industriales, esquemas de trazado de circuitos integrados y variedades vegetales; inscripción de fusiones, cambios de nombre, traspasos, cambios de domicilio y de dirección; inscripción de contratos de prenda, embargos y otros actos que afecten o limiten los mencionados derechos de propiedad industrial; presentación y tramitación de oposiciones; inscripción de licencias de uso; presentación y tramitación de acciones de cancelación; acciones de nulidad, acciones de nulidad y restablecimiento del derecho y demás acciones judiciales, relacionadas con procesos de propiedad industrial, competencia desleal y protección al consumidor.

a cuyo efecto los faculta para presentar solicitudes, peticiones y demandas, interponer recursos, reclamos, pagar impuestos y tasas, recibir, transigir y desistir, incluyendo facultades para entrar en acuerdos amigables, conciliaciones y transacciones, abandonar solicitudes y renunciar a derechos, y en general, a dar ante las autoridades competentes todos los pasos necesarios para la debida protección de nuestra propiedad industrial. Asimismo se concede a los expresados mandatarios poder suficiente para recibir notificaciones a nombre de la compañía, otorgar poderes a quienes vayan a representar a la compañía judicial y extrajudicialmente, responder en juicio a todas las reclamaciones o demandas que por motivo de marcas y otros derechos de propiedad industrial se presentaren y hacer cuanto fuere necesario ante las autoridades administrativas o judiciales de cualquier orden para el cumplimiento de este mandato, dándoles igualmente facultad para sustituir el presente poder y en caso necesario, revocar dichas sustituciones.

Dado y firmado en

NOTARIAL CERTIFICATION

On this 7th day of JULY
 20 16, the undersigned Notary

CERTIFIES

1. That SELIM DUSHEI
 of legal age and domiciled in NEW YORK, USA
 set his hand on the foregoing document.
2. That the grantor is to me personally known and that he/she has legal capacity to execute the instrument.
3. That the grantor has executed the foregoing document as

PRESIDENT

of the corporate person

4. That the corporate person

having its home office in NEW YORK, NY USA

is duly organized, has present legal existence and that the purposes for which the power of attorney is granted are within the scope of its corporate purposes.

5. That the grantor has in fact the referred to authority and that his/her representation is legal.
6. That I have based certifications 3, 4 and 5 above on the following authentic documents for such purpose exhibited to me and which I mention specifically, giving their dates and their origin or source:

ARTICLES OF INCORPORATION

(Please indicate here the documents such as the articles of incorporation, by laws or resolution from the Board of Directors and their dates, on which the notary relied to grant the certification)

CERTIFICACION NOTARIAL

A los _____ días del mes de _____
 de 20 _____, el suscrito Notario

DA FE

1. Que _____
 mayor y domiciliado en _____
 suscribió de su puño y letra el documento que antecede.
2. Que conozco al otorgante y que éste tiene capacidad legal para el otorgamiento.

3. Que el otorgante ha suscrito el referido documento en su carácter de _____

de la persona jurídica

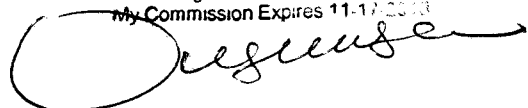
4. Que la persona jurídica

con sede en _____

está legalmente constituida, que tiene existencia legal actual y que el acto para el cual se otorga el poder está comprendido entre los que constituyen su objeto social.

5. Que el otorgante tiene efectivamente la representación que ostenta y que ésta es legítima.
6. Que he basado las certificaciones 3, 4 y 5 anteriores en los siguientes documentos auténticos que al efecto se me exhibieron y que menciono específicamente con expresión de sus fechas y de su origen o procedencia:

ALFONSO MANUEL VACQUEZ
 Notary Public, State of New York
 Qualified in Kings County
 Reg. No. 01VA6314071
 My Commission Expires 11-17-2018



LEGALIZATION INSTRUCTIONS

The signature of the corporate official issuing the power in the name of the company should be authenticated by means of a Notarial Certification as the one enclosed herewith. The Notary's signature will then be legalized by means of (i) the Apostille or (ii) all the way up to the Colombian Consulate.

Please take into account that in either legalization procedure, the Notary Public should list the sources e.g. articles of incorporation of the company, based on which it can certify that the person who signs the power is authorized to act on behalf of the company and that the company exists and is in good standing. Please see section (6) of the Notarial Certification enclosed herewith.