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ATTORNEYS FOR PLAINTIFF

UNITED STATES DISTRICT COURT

CENTRAL DISTRICT OF CALIFORNIA

ASSOCIATION FOR INFORMATION
MEDIA AND EQUIPMENT, an Illinois
nonprofit membership organization; and
AMBROSE VIDEO PUBLISHING,
INC., a New York corporation,
Plaintiff,

v.

THE REGENTS OF THE
UNIVERSITY OF CALIFORNIA, a
California corporation; MARK G.
YUDOF, an individual; DR. GENE
BLOCK, CHANCELLOR OF THE
UNIVERSITY OF CALIFORNIA, LOS
ANGELES, an individual; DR.
SHARON FARB, an individual;
LARRY LOEHER, an individual;
PATRICIA O'DONNELL, an
individual; and John Does 1-50,
Defendants.

Case No. CV10-09378 CBM (MANx)

**PROOF OF SERVICE OF AMENDED
COMPLAINT AND SUMMONS ON
THE REGENTS OF THE
UNIVERSITY OF CALIFORNIA,
MARK G. YUDOF, DR. GENE
BLOCK, CHANCELLOR OF THE
UNIVERSITY OF CALIFORNIA, LOS
ANGELES, DR. SHARON FARB,
LARRY LOEHER, AND PATRICIA
O'DONNELL**

PROOF OF SERVICE

STATE OF CALIFORNIA, COUNTY OF ORANGE

I am employed in the County of Orange, State of California. I am over the age of 18 and not a party to the within action; my business address 1 Park Plaza, Suite 225, Irvine, CA 92614.

On **March 10, 2011**, I served document(s) described as **AMENDED COMPLAINT** on the following person at the addresses and/or facsimile number below:

MARK G. YUDOF
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Attorney for THE REGENTS OF THE
UNIVERSITY OF CALIFORNIA and
DR. GENE BLOCK, CHANCELLOR
OF THE UNIVERSITY OF
CALIFORNIA, LOS ANGELES

[] VIA FACSIMILE – Based on an agreement by the parties to accept service by fax transmission, I faxed the documents from a fax machine in Irvine, California, with the number 949-252-0090, to the parties and/or attorney for the parties at the facsimile transmission number(s) shown herein. The facsimile transmission was reported as complete without error by a transmission report, issued by the facsimile transmission upon which the transmission was made, a copy of which is attached hereto.

[] BY ELECTRONIC SERVICE – Based on a court order or agreement of the parties to accept service by electronic transmission, I caused the documents to be sent to the persons at the electronic notification addresses listed herein on the above referenced date. I did not receive, within a reasonable time after the transmission, any electronic message or other indication that the transmission was unsuccessful.

[] BY MAIL - I am "readily familiar" with the firm's practice of collection and processing correspondence for mailing. Under that practice it would be deposited with the U.S. postal service on that same day, with postage thereon fully prepaid, at Irvine, California in the ordinary course of business. I am aware that on motion of the party served, service is

PROOF OF SERVICE

1 presumed invalid if postal cancellation date or postage meter date is more than one day after
2 date of deposit for mailing in affidavit.

3 [] BY CERTIFIED MAIL - I am "readily familiar" with the firm's practice of collection and
4 processing correspondence for mailing. Under that practice it would be deposited with the
5 U.S. postal service on that same day, with postage thereon fully prepaid, at Irvine, California
6 in the ordinary course of business. I am aware that on motion of the party served, service is
7 presumed invalid if postal cancellation date or postage meter date is more than one day after
8 date of deposit for mailing in affidavit.


9 [X] BY FEDERAL EXPRESS - I am readily familiar with the firm's practice of collection and
10 processing correspondence for Federal Express. Under that practice it would be deposited
11 with Federal Express on that same day in the ordinary course of business for overnight
12 delivery with delivery costs thereon fully prepaid by sender, at Irvine, California.

13 [] BY MESSENGER SERVICE - I served the documents by placing them in an envelope or
14 package addressed to the persons at the addresses listed herein and providing them to a
15 professional messenger service for service. A declaration by the messenger service will be
16 filed separately.

17 I declare under penalty of perjury under the laws of the State of California and the United
18 States of America that the above is true and correct.

19 Executed on **March 10, 2011** at Irvine, California.

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By:


Barbara Calvert