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UNITED STATES	DISTRICT COURT
2)i	CT OF CALIFORNIA
3 HATTERAS ENTERPRISES INC., a	Case No.: CV 11-05604-PSG-JCG
4 California Corporation, d/b/a SOLARACTIVE® INTERNATIONAL,	Hon, Judge Philip S. Gutierrez
Plaintiff,	IPROPOSEDI-ORDER GOVERNING
6 v.	USE AND DISSEMINATION OF CONFIDENTIAL INFORMATION
7 ART BRANDS, LLC, an Ohio Limited	[DISCOVERY MATTER]
8 Liability Company; and DOES 1-10, and ROES 1-30, inclusive,	Courtroom: 880
Defendants.	Date Complaint Filed: 7/7/11
0	Discovery Cutoff: None Trial Date: None
ART BRANDS, LLC,	
Counterclaim Plaintiff,	
3 v.	
HATTERAS ENTERPRISES INC., a	
California Corporation, d/b/a SOLARACTIVE® INTERNATIONAL,	
Counterclaim Defendant.	
7	J
PROPOSED] PRO	OTECTIVE ORDER
LAI 191294vI 12/22/11	

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Pursuant to the Stipulation Governing Use and Dissemination of Confidential Information concurrently filed by Plaintiff/Counterclaim-Defendant Hatteras Enterprises Inc. d/b/a Solaractive International. ("Hatteras") and Defendant/Counterclaim Plaintiff Art Brands, LLC ("Art Brands"), the Court hereby enters this Protective Order to protect confidential information and material that may be produced or otherwise disclosed by the parties or third-parties during the course of discovery in this action.

IT IS HEREBY ORDERED THAT:

The following Protective Order ("ORDER") shall govern the handling of 10 confidential, proprietary, and trade secret information produced in discovery and/or 11 filed with the Court in this action.

12||I. GOOD CAUSE STATEMENT

- Consistent with Federal Rule of Civil Procedure 26(c), good cause exists 14 for this Court to enter a Protective Order due to the highly sensitive and proprietary 15 nature of the information to be exchanged through discovery and trial of this action. 16 The information expected to be sought and produced will likely include "trade 17 secrets," as that term is defined in California Civil Code § 3426.1(d). "Trade secrets" 18 may include, but are not limited, to customer lists, pricing analysis and information, 19 market surveys and competitive research, corporate financial information and 20 analysis, business strategies, and information related to product development, research and releases.
 - 2. The parties agree that the disclosure to the public of such highly sensitive information may cause competitive injury and damages to the parties' and/or would unnecessarily invade the privacy of a party or person. Therefore, the parties have agreed to this Stipulation for Entry of Protective Order on the terms set forth below.

26 II. INTRODUCTION

3. This Protective Order shall govern any document, information or other 28 thing, which is designated as containing "CONFIDENTIAL" or "HIGHLY

4. All DISCOVERY MATERIALS produced in discovery in this case and 14 designated "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL—ATTORNEYS" 15 EYES ONLY" shall be used solely for the purpose of pre-trial proceedings (including, 16 but not limited to, depositions, discovery, motions and briefing), trial preparation and trial, and any appeals in the ACTION. DISCOVERY MATERIALS shall not be used 18 for any business or non-litigation related purpose whatsoever.

DEFINITIONS III.

"DISCOVERY MATERIALS").

- 5. The following definitions apply in this Protective Order:
- (A) Designation of DISCOVERY MATERIALS as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY" made by a party to this ACTION shall be a certification to the Court and to the other parties that such information is believed to be Confidential within the meaning of this Protective Order. Information designated as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL—ATTORNEYS' EYES ONLY" in accordance with these provisions shall be treated as Confidential

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Information pursuant to the terms hereof until it ceases to be covered by this ORDER.

- (B) The designation "CONFIDENTIAL" may be applied by any party or third party for any DISCOVERY MATERIALS pursuant to this ACTION that contain material including, but not limited to: (a) information pertaining to a third party which the party has an express or implied obligation to keep confidential; (b) personnel information; and (c) all communications pertaining to the above named information including both physical and electronic correspondence.
- (C) The designation "HIGHLY CONFIDENTIAL— ATTORNEYS' EYES ONLY," may be applied by a party to highly sensitive 12 forms of information, including, but not limited to: (a) past or current financial 13 information (including cost, pricing and sales information), and business and/or 14 marketing plans, strategies and techniques; (b) customer, supplier and vendor 15 information; (c) methods of printing; (d) trade secrets as defined in Cal. Civ. 16 Code § 3426.1(d) (which provides that the term "trade secret" "means 17 information, including a formula, pattern, compilation, program, device, 18 method, technique, or process, that: (1) Derives independent economic value, 19 actual or potential, from not being generally known to the public or to other 20 persons who can obtain economic value from its disclosure or use; and (2) Is 21 the subject of efforts that are reasonable under the circumstances to maintain its 22 secrecy"); and (e) Extremely sensitive "CONFIDENTIAL" information or 23 litems whose disclosure to another Party or non-party would create a substantial 24 risk of serious injury that could not be avoided by less restrictive means. This designation shall be made as sparingly as possible and shall be a certification to the Court and the other parties that such information is believed subject to this more restrictive classification within the meaning of this Protective Order.

1		(D) "CONFIDENTIAL INFORMATION" refers to all	
2	information v	which is subject to the designations "CONFIDENTIAL" or	
3	"HIGHLY C	ONFIDENTIAL-ATTORNEYS' EYES ONLY," as described	
4	above.		
5	<u> </u>	(E) "PARTY" means every party to this ACTION and every	
6	director, offic	er, employee, and managing agent of every party to this ACTION.	
7		(F) "ORDER" means this Protective Order.	
8		(G) The scope of this ORDER shall be understood and	
9	interpreted to encompass not only those items or things which encompass		
1.0	CONFIDEN'	FIAL INFORMATION, but also any information derived	
11	therefrom, ar	d all copies, excerpts, and summaries thereof, as well as testimony	
12	and oral conv	versation derived therefrom or related thereto.	
13		(H) "PRODUCING PARTY" means a PARTY or non-party that	
14	produces Disclosure or DISCOVERY MATERIAL in this action.		
15		(I) "RECEIVING PARTY" means a PARTY that receives	
16	Disclosure of	DISCOVERY MATERIAL from a PRODUCING PARTY.	
17		(J) "DESIGNATING PARTY" means a PARTY or non-party	
18	that designat	es information or items produced in disclosures or in responses to	
19	discovery as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL—		
20	ATTORNEY	S' EYES ONLY."	
21	IV. TERN	IS OF THE PROTECTIVE ORDER	
22	Α.	Designation	
23	6.	The designation of CONFIDENTIAL INFORMATION shall be made in	
24	the following manner:		
25		(A) For documents, as set out in Paragraph 21 of this ORDER;	
26		(B) For tangible objects, by placing a label or tag on the object or the	
27	container the	refor, or, if not practicable, as otherwise agreed;	
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Each party retains the right to subsequently re-designate documents and 13 to require such documents to be treated in accord with such designations from that 14 time forward. An inadvertent or unintentional failure to designate qualified 15 information or items as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-16 ATTORNEYS' EYES ONLY" will not be construed as a waiver, in whole or in part, 17 of (i) any PARTY'S claims of confidentiality either as to the specific information 18 inadvertently or unintentionally disclosed or as to any other confidential material 19 disclosed prior or subsequent to that date, or (ii) any Party's right to designate said 20 material as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL—ATTORNEYS" 21 EYES ONLY" pursuant to this Protective Order. In the event of an inadvertent or 22 unintentional failure to designate qualified information or items, the DESIGNATING PARTY shall promptly notify the RECEIVING PARTY that the information is "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL–ATTORNEYS' EYES ONLY." The DESIGNATING PARTY further shall provide the RECEIVING PARTY with substitute copies of the affected documents, marked with the appropriate confidentiality designation, at the expense of the DESIGNATING PARTY.

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- 9. Upon receiving notice of the confidentiality designation of previouslyproduced materials, the RECEIVING PARTY shall take reasonable steps to retrieve and destroy all undesignated copies of the materials, and shall treat the designated materials according to their confidentiality designation under this ORDER. Prior to receiving notice of a change in designation by the DESIGNATING PARTY; however, the RECEIVING PARTY shall not be precluded from use of the information according to its then-existing designation, provided that the RECEIVING PARTY has no reasonable basis for believing the previous designation is in error or mistaken. No PARTY shall be deemed to be in violation of this ORDER with respect to the 10 disclosure of any DISCOVERY MATERIAL to any other persons prior to the 11 designation of that material as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL— 12 ATTORNEYS' EYES ONLY" pursuant to this ORDER.
- 10. Inadvertent or unintentional production of privileged or work product 14 information will not be construed as a waiver, in whole or in part, of the privilege or 15 the work product status of the information inadvertently or unintentionally disclosed. 16 In the event of an inadvertent or unintentional production of privileged or work 17 product information, the PRODUCING PARTY shall promptly notify the 18 RECEIVING PARTY that the information is privileged or is work product. The 19 PRODUCING PARTY further shall provide the RECEIVING PARTY with substitute 20 copies of the affected documents in which the privileged or work product information 21 has been redacted.
 - Upon receiving notice of the PRODUCING PARTY's claim of privilege or work product status of previously-produced information, the RECEIVING PARTY shall take reasonable steps to retrieve and destroy all un-redacted copies of the materials.
- 12. Nothing in this section shall affect the right of a party to challenge a confidentiality designation or a claim of privilege or work product through motion 28 practice. The parties shall make a good faith effort to avoid the Court's involvement

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to resolve such disputes. A receiving party who objects to the designation of any discovery response, document, thing or testimony as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL—ATTORNEYS' EYES ONLY" shall state the objection by letter to counsel for the DESIGNATING PARTY. If the objection is not resolved within ten (10) days of the receipt of such objection, the RECEIVING PARTY may move the Court to determine whether such materials qualify for treatment as CONFIDENTIAL INFORMATION under this ORDER. If the RECEIVING PARTY files such a motion: (a) the DESIGNATING PARTY shall bear the burden of establishing that the designated materials qualifies for treatment as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY" under this ORDER; and (b) the materials at issue shall continue to be entitled to the 12 protections accorded by this ORDER until and unless the Court rules otherwise.

C. Access To CONFIDENTIAL Information

- 13. Access to information marked "CONFIDENTIAL" shall be limited to, 15 and only to, the following persons:
- (A) Outside attorneys of record to any party in connection with this 17 ACTION, and, if the attorney of record is a member of a law firm, the attorneys, 18 employees and staff of the law firm (collectively "OUTSIDE COUNSEL"), provided 19 that before any such person is permitted access to any "CONFIDENTIAL" information, such person shall be informed of the existence and contents of this ORDER;
- (B) Organizations retained by OUTSIDE COUNSEL to provide litigation support services in this ACTION, including but not limited to court 24 reporters, translators, third-party photocopy or imaging services contractors, third-25 party contractors producing graphic or visual aids involved solely in providing 26 litigation support services to OUTSIDE COUNSEL, and jury consultants, provided that before any such person is permitted access to any "CONFIDENTIAL"

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opinions to their client based on evaluation of information designated as CONFIDENTIAL INFORMATION produced by the DESIGNATING PARTY. For information designated "HIGHLY CONFIDENTIAL—ATTORNEYS' EYES ONLY," such rendering of advice and/or opinions shall not reveal the content of such information except by prior written agreement with counsel for the DESIGNATING PARTY.

E. **Notification Of Identities Of Outside Experts And Consultants**

- 15. In connection with outside experts and consultants falling under paragraph 13(C) above, each party shall disclose in writing to the other party, the 10 identity and curriculum vitae of each outside expert or consultant. Such curriculum vitae shall identify all current and former employers and/or consulting engagements of the independent expert or consultant within ten (10) years prior to the date of such disclosure.
- 16. If a party objects, in good faith, to an identified expert or consultant, the 15 party shall make its objections known in writing within five (5) business days of 16 receiving notification. The written objection shall also serve as the request for conference under Central District of California L.R. 37-1. After receipt of the objection, the party proposing the expert shall confer with the objecting party within ten (10) days. If, after good faith negotiations, agreement on the independent expert or consultant cannot be reached, the objecting party, as the moving party, shall have ten (10) days after the conference referred to above to complete its portion of the joint 22 stipulation as described in L.R. 37-2.2 and to seek relief from the Court. In such a case, no disclosure of CONFIDENTIAL INFORMATION of the objecting party shall be made to the expert or consultant until the Court has ruled on the objecting party's motion for relief, and then only in accordance with the Court's ruling. The party or person wishing to disclose objecting party's "CONFIDENTIAL" or "CONFIDENTIAL—ATTORNEYS' EYES ONLY" information to the outside expert 28 or consultant shall have the burden of showing the disclosure would be proper and

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consistent with the Order. If a party fails to make its objections known or fails to seek relief from the Court as described in this section, its objection to an expert shall be deemed waived, and CONFIDENTIAL INFORMATION may be disclosed to the expert or consultant subject to the provisions of this Protective Order. However, in no event shall a disclosure of potential experts or consultants be deemed a waiver of any privilege or immunity.

F. Disclosure Of CONFIDENTIAL INFORMATION To Outside **Experts And Consultants**

- 17. Documents designated as "CONFIDENTIAL" and "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY" may be shown to outside experts or consultants, together with their clerical personnel, who are retained by a party in 12 connection with the preparation for trial or trial in this ACTION, provided that before 13 disclosure to any such expert or consultant, the person to whom such information is to 14|| be disclosed shall have signed the "Non-Disclosure Agreement" (Exhibit A). The 15 agreement of the expert or consultant to be bound by Exhibit A shall be considered to 16 apply to his or her clerical personnel, and those personnel need not separately execute the non-disclosure agreement.
- 18. Drafts of any reports provided by such expert or consultant, as well as 19 communications between and among the expert or consultant, other experts or 20 consultants retained by the party, the attorneys for the party retaining the experts or 21 consultants, and/or the retaining party are not discoverable except to the extent that the 22 communications (1) relate to compensation for the expert or consultant's study or 23 testimony; (2) identify facts or data that the expert or consultant considered in forming the opinions to be expressed; or (3) identify assumptions that the expert or consultant relied upon in forming the opinions to be expressed.
 - 19. The foregoing notwithstanding, any such expert or consultant who is an employee of a party or a competitor of any of the parties shall not be shown or

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otherwise given access to documents or information designated as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY."

G. **Request For Additional Disclosures**

20. If any counsel of record desires to communicate to any person apart from those permitted under Paragraphs 13 to 19 any information designated as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY," that counsel of record shall first obtain the written consent of the DESIGNATING PARTY through such party's counsel of record or obtain leave of Court to do so. Each person to whom the CONFIDENTIAL INFORMATION is to be given, shown, 10 made available or communicated must execute a written confidentiality agreement, in the form attached hereto as Exhibit A. Only after all of the foregoing conditions have been fully satisfied may the CONFIDENTIAL INFORMATION be communicated to 13 any person other than those permitted under Paragraphs 13 to 19.

H. **Manner Of Designating Documents**

21. A party shall designate documents containing Confidential Information 16||by placing a legend in plain view on each page of any document that party wishes to protect against disclosure or use. This legend shall state "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY," as appropriate. All 19 documents and things shall be marked prior to the provision of a physical copy thereof 20 to the other party.

I. **Manner Of Designating Documents**

22. In the case of a deposition, counsel for such party may, at the commencement of such deposition, temporarily designate the entire deposition as "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY" 25 provided, however, that where such an initial designation has been made, the designating party, within fifteen (15) days after receipt of the transcript, shall mark as provided in this ORDER those pages of the transcript as such party shall then deem confidential, (the confidential designation of all remaining pages being rescinded after

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such period), and shall notify the other party in writing which pages are deemed CONFIDENTIAL INFORMATION. In the event that such notice is not sent within said fifteen (15) days of the receipt of the transcript, no portion of the deposition shall thereafter be confidential unless the designating party thereafter notifies the other party that the failure to timely designate occurred by oversight.

Filing Documents With The Court

All information designated as CONFIDENTIAL INFORMATION which is filed or lodged with the court, or any pleading or memorandum purporting to reproduce or paraphrase such information shall be accompanied by an application to 10 file the information, pleading or memorandum or the portion thereof constituting or containing the CONFIDENTIAL INFORMATION material under seal in accordance 12 with Local Rule 79-5.1 and directed to the Judge or to whom the papers are directed. The CONFIDENTIAL INFORMATION shall be filed or lodged in sealed containers on which shall be recorded the title to this action, the general nature of the contents, the words "CONFIDENTIAL" or "CONFIDENTIAL-ATTORNEYS' EYES ONLY" 16 and a statement substantially in the following form:

> CONFIDENTIAL. This sealed container filed in this case contains confidential materials generally identified as ["CONFIDENTIAL" and/or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY"], and is being filed under seal pursuant to the order of the Court. Pursuant to this Protective Order, this container shall not be opened nor shall the contents thereof be revealed except to the Court, including court personnel as necessary for handling of the matter.

26 Material found by the Court to meet the requirements for CONFIDENTIAL INFORMATION (as defined in this ORDER) shall be maintained under seal and shall 28 not be made available for public review pursuant to Local Rule 79-5.

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K. Redaction

24. Documents and things produced may be subject to reduction, in good faith by the producing party, of sensitive material that is neither relevant to the subject of this litigation nor reasonably calculated to lead to the discovery of admissible evidence, or is subject to the attorney-client privilege or to work-product immunity. Each such redaction, regardless of size, will be clearly labeled. This paragraph shall not be construed as a waiver of any party's right to seek disclosure of redacted information.

L, No Effect On Party's Own Use Or Disclosure To Author Or Addresses

- 25. Nothing contained in this Order shall affect the right of a party to disclose or to use any of its own CONFIDENTIAL INFORMATION as it desires.
- Nothing contained in this Order shall affect the right of a party to 26. 14 disclose any CONFIDENTIAL INFORMATION to the author or addressees of any 15 document containing such information.

Μ. No Applicability To Public Information

27. The restrictions on dissemination of CONFIDENTIAL INFORMATION 18 shall not apply to (i) persons in possession or knowledge of such information prior to 19 disclosure hereunder who, absent this order, are under no restriction regarding its dissemination, but only with respect to the CONFIDENTIAL INFORMATION already in his or her possession or knowledge, or (ii) information which is public knowledge or which after disclosure, becomes public knowledge other than through an act or omission of a party receiving the CONFIDENTIAL INFORMATION.

N. Legal Effect Of Designations

The designation by a party of any document, material or information as 28. "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY" 27 is intended solely to facilitate discovery in this ACTION. This Order shall not prejudice the right of any party to bring before the Court a motion in compliance with

O. Unauthorized Disclosure Of CONFIDENTIAL INFORMATION

29. If a RECEIVING PARTY learns that, by inadvertence or otherwise, it has disclosed CONFIDENTIAL INFORMATION to any person or in any 11 circumstance not authorized under this Stipulated Protective Order, the RECEIVING 12 PARTY must immediately (a) notify in writing the DESIGNATING PARTY of the unauthorized disclosures, (b) use its best efforts to retrieve all copies of the 14 CONFIDENTIAL INFORMATION, (c) inform the person or persons to whom 15 unauthorized disclosures were made of all the terms of this Order, and (d) request 16 such person or persons to execute the "Non-Disclosure Agreement" (Exhibit A).

P. **Final Disposition Of Action**

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30. Within sixty (60) days after the final disposition of this ACTION, 19 including appeals, each counsel of record shall: (a) promptly return to counsel of record for the DESIGNATING PARTY all CONFIDENTIAL INFORMATION and all copies made thereof which are not in custody of the Court; or (b) promptly destroy 22 or see to the destruction of all writings related thereto, and certify to the designating 23 party that such destruction has been done. As an exception to the above, counsel of 24 record may retain a single file copy of any pleading, document filed with the Court, written discovery response, expert report, transcript of any deposition or trial testimony, together with all exhibits thereto, legal memorandum, correspondence, or attorney work product, even if such material contains CONFIDENTIAL INFORMATION. The copy of these retained documents shall be treated as

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"HIGHLY CONFIDENTIAL-ATTORNEYS' EYES ONLY" and counsel of record shall immediately notify opposing counsel of record of any attempt by third parties to inspect and/or copy said documents.

O. Survival Of Terms

31. Absent written modification hereof by the PARTIES hereto or further order of the Court, the provisions of this Order that restrict the disclosure and use of CONFIDENTIAL INFORMATION shall survive the final disposition of this ACTION and continue to be binding on all persons subject to the terms of this ORDER.

R. Violation Of Order

32. In the event anyone shall violate or threaten to violate any term of this 12 ORDER, the parties agree that the aggrieved party may immediately apply to obtain 13 injunctive relief against any such person violating or threatening to violate any of the 14 terms of this ORDER and, in the event the aggrieved party shall do so, the respondent 15 person subject to the provisions of this ORDER shall not employ as a defense thereto 16 the claim that the aggrieved party possesses an adequate remedy of law. The parties 17 and any other person subject to the terms of this ORDER agree that this Court has 18 jurisdiction over such person or party for the purpose of enforcing this ORDER. In 19 the event that any CONFIDENTIAL INFORMATION is disclosed by a receiving 20 party in violation of this order, the CONFIDENTIAL INFORMATION shall not lose 21 its status through such disclosure, and the parties shall take all steps reasonably 22 required to assure its continued confidentiality.

S. Subpoena In Another Action

33. Nothing in this order shall be construed as authorizing a party to disobey 25 a lawful subpoena issued in another action. Any PARTY, having received 26 CONFIDENTIAL INFORMATION that receives a subpoena or other compulsory process seeking the production of all or some of those materials, shall promptly, and 28|| before producing such materials, notify in writing: