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14 Attorneys for Plaintiffs
 YESENIA MELGAR, on Behalf of Herself
 15 and All Others Similarly Situated

16 UNITED STATES DISTRICT COURT
 17 EASTERN DISTRICT OF CALIFORNIA

18 YESENIA MELGAR, on Behalf of Herself
 19 and All Others Similarly Situated,

20 Plaintiffs,

21 v.

22 ZICAM LLC and MATRIX
 23 INITIATIVES, INC.,

24 Defendants.

Case No. 2:14-cv-00160-MCE-AC

**STIPULATION AND ORDER TO EXTEND
 TIME FOR DIRECT NOTICE IN CLASS
 ACTION NOTICE PLAN**

Hon. Morrison C. England, Jr.

1 Plaintiff Yesenia Melgar, on behalf of herself and the certified class (“Plaintiff”), and
2 Defendants Zicam LLC and Matrixx Initiatives, Inc. (collectively “Defendants”), by and through
3 their respective attorneys, hereby stipulate as follows:

4 WHEREAS, on February 17, 2017, this Court approved the Parties’ Joint Stipulation
5 regarding a class action notice plan in the above-captioned case. *See* 2/17/17 Order, Dkt. No. 139.

6 WHEREAS, in that Stipulation, the Parties had agreed that “Plaintiff shall use best efforts
7 to commence with dissemination of the Notice via electronic communication within twenty-one
8 (21) days after approval of this Agreed Plan by the Court.” *See id.* at 1.

9 WHEREAS, the Court’s entry of this Order on February 17, 2017 thereby obligates
10 Plaintiffs’ counsel to commence dissemination of the class action notice by March 10, 2017.

11 WHEREAS, due to the volume of class members reasonably anticipated to be notified of
12 this class action lawsuit via direct notice (approximately 15,000 email and mailing addresses have
13 been identified by Defendants), the Parties have agreed that a two-week extension is necessary to
14 effectuate direct notice in this case.

15 Now, therefore, the Parties, through the undersigned counsel, hereby stipulate as follows:

- 16 1. The deadline to send direct notice to class members shall be extended by two
17 weeks, to March 24, 2017.
- 18 2. All other deadlines, including the opt-out date, will remain the same.

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Dated: March 8, 2017

DRINKER BIDDLE & REATH LLP

By: /s/ Alan J. Lazarus

Alan J. Lazarus
William A. Hanssen
Ashley K. Corkery

Attorneys for Defendants
ZICAM LLC and MATRIXX INITIATIVES, INC.

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Dated: March 8, 2017

BURSOR & FISHER, P.A.

By: /s/ L. Timothy Fisher

Scott A. Bursor
L. Timothy Fisher

Attorneys for Plaintiffs
YESENIA MELGAR, and all Others Similarly
Situated

ORDER

Pursuant to the Parties' stipulation, the Court hereby orders:

1. The deadline to send direct notice to class members shall be extended by two weeks, to March 24, 2017.
2. All other deadlines, including the opt-out date, will remain the same.

IT IS SO ORDERED.

Dated: March 14, 2017



MORRISON C. ENGLAND, JR.
UNITED STATES DISTRICT JUDGE