Exhibit E

PROOF OF SERVICE	
DATE	PLACE
SERVED	
SERVED ON (PRINT NAME)	MANNER OF SERVICE
SERVED BY (PRINT NAME)	TITLE
DE	CLARATION OF SERVER
I declare under penalty of perjury un	nder the laws of the United States of America that the foregoing rvice is true and correct.
information contained in the Froot of Ser	evice is true and correct.
Executed on	
DATE	SIGNATURE OF SERVER
	ADDRESS OF SERVER
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EXHIBIT A

General Instructions

- A. If you object to any of these document requests, state the reasons for your objections. If you object to any part of a document request, specify the part. Similarly, if you do not object to a particular document request, but are unable to comply fully with the request, then comply to the fullest extent possible and provide an explanation for your lack of full compliance.
- B. If any requested document is unavailable because it has been lost, discarded or destroyed, please summarize for each such document its date, author, addressee, signatory, type, content, and length, the date and circumstances under which it was lost, discarded, or destroyed, and the identity of any person who ordered or directed it to be discarded or destroyed or who otherwise has knowledge of the circumstances under which it was lost, discarded or destroyed.
- C. These document requests are directed not only to those documents in the possession, custody, or control of you or your directors, officers, trustees, agents, employees, representatives, and unless privileged, legal counsel, but also to those documents in the possession, custody, or control of any "person" (as defined herein) that you control and to any documents in the possession, custody, or control of any directors, officers, trustees, agents, employees, representatives, and unless privileged, legal counsel of any such person. For any documents whose location is unknown, state the names and addresses of any persons that might possess or know the location of such documents.
- D. When information is withheld from discovery on a claim that it is privileged or subject to protection as trial preparation materials, the claim shall be made expressly and shall be supported by a description of the nature of the document, communications, or things not produced that is sufficient to enable the requesting party to contest the claim.
- E. The word "document" shall mean, without limitation, writings, drawings, graphs, charts, photographs, phonorecords, and other data compilations from which information can be obtained or translated, if necessary, into reasonably usable form.
- F. The word "person" shall mean any natural person, corporation, partnership, firm, association, joint venture, sole proprietorship, trust, department, agency, or any other legal,

business, union, or governmental entity. Unless otherwise stated, all references to corporations or other legal entities (including, without limitation, the parties to this action) shall encompass all predecessor or successor corporations or other legal entities; all past and present parent, subsidiary, and affiliate corporations or other legal entities; and all past or present shareholders, directors, officers, trustees, agents, employees, representatives, and, where not privileged, inhouse or outside legal counsel for such corporations or other legal entities.

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- G. The phrasing of these document requests shall be construed so as to make your response inclusive rather than exclusive. Thus, the word "including" is intended to be comprehensive and means "including, but not limited to." Similarly, the singular form of all words includes the plural form and the plural form of all words includes the singular form; the words "and" and "or" shall be interpreted as both conjunctive and disjunctive; the word "any" shall mean "any and all"; and the word "each" shall mean "each and every."
- The term "all documents" includes each and every document that refers, H. reflects, or relates, directly or indirectly, in whole or in part, to the subject matters described in a given document request. Where originals are not available, authentic copies of such documents may be produced; but, if a document has been prepared in separate copies, or additional copies have been made and the copies are not identical (or which, by reason of subsequent modification of a copy or by the addition of notations, are no longer identical), each non-identical copy is a separate document and should be identified or produced. "Documents" or "document" means the original and all copies and drafts of any written, recorded or graphic matter, including, but not limited to, any notebook, book, pamphlet, periodical, letter, correspondence, telegram, contract, purchase order, bill, invoice, estimate, report, appraisal, memorandum, docket, diary, calendar, interoffice or intraoffice communication, specification, record, study, work sheet, desk calendar, graph, computer run, computer diskette, computer tape, print-out, chart, check register, canceled check, blue print, income tax return, receipt, deed, trust agreement, note, budget, telephone log or record, statement of account, ledger, journal, financial statement, map, check, tape recording, transcription or any other memorial of any conversation, meeting, conference or telephone call, however produced or reproduced, any other form of notation of events or intentions, and any

other printed, written, or reproduced matter. To the extent that information requested is stored as computer data or computer-readable data, "documents" shall mean electronic, printed or "hard copy" versions of such data.

I. Unless otherwise specified, this Request for Production of Documents (the "Request") shall include all documents dated, prepared, received, applicable, or in effect on or after February 14, 2003 to the date of production. This request shall be continuing so as to require supplemental production if you obtain or discover additional documents subsequent to the date of your production.

Definitions

- 1. Unless otherwise indicated, the following definitions apply to these requests for production:
 - A. "You," or "Your," refers to Topps Company, Inc. and all of its officers, directors, current and former employees, agents, assigns, affiliates, representatives (including advisors), partners, subsidiaries, affiliates, partnerships, predecessors in interest, attorneys, and all persons acting or purporting to act on its behalf.
 - B. PLAYERS INC. refers to PLAYERS INC. and all of its officers, directors, current and former employees, agents, assigns, affiliates, representatives (including advisors), partners, subsidiaries, affiliates, partnerships, predecessors in interest, attorneys, and all persons acting or purporting to act on its behalf.
 - C. "NFL Players Association" or "NFLPA" refers to NFL Players Association and all of its officers, directors, current and former employees, agents, assigns, affiliates, representatives (including advisors), partners, subsidiaries, affiliates, partnerships, predecessors in interest, attorneys, and all persons acting or purporting to act on its behalf.
 - D. "Retired Players" means any and all former NFL players.
 - E. "GLA" means any contract with a Retired Player (or solicitation or offer for such contract) relating to the licensing of a Retired Player's name or image.

Document Requests

- 1. All documents that summarize, describe, or refer to any royalties or other consideration paid by or to PLAYERS INC and/or the NFLPA, pursuant to the 2004 License Agreement and 2007 License Agreement as defined by the Friss Declaration filed in this Lawsuit, including but not limited to all documents showing how such royalties or other consideration were calculated.
- 2. All of the drafts and correspondence or communications between PLAYERS INC and YOU relating to the negotiation, drafting or execution of the 2004 License Agreement and 2007 License Agreement as defined by the Friss Declaration filed in this Lawsuit.