

United States District Court
For the Northern District of California

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IN THE UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA

LEVI STRAUSS & COMPANY,

Plaintiff,

No. 07-03752 JSW

v.

**ORDER VACATING STATUS
CONFERENCE AND SETTING
BRIEFING SCHEDULE**

ABERCROMBIE & FITCH TRADING
COMPANY,

Defendants.

The Court has received and considered the parties' Joint Status Conference Statement, and HEREBY VACATES the status conference scheduled for May 13, 2011.

The Court does not find Levi Strauss & Company's ("LS&Co.") arguments regarding amendment of the complaint persuasive and, in the absence of a motion to dismiss this case, shall set a briefing schedule so that the parties may set forth their positions regarding dilution, in light of the Ninth Circuit's ruling.

Accordingly, LS&Co. shall file its opening brief by no later than June 3, 2011. Abercrombie & Fitch Trading Company shall file its responsive brief by no later than June 17, 2011. LS&Co. may file a reply brief by no later than June 24, 2011. If the Court finds that the matter requires oral argument, it shall notify the parties.

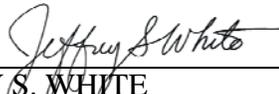
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If either party seeks to continue this briefing schedule, they must submit a request to the Court demonstrating good cause for any such modification.

IT IS SO ORDERED.

Dated: May 10, 2011



JEFFREY S. WHITE
UNITED STATES DISTRICT JUDGE