

1 disclosure and from use for any purpose other than prosecuting this litigation would be
2 warranted. Accordingly, the parties hereby stipulate to and petition the court to enter the
3 following Stipulated Protective Order. The parties acknowledge that this Order does not confer
4 blanket protections on all disclosures or responses to discovery and that the protection it affords
5 extends only to the limited information or items that are entitled under the applicable legal
6 principles to treatment as confidential. The parties further acknowledge, as set forth in Section
7 10, below, that this Stipulated Protective Order creates no entitlement to file confidential
8 information under seal; Civil Local Rule 79-5 sets forth the procedures that must be followed
9 and reflects the standards that will be applied when a party seeks permission from the court to
10 file material under seal.

11 2. DEFINITIONS

12 2.1 Party: any party to this action, including all of its officers, directors, employees,
13 consultants, retained experts, and outside counsel (and their support staff).

14 2.2 Disclosure or Discovery Material: all items or information, regardless of the
15 medium or manner generated, stored, or maintained (including, among other things, testimony,
16 transcripts, or tangible things) that are produced or generated in disclosures or responses to
17 discovery in this matter.

18 2.3 "Confidential" Information or Items: information (regardless of how generated,
19 stored or maintained) or tangible things that qualify for protection under standards developed
20 under F.R.Civ.P. 26(c).

21 2.4 "Highly Confidential – Attorneys' Eyes Only" Information or Items: extremely
22 sensitive "Confidential Information or Items" whose disclosure to another Party or non- party
23 would create a substantial risk of serious injury that could not be avoided by less restrictive
24 means.

25 2.5 Receiving Party: a Party that receives Disclosure or Discovery Material from a
26 Producing Party.

27 2.6 Producing Party: a Party or non-party that produces Disclosure or Discovery
28 Material in this action.

1 2.7. Designating Party: a Party or non-party that designates information or items that it
2 produces in disclosures or in responses to discovery as "Confidential" or "Highly Confidential —
3 Attorneys' Eyes Only."

4 2.8 Protected Material: any Disclosure or Discovery Material that is designated as
5 "Confidential" or as "Highly Confidential – Attorneys' Eyes Only."

6 2.9. Outside Counsel: attorneys who are not employees of a Party but who are retained
7 to represent or advise a Party in this action.

8 2.10 House Counsel: attorneys who are employees of a Party.

9 2.11 Counsel (without qualifier): Outside Counsel and House Counsel (as well as their
10 support staffs).

11 2.12 Expert: a person with specialized knowledge or experience in a matter pertinent to
12 the litigation who has been retained by a Party or its counsel to serve as an expert witness or as a
13 consultant in this action and who is not a past or a current employee of a Party or of a competitor
14 of a Party's and who, at the time of retention, is not anticipated to become an employee of a Party
15 or a competitor of a Party's. This definition includes a professional jury or trial consultant
16 retained in connection with this litigation.

17 2.13 Professional Vendors: persons or entities that provide litigation support services
18 (e.g., photocopying; videotaping; translating; preparing exhibits or demonstrations; organizing,
19 storing, retrieving data in any form or medium; etc.) and their employees and subcontractors.

20 3. SCOPE

21 The protections conferred by this Stipulation and Order cover not only Protected Material
22 (as defined above), but also any information copied or extracted therefrom, as well as all copies,
23 excerpts, summaries, or compilations thereof, plus testimony, conversations, or presentations by
24 parties or counsel to or in court or in other settings that might reveal Protected Material.

25 4. DURATION

26 Even after the termination of this litigation, the confidentiality obligations imposed by
27 this Order shall remain in effect until a Designating Party agrees otherwise in writing or a court
28 order otherwise directs.

1 5. DESIGNATING PROTECTED MATERIAL

2 5.1 Exercise of Restraint and Care in Designating Material for Protection. Each Party or
3 non-party that designates information or items for protection under this Order must take care to
4 limit any such designation to specific material that qualifies under the appropriate standards. A
5 Designating Party must take care to designate for protection only those parts of material,
6 documents, items, or oral or written communications that qualify - so that other portions of the
7 material, documents, items, or communications for which protection is not warranted are not
8 swept unjustifiably within the ambit of this Order.

9 Mass, indiscriminate, or routinized designations are prohibited. Designations that are
10 shown to be clearly unjustified, or that have been made for an improper purpose (e.g., to
11 unnecessarily encumber or retard the case development process, or to impose unnecessary
12 expenses and burdens on other parties), expose the Designating Party to sanctions.

13 If it comes to a Party's or a non-party's attention that information or items that it
14 designated for protection do not qualify for protection at all, or do not qualify for the level of
15 protection initially asserted, that Party or non-party must promptly notify all other parties that it
16 is withdrawing the mistaken designation.

17 5.2 Manner and Timing of Designations. Except as otherwise provided in this Order (see,
18 e.g., second paragraph of section 5.2(a), below), or as otherwise stipulated or ordered, material
19 that qualifies for protection under this Order must be clearly so designated before the material is
20 disclosed or produced.

21 Designation in conformity with this Order requires:

22 (a) for information in documentary form (apart from transcripts of depositions or other
23 pretrial or trial proceedings), that the Producing Party affix the legend "CONFIDENTIAL" or
24 "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY" at the top of each page that
25 contains protected material. If only a portion or portions of the material on a page qualifies for
26 protection, the Producing Party also must clearly identify the protected portion(s) (e.g., by
27 making appropriate markings in the margins) and must specify, for each portion, the level of
28 protection being asserted (either "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL –

1 ATTORNEYS' EYES ONLY").

2 A Party or non-party that makes original documents or materials available for inspection
3 need not designate them for protection until after the inspecting Party has indicated which
4 material it would like copied and produced. During the inspection and before the designation, all
5 of the material made available for inspection shall be deemed "HIGHLY CONFIDENTIAL –
6 ATTORNEYS' EYES ONLY." After the inspecting Party has identified the documents it wants
7 copied and produced, the Producing Party must determine which documents, or portions thereof,
8 qualify for protection under this Order, then, before producing the specified documents, the
9 Producing Party must affix the appropriate legend ("CONFIDENTIAL" or "HIGHLY
10 CONFIDENTIAL – ATTORNEYS' EYES ONLY") at the top of each page that contains
11 Protected Material. If only a portion or portions of the material on a page qualifies for protection,
12 the Producing Party also must clearly identify the protected portion(s) (e.g., by making
13 appropriate markings in the margins) and must specify, for each portion, the level of protection
14 being asserted (either "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL – ATTORNEYS'
15 EYES ONLY").

16 (b) for testimony given in deposition or in other pretrial or trial proceedings, that the
17 Party or non-party offering or sponsoring the testimony identify on the record, before the close of
18 the deposition, hearing, or other proceeding, all protected testimony, and further specify any
19 portions of the testimony that qualify as "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES
20 ONLY." When it is impractical to identify separately each portion of testimony that is entitled to
21 protection, and when it appears that substantial portions of the testimony may qualify for
22 protection, the Party or non-party that sponsors, offers, or gives the testimony may invoke on the
23 record (before the deposition or proceeding is concluded) a right to have up to 20 days to identify
24 the specific portions of the testimony as to which protection is sought and to specify the level of
25 protection being asserted ("CONFIDENTIAL" or "HIGHLY CONFIDENTIAL - ATTORNEYS'
26 EYES ONLY"). Only those portions of the testimony that are appropriately designated for
27 protection within the 20 days shall be covered by the provisions of this Stipulated Protective
28 Order.

1 Transcript pages containing Protected Material must be separately bound by the court
2 reporter, who must affix to the top of each such page the legend "CONFIDENTIAL" or
3 "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY," as instructed by the Party or non-
4 party offering or sponsoring the witness or presenting the testimony.

5 (c) for information produced in some form other than documentary, and for any other
6 tangible items, that the Producing Party affix in a prominent place on the exterior of the
7 container or containers in which the information or item is stored the legend "CONFIDENTIAL"
8 or "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY." If only portions of the
9 information or item warrant protection, the Producing Party, to the extent practicable, shall
10 identify the protected portions, specifying whether they qualify as "Confidential" or as "Highly
11 Confidential – Attorneys' Eyes Only."

12 5.3 Inadvertent Failures to Designate. If timely corrected, an inadvertent failure to
13 designate qualified information or items as "Confidential" or "Highly Confidential - Attorneys'
14 Eyes Only" does not, standing alone, waive the Designating Party's right to secure protection
15 under this Order for such material. If material is appropriately designated as "Confidential" or
16 "Highly Confidential – Attorneys' Eyes Only" after the material was initially produced, the
17 Receiving Party, on timely notification of the designation, must make reasonable efforts to
18 assure that the material is treated in accordance with the provisions of this Order.

19 6. CHALLENGING CONFIDENTIALITY DESIGNATIONS

20 6.1 Timing of Challenges. Unless a prompt challenge to a Designating Party's
21 confidentiality designation is necessary to avoid foreseeable substantial unfairness, unnecessary
22 economic burdens, or a later significant disruption or delay of the litigation, a Party does not
23 waive its right to challenge a confidentiality designation by electing not to mount a challenge
24 promptly after the original designation is disclosed.

25 6.2 Meet and Confer. A Party that elects to initiate a challenge to a Designating
26 Party's confidentiality designation must do so in good faith and must begin the process by
27 conferring directly (in voice to voice dialogue; other forms of communication are not sufficient)
28 with counsel for the Designating Party. In conferring, the challenging Party must explain the

1 basis for its belief that the confidentiality designation was not proper and must give the
2 Designating Party an opportunity to review the designated material, to reconsider the
3 circumstances, and, if no change in designation is offered, to explain the basis for the chosen
4 designation. A challenging Party may proceed to the next stage of the challenge process only if it
5 has engaged in this meet and confer process first.

6 6.3 Judicial Intervention. A Party that elects to press a challenge to a confidentiality
7 designation after considering the justification offered by the Designating Party may file and
8 serve a motion under Civil Local Rule 7 (and in compliance with Civil Local Rule 79-5, if
9 applicable) that identifies the challenged material and sets forth in detail the basis for the
10 challenge. Each such motion must be accompanied by a competent declaration that affirms that
11 the movant has complied with the meet and confer requirements imposed in the preceding
12 paragraph and that sets forth with specificity the justification for the confidentiality designation
13 that was given by the Designating Party in the meet and confer dialogue.

14 The burden of persuasion in any such challenge proceeding shall be on the Designating
15 Party. Until the court rules on the challenge, all parties shall continue to afford the material in
16 question the level of protection to which it is entitled under the Producing Party's designation.

17 7. ACCESS TO AND USE OF PROTECTED MATERIAL

18 7.1 Basic Principles. A Receiving Party may use Protected Material that is disclosed or
19 produced by another Party or by a non-party in connection with this case only for prosecuting,
20 defending, or attempting to settle this litigation. Such Protected Material may be disclosed only
21 to the categories of persons and under the conditions described in this Order. When the litigation
22 has been terminated, a Receiving Party must comply with the provisions of section 11, below
23 (FINAL DISPOSITION).

24 Protected Material must be stored and maintained by a Receiving Party at a location and
25 in a secure manner that ensures that access is limited to the persons authorized under this Order.

26 7.2 Disclosure of "CONFIDENTIAL" Information or Items. Unless otherwise ordered by
27 the court or permitted in writing by the Designating Party, a Receiving Party may disclose any
28 information or item designated CONFIDENTIAL only to:

1 (a) the Receiving Party's Outside Counsel of record in this action, as well as employees
2 of said Counsel to whom it is reasonably necessary to disclose the information for this litigation
3 and who have signed the "Agreement to Be Bound by Protective Order" that is attached hereto as
4 Exhibit A;

5 (b) the officers, directors, and employees (including House Counsel) of the Receiving
6 Party to whom disclosure is reasonably necessary for this litigation and who have signed the
7 "Agreement to Be Bound by Protective Order" (Exhibit A);

8 (c) experts (as defined in this Order) of the Receiving Party to whom disclosure is
9 reasonably necessary for this litigation and who have signed the "Agreement to Be Bound by
10 Protective Order" (Exhibit A);

11 (d) the Court and its personnel;

12 (e) court reporters, their staffs, and professional vendors to whom disclosure is
13 reasonably necessary for this litigation and who have signed the "Agreement to Be Bound by
14 Protective Order" (Exhibit A);

15 (f) during their depositions, witnesses in the action to whom disclosure is reasonably
16 necessary and who have signed the "Agreement to Be Bound by Protective Order" (Exhibit A).
17 Pages of transcribed deposition testimony or exhibits to depositions that reveal Protected
18 Material must be separately bound by the court reporter and may not be disclosed to anyone
19 except as permitted under this Stipulated Protective Order.

20 (g) the author of the document or the original source of the information.

21 7.3 Disclosure of "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY"
22 Information or Items. Unless otherwise ordered by the court or permitted in writing by the
23 Designating Party, a Receiving Party may disclose any information or item designated
24 "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY" only to:

25 (a) the Receiving Party's Outside Counsel of record in this action, as well as employees
26 of said Counsel to whom it is reasonably necessary to disclose the information for this litigation
27 and who have signed the "Agreement to Be Bound by Protective Order" that is attached hereto as
28 Exhibit A;

1 (b) Experts (as defined in this Order) (1) to whom disclosure is reasonably necessary for
2 this litigation, (2) who have signed the "Agreement to Be Bound by Protective Order" (Exhibit
3 A), [Optional: and (3) as to whom the procedures set forth in paragraph 7.4, below, have been
4 followed];

5 (c) the Court and its personnel;

6 (d) court reporters, their staffs, and professional vendors to whom disclosure is
7 reasonably necessary for this litigation and who have signed the "Agreement to Be Bound by
8 Protective Order" (Exhibit A); and

9 (f) the author of the document or the original source of the information.

10 7.4 Procedures for Approving Disclosure of "HIGHLY CONFIDENTIAL –
11 ATTORNEYS' EYES ONLY" Information or Items to "Experts"

12 (a) Unless otherwise ordered by the court or agreed in writing by the Designating
13 Party, a Party that seeks to disclose to an "Expert" (as defined in this Order) any information or
14 item that has been designated "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY"
15 first must make a written request to the Designating Party that (1) identifies the specific
16 HIGHLY CONFIDENTIAL information that the Receiving Party seeks permission to disclose to
17 the Expert, (2) sets forth the full name of the Expert and the city and state of his or her primary
18 residence, (3) attaches a copy of the Expert's current resume, (4) identifies the Expert's current
19 employer(s), (5) identifies each person or entity from whom the Expert has received
20 compensation for work in his or her areas of expertise or to whom the expert has provided
21 professional services at any time during the preceding five years, and (6) identifies (by name and
22 number of the case, filing date, and location of court) any litigation in connection with which the
23 Expert has provided any professional services during the preceding five years.

24 (b) A Party that makes a request and provides the information specified in the preceding
25 paragraph may disclose the subject Protected Material to the identified Expert unless, within
26 seven court days of delivering the request, the Party receives a written objection from the
27 Designating Party. Any such objection must set forth in detail the grounds on which it is based.

28 (c) A Party that receives a timely written objection must meet and confer with the

1 Designating Party (through direct voice to voice dialogue) to try to resolve the matter by
2 agreement. If no agreement is reached, the Party seeking to make the disclosure to the Expert
3 may file a motion as provided in Civil Local Rule 7 (and in compliance with Civil Local Rule
4 79-5, if applicable) seeking permission from the court to do so. Any such motion must describe
5 the circumstances with specificity, set forth in detail the reasons for which the disclosure to the
6 Expert is reasonably necessary, assess the risk of harm that the disclosure would entail and
7 suggest any additional means that might be used to reduce that risk. In addition, any such motion
8 must be accompanied by a competent declaration in which the movant describes the parties'
9 efforts to resolve the matter by agreement (i.e., the extent and the content of the meet and confer
10 discussions) and sets forth the reasons advanced by the Designating Party for its refusal to
11 approve the disclosure.

12 In any such proceeding the Party opposing disclosure to the Expert shall bear the burden
13 of proving that the risk of harm that the disclosure would entail (under the safeguards proposed)
14 outweighs the Receiving Party's need to disclose the Protected Material to its Expert.

15 8. PROTECTED MATERIAL SUBPOENAED OR ORDERED PRODUCED IN
16 OTHER LITIGATION.

17 If a Receiving Party is served with a subpoena or an order issued in other litigation that
18 would compel disclosure of any information or items designated in this action as
19 "CONFIDENTIAL" or "HIGHLY CONFIDENTIAL – ATTORNEYS' EYES ONLY," the
20 Receiving Party must so notify the Designating Party, in writing (by fax, if possible)
21 immediately and in no event more than three court days after receiving the subpoena or order.
22 Such notification must include a copy of the subpoena or court order.

23 The Receiving Party also must immediately inform in writing the Party who caused the
24 subpoena or order to issue in the other litigation that some or all the material covered by the
25 subpoena or order is the subject of this Protective Order. In addition, the Receiving Party must
26 deliver a copy of this Stipulated Protective Order promptly to the Party in the other action that
27 caused the subpoena or order to issue.

28

1 The purpose of imposing these duties is to alert the interested parties to the existence of
2 this Protective Order and to afford the Designating Party in this case an opportunity to try to
3 protect its confidentiality interests in the court from which the subpoena or order issued. The
4 Designating Party shall bear the burdens and the expenses of seeking protection in that court of
5 its confidential material – and nothing in these provisions should be construed as authorizing or
6 encouraging a Receiving Party in this action to disobey a lawful directive from another court.

7 9. UNAUTHORIZED DISCLOSURE OF PROTECTED MATERIAL

8 If a Receiving Party learns that, by inadvertence or otherwise, it has disclosed Protected
9 Material to any person or in any circumstance not authorized under this Stipulated Protective
10 Order, the Receiving Party must immediately (a) notify in writing the Designating Party of the
11 unauthorized disclosures, (b) use its best efforts to retrieve all copies of the Protected Material,
12 (c) inform the person or persons to whom unauthorized disclosures were made of all the terms of
13 this Order, and (d) request such person or persons to execute the "Acknowledgment and
14 Agreement to Be Bound" that is attached hereto as Exhibit A.

15 10. FILING PROTECTED MATERIAL. Without written permission from the
16 Designating Party or a court order secured after appropriate notice to all interested persons, a
17 Party may not file in the public record in this action any Protected Material. A Party that seeks to
18 file under seal any Protected Material must comply with Civil Local Rule 79-5.

19 11. FINAL DISPOSITION. Unless otherwise ordered or agreed in writing by the
20 Producing Party, within sixty days after the final termination of this action, each Receiving Party
21 must return all Protected Material to the Producing Party. As used in this subdivision, "all
22 Protected Material" includes all copies, abstracts, compilations, summaries or any other form of
23 reproducing or capturing any of the Protected Material. With permission in writing from the
24 Designating Party, the Receiving Party may destroy some or all of the Protected Material instead
25 of returning it. Whether the Protected Material is returned or destroyed, the Receiving Party must
26 submit a written certification to the Producing Party (and, if not the same person or entity, to the
27 Designating Party) by the sixty day deadline that identifies (by category, where appropriate) all
28 the Protected Material that was returned or destroyed and that affirms that the Receiving Party

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1 has not retained any copies, abstracts, compilations, summaries or other forms of reproducing or
2 capturing any of the Protected Material. Notwithstanding this provision. Counsel are entitled to
3 retain an archival copy of all pleadings, motion papers, transcripts, legal memoranda,
4 correspondence or attorney work product, even if such materials contain Protected Material. Any
5 such archival copies that contain or constitute Protected Material remain subject to this
6 Protective Order as set forth in Section 4 (DURATION), above.

7 12. MISCELLANEOUS

8 12.1 Right to Further Relief. Nothing in this Order abridges the right of any person to
9 seek its modification by the Court in the future.

10 12.2 Right to Assert Other Objections. By stipulating to the entry of this Protective
11 Order no Party waives any right it otherwise would have to object to disclosing or producing any
12 information or item on any ground not addressed in this Stipulated Protective Order. Similarly,
13 no Party waives any right to object on any ground to use in evidence of any of the material
14 covered by this Protective Order.

15 IT IS SO STIPULATED, THROUGH COUNSEL OF RECORD.

16 DATED: 9/2/08

17 Advocate Law Group P.C.
by [Signature]
Attorneys for Plaintiff CERRA H. GOLDSTHOLE
A MEMBER OF THE FIRM

18 DATED: 9/2/08

19 [Signature]
Attorneys for Defendants
Mark C. Russen
James Novak
AttorneyYellowPages.com

20 PURSUANT TO STIPULATION, IT IS SO ORDERED.

21 DATED: 9/3/08

22 Joseph C. Spero
United States District/Magistrate Judge

