1 2 3 4 5 6 7 8 9	Christopher T. Holland [SBN 164053] (cholland@kksrr.com) Owen J. Rescher [SBN 214678] (orescher@kksrr.com) KRIEG, KELLER, SLOAN, REILLEY & ROMAN LLP 114 Sansome Street, 4 <sup>th</sup> Floor San Francisco, CA 94104 Telephone: (415) 249-8330 Facsimile: (415) 249-8333  Richard S. Eisert (pro hac vice application to be filed) Holly Schrader (pro hac vice application to be filed) DAVIS & GILBERT LLP 1740 Broadway New York, NY 10019 Telephone: (212) 468-4800 Facsimile: (212) 468-4888	
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11	Attorneys for Defendant CONDUCIVE CORPORATION (n/k/a adMarketplace Inc.)	
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13	UNITED STATES DISTRICT COURT	
14	FOR THE NORTHERN DISTRICT OF CALIFORNIA	
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16	SUSAN SIMON, individual, on behalf of herself and all others similarly situated,	Case No.: 3:09-cv-00879 MMC
17 18	Plaintiffs,  V.	NOTICE OF NEED FOR ADR PHONE CONFERENCE
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20	ADZILLA, INC (NEW MEDIA), et al.	
21	Defendants.	
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	NOTICE OF NEED FOR A DR PHONE CONFERENCE	

## Counsel reports that counsel for Conducive Corporation (n/k/a adMarketplace Inc.) has attempted to meet and confer with counsel for Plaintiff regarding ADR and that they: X have not yet reached an agreement to an ADR process request an Early Settlement Conference with a Magistrate Judge Date of Case Management Conference: June 12, 2009 The following counsel will participate in the ADR phone conference: Name Party Representing Phone No. E-mail Address Owen J. Rescher Conducive Corp. (415) 318-3572 orescher@kksrr.com (n/k/a adMarketplace Inc.) Civil Local Rule 16-8 and ADR Local Rule 3-5 require that lead trial counsel participate in a telephone conference with a member of the ADR Legal Staff before the Case Management Conference. The ADR Unit (adr@cand.uscourts.gov) will notify you of the date and time of your phone conference. Dated: May 22, 2009 KRIEG, KELLER, SLOAN, REILLEY & ROMAN LLP By: Owen J. Rescher, Esq. Attorney for Defendant CONDUCIVE CORPORATION (n/k/a adMarketplace Inc.)

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