

1 Karl Olson (CA State Bar No. 104760)
 2 kolson@ramolson.com
 3 RAM & OLSON LLP
 4 555 Montgomery Street, Suite 820
 5 San Francisco, CA 94111
 6 Telephone: (415) 433-4949
 7 Facsimile: (415) 433-7311
 Attorneys for Plaintiffs
 NEAL PARGMAN and
 SAVE THE EARTH ENTERPRISES

8 UNITED STATES DISTRICT COURT
 9 NORTHERN DISTRICT OF CALIFORNIA
 10 SAN FRANCISCO DIVISION

11 NEAL PARGMAN, SAVE THE EARTH
 12 ENTERPRISES,
 13 Plaintiffs,
 14 v.
 15 AMERICAN HONDA MOTOR CO. and
 16 RUBIN POSTAER ASSOCIATES,
 17 Defendants.

CASE NO. CV 09 6019 SI

**JOINT STIPULATION OF DISMISSAL
 WITH PREJUDICE**

19 Pursuant to Federal Rule of Civil Procedure 41(a)(1)(A)(ii), Plaintiffs Neal Pargman and
 20 Save the Earth Enterprises (collectively, "Plaintiffs") and Defendants American Honda Motor Co.,
 21 Inc. and Rubin Postaer & Associates (collectively, "Defendants") hereby stipulate as follows:

22 WHEREAS, Plaintiffs brought this action in the United States District Court for the Northern
 23 District of California (the "Action") alleging that Defendants use of the phrase "save the earth" in a
 24 television commercial for the Honda Civic (the "Commercial") infringed Plaintiffs' trademark rights
 25 in "Save the Earth" and constituted unfair competition under California and federal law;

26 WHEREAS, Defendants filed a motion to strike Plaintiffs' state law causes of action under
 27 California Code of Civil Procedure § 425.16 and to dismiss Plaintiffs' complaint under Federal Rule
 28 of Civil Procedure 12(b)(6);

1 WHEREAS, Defendants deny liability and wrongdoing of any kind and assert, *inter alia*, that
2 the use of "save the earth" in the Commercial was a non-actionable fair use; and

3 WHEREAS, the Parties disagree as to whether liability can be established against either of
4 the Defendants in the Action, whether Plaintiffs have enforceable trademark rights in the phrase
5 "save the earth" and/or are entitled to any remedies in the Action, and whether Defendants are
6 entitled to payment of their attorneys' fees and costs for defending the lawsuit under California Code
7 of Civil Procedure § 425.16(c);

8 NOW, THEREFORE, the Parties stipulate and agree to the dismissal, with prejudice, of this
9 the Action and all claims alleged therein, with each party to bear its own costs and attorneys fees.

10 Dated: July 23, 2010

RAM & OLSON LLP
KARL OLSON

11
12
13 By: _____ /s/
14 Karl Olson
15 Attorneys for Plaintiffs
16 NEAL PARGMAN and
17 SAVE THE EARTH ENTERPRISES

16 Dated: July 20, 2010

HOLME ROBERTS & OWEN LLP
ROGER MYERS
RACHEL MATTEO-BOEHM
KATHERINE KEATING

17
18
19 By: _____ /s/
20 Roger Myers
21 Attorneys for Defendants
22 AMERICAN HONDA MOTOR CO., INC.
23 and RUBIN POSTAER & ASSOCIATES

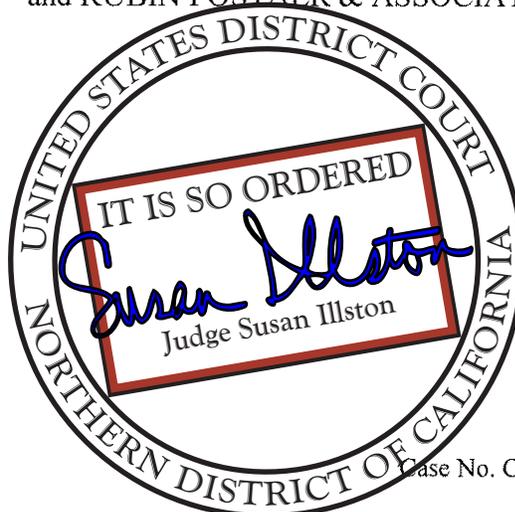


EXHIBIT A

I hereby attest that I have on file all holograph signatures for any signatures indicated by a "conformed" signature (/s/) within this e-filed document.

Dated: July 23, 2010

By: /s/ Karl Olson
Karl Olson
kolson@ramolson.com
RAM & OLSON LLP
555 Montgomery Street, Suite 820
San Francisco, CA 94111
Tel: 415-433-4949
Fax: 415-433-7311
Attorneys for Plaintiffs
NEAL PARGMAN and
SAVE THE EARTH ENTERPRISES