

1 **BECK & LEE BUSINESS TRIAL LAWYERS**  
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 jared@beckandlee.com  
 6 elizabeth@beckandlee.com

7 **Attorneys for Plaintiffs and the Proposed Classes**

8 **UNITED STATES DISTRICT COURT**  
 9 **NORTHERN DISTRICT OF CALIFORNIA**

10 CATS AND DOGS ANIMAL HOSPITAL,  
 11 INC.; ASTRO APPLIANCE SERVICE;  
 12 BLEEDING HEART, LLC; CALIFORNIA  
 FURNISHINGS, INC.; CELIBRÉ, INC.; J.L.  
 13 FERRI ENTERTAINMENT, INC.; LE  
 PETITE RETREAT DAY SPA, LLC; SAN  
 14 FRANCISCO BAY BOAT CRUISES, LLC;  
 WAG MY TAIL, INC.; and ZODIAC  
 15 RESTAURANT GROUP, INC., on behalf of  
 themselves and all others similarly situated,  
 16  
 Plaintiffs,  
 17 v.  
 18 YELP! INC.,  
 19  
 Defendant.

CASE NO. 10-CV-02351 MHP  
 Pleading Type: Class Action  
 Action Filed: February 23, 2010

**NOTICE OF FILING ATTORNEY'S  
 PLEDGES OF JARED H. BECK AND  
 ELIZABETH LEE BECK**

20 BORIS Y. LEVITT, on behalf of himself and  
 21 all others similarly situated,  
 22  
 Plaintiff,  
 23 v.  
 24 YELP! INC.; and DOES 1 through 100,  
 inclusive,  
 25  
 Defendants.

Case No. 10-CV-01321 MHP  
 Judge: Hon. Marilyn Hall Patel

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1 Pursuant to the Court's August 24 Order (*Cats and Dogs* D.E. 96 / *Levitt* D.E. 39),  
2 attorneys Jared H. Beck and Elizabeth Lee Beck of Beck & Lee hereby file their  
3 signed Attorney Pledges.

4 DATED: September 23, 2010

5 Respectfully Submitted,

6 /s/Jared H. Beck  
7 Jared H. Beck

8 **BECK & LEE BUSINESS TRIAL**  
9 **LAWYERS**

10 JARED H. BECK  
11 ELIZABETH LEE BECK  
12 Courthouse Plaza Building  
13 28 West Flagler Street, Suite 555  
14 Miami, FL 33130  
15 Telephone: 305 789 0072  
16 Facsimile: 786 664 3334

17 **Counsel for Plaintiffs and the Proposed**  
18 **Classes**

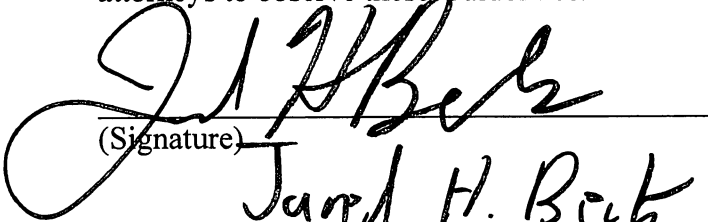
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**ATTORNEY'S PLEDGE**

I commit to these Guidelines of Civility and Professionalism and will be guided by a sense of integrity, cooperation and fair play.

I will abstain from rude, disruptive, disrespectful, and abusive behavior, and will act with dignity, decency, courtesy, and candor with opposing counsel, the courts and the public.

As part of my responsibility for the fair administration of justice, I will inform my clients of this commitment and, in an effort to help promote the responsible practice of law, I will encourage other attorneys to observe these Guidelines.

  
\_\_\_\_\_  
(Signature)  
Jared H. Beck  
\_\_\_\_\_  
(Print Name)

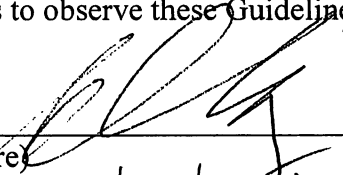
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(Date)

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\_\_\_\_\_  
(Signature)

9-22-2010  
\_\_\_\_\_  
(Date)

Elizabeth L. Beck  
\_\_\_\_\_  
(Print Name)