V e n t	ura v. Sony ComputeDro
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26	James A. Quadra (SBN 131084) jquadra@calvofisher.com CALVO FISHER & JACOB, LLP One Lombard Street, Second Floor San Francisco, California 94111 Telephone: (415) 374-8370 Facsimile: (415) 374-8373 Rosemary M. Rivas (SBN 209147) rrivas@finkelsteinthompson.com FINKELSTEIN THOMPSON LLP 100 Bush Street, Suite 1450 San Francisco, California 94104 Telephone: (415) 398-8700 Facsimile: (415) 398-8704 Interim Co-Lead Counsel for Plaintiffs UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA Case No. CV-10-1811-RS In Re Sony PS3 "Other OS" Litigation REPLY MEMORANDUM IN SUPPORT OF PLAINTIFFS' MOTION TO COMPEL Date: February 9, 2011 Time: 10:30 a.m. Judge: Magistrate Judge Edward M. Chen Courtroom: C, 15th Floor
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	PLAINTIFFS' REPLY MEMORANDUM IN SUPPORT OF MOTION TO COMPEL CASE NO. CV-10-01811-RS
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I. INTRODUCTION

Plaintiffs respectfully request that the Court compel Defendant Sony Computer Entertainment America, LLC ("SCEA") to produce two categories of documents: 1) Documents that may be in the physical possession of SCEA's former parent, but in SCEA's "constructive" control; and 2) any purportedly "confidential" documents pursuant to this District's Stipulated Protective Order for Standard Litigation.

SCEA is attempting to hide documents in Asia that are crucial to this case. Plaintiffs have established that SCEA has control of relevant documents that are in the possession of its former parent corporation, Sony Computer Entertainment, Inc. ("SCEI"). The documents are directly related to business responsibilities that SCEI delegated solely to its subsidiary SCEA; thus, they are constructively controlled by SCEA – particularly given that SCEA acted as SCEI's agent in the marketing and sales of the PS3 in North America. Moreover, SCEA has affirmatively demonstrated its ability to readily access these documents. Indeed, SCEA and SCEI collaborated and jointly proposed to Plaintiffs a compromise to produce a limited number of documents in SCEI's possession in exchange for Plaintiffs' agreement to forever forego their rights to name SCEI as a defendant – a proposal Plaintiffs could not accept. SCEA cannot on the one hand coordinate with SCEI to produce these documents and then contend that it has no access to them.

Of particular importance to the claims at issue in this case, SCEA contends that the reason it disabled the "Other OS" feature was for "security" purposes and that it was authorized to do so under the Terms of Service ("TOS") that comes with a PS3 -- an assertion which Plaintiffs vigorously dispute. During a series of meet and confers, however, SCEA maintained

information about its corporate structure. SCEA's Opp'n to Plaintiffs' Mot. to Compel (Docket No. 124) at 2 & n.2 ("MTC Opp."). As Plaintiffs understand, prior to April 1, 2010 (during the

time relevant to Plaintiffs' Complaint when the decision was made to add the "Other OS" feature to PS3 units and subsequently remove it through Update 3.21), SCEA was a wholly owned

¹ SCEA asserts that SCEI is no longer its parent as of April 1, 2010 yet offers no further

subsidiary of SCEI. After a corporate restructuring, SCEA became a subsidiary of Sony Corporation of America, as did SCEI. See, e.g., Ott Decl. (Docket No. 130), Ex. F (SCEA v.

Hotz et al. Complaint ¶ 18-20). SCEA does not assert that this shift has any bearing on this

motion.

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II. ARGUMENT

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A. Plaintiffs Have Established That SCEA Has Control Over and Should Produce SCEI's Documents

that it did not believe it possessed documents concerning this issue since SCEI (and not SCEA)

made the decision to include, market, and then disable this feature. Plaintiffs need documents in

address SCEA's core "security" defense in this case. Alternatively, if SCEA refuses to produce

Additionally, SCEA has offered no justification for the imposition of the more onerous

SCEI's possession (to which SCEA has access and control) related to the Other OS feature to

these documents, it should be prohibited from making any argument about its purported

requirements laid out in the Northern District's stipulated "Patent" protective order. Nearly

every consumer fraud class action involves internal documents that a defendant could seek to

characterize as "highly sensitive" trade secrets as the cases deal with the internal marketing and

promotional materials related to a defendant's products. That is why most stipulated protective

orders allow for "confidential" designations. SCEA has not met its burden to justify a higher

level of protection with "highly confidential" designations, which would also allow SCEA to

preview and pre-approve all of Plaintiffs' experts. Plaintiffs have not requested source code or

commercially sensitive formulas. SCEA's proposed early expert disclosures and arduous

requirements prejudice Plaintiffs and allow SCEA to improperly interfere with Plaintiffs'

justification for why the "Other OS" feature was disabled.

1. SCEA's Business Responsibilities Demonstrate Constructive Control Over SCEI's Documents

SCEA correctly recognizes that to establish a subsidiary's constructive control over a parent's documents, "there must be a nexus between the [documents sought] and [the party's] relationship with its parent [company], taking into account, among other things, [the party's] business responsibilities." SCEA's Opp'n to Mot. to Compel (Docket No. 116) ("MTC Opp."), at 6:6-9 (quoting *U.S. Int'l Trade Comm'n v. ASAT, Inc.*, 411 F.3d 245 (D.C. Cir. 2005) ("*ASAT*"). Plaintiffs have shown this nexus. While SCEI was responsible for designing and

1	manufacturing the PS3, SCEA was responsible for marketing, distributing, updating and
2	servicing PS3s in the United States. Rivas Decl. ¶ 11 (Docket No. 114). Of particular
3	importance to the issues in this case, SCEI made the decision to include and later disable the
4	"Other OS" feature; however, it was SCEA – and not SCEI – who transmitted Firmware Update
5	3.21 to class members, which disabled the "Other OS" feature. <i>Id.</i> ; SCEA's Mot. to Dismiss
6	(Docket No. 97) ("MTD") at 1:24-27. Further, SCEA provided consumers with the TOS and
7	other licensing agreements which it contends allowed its parent the ability to remove this feature.
8	See MTD at 2:5. Thus, documents pertaining to the "Other OS" feature in SCEI's possession
9	(and, in particular, any documents related to SCEI's decision to include and then later disable the
10	Other OS feature through Update 3.21) are directly related to the duties that SCEI assigned to
11	SCEA. This close business relationship demonstrates a significant nexus between the documents
12	sought (those related to the "Other OS" feature and Update 3.21) and SCEA's relationship with
13	its former parent.
14	SCEA has not cited a single fact to refute this evidence. Despite attaching four separate
15	declarations, including one from a SCEA representative from another case, none of these
16	declarations address the ability (or lack thereof) of SCEA to obtain documents from SCEI.
17	SCEA has not asserted that SCEI will not grant it access to documents related to the "Other OS"
18	feature. Instead, SCEA "has submitted nothing more than conclusory statements to show that
19	these documents are not in its custody or control." Cooper Indus., Inc. v. British Aerospace, Inc.,
20	102 F.R.D. 918, 920 (S.D.N.Y. 1984). As Plaintiffs demonstrated in their moving papers,
21	"[d]ocuments and records that a corporation requires in the normal course of its business are
22	presumed to be in its control unless the corporation proves otherwise." <i>Id.</i> at 920. Absent any
23	evidence to the contrary, this Court should find that SCEA has constructive control of these
24	documents.
25	SCEA's attempts to distinguish the cases cited in support of Plaintiffs' moving papers are
26	unavailing. In <i>Choice-Intersil</i> , a case decided in this District, the Court found that a wholly
27	owned subsidiary that marketed its parent's products and had the ability to obtain documents

from its parent also had constructive control of such documents. See Choice-Intersil
Microsystems v. Agere Sys., Inc., 224 F.R.D. 471 (N.D. Cal. 2004). A nearly identical scenario
is presented here: SCEA was a wholly owned subsidiary of SCEI; SCEA marketed SCEI's
products (including the PS3); and SCEA has demonstrated the ability to access the relevant
documents in SCEI's possession. Likewise, as in Cooper Indus. – a case upon which SCEA also
relies – the documents that Plaintiffs seek are all related to the PS3s that SCEA markets,
distributes, updates, and services "every day." Cooper Indus., 102 F.R.D. at 919.
The other cases that SCEA cites are inapposite. In U.S. Int'l Trade Comm'n v. ASAT, Inc., for
example, the plaintiff tried to acquire documents from a parent company pertaining to the
prosecution and licensing of patents that had never been assigned to the defendant from the
defendant's parent. The court found that the defendant did not have the requisite control over
documents in the parent's possession because the record "failed to provide any context or
explanation for why [the defendant] would have access to or even need documents relating to a
patent it has not been assigned." 411 F.3d 245, 255 (D.C. Cir. 2005) ("ASAT"). Thus, in ASAT,
the documents sought from the parent were unrelated to the subsidiary's tasks. <i>Id.</i> Similarly, in
Tessera, Inc. v. Micron Tech., Inc., the documents at issue "were not obtained in the ordinary
course of business." No. C06-80024MISC-JW (PVT), 2006 WL 733498, at *6 (N.D. Cal. Mar.
22, 2006). In contrast, SCEI's decisions to include and then disable the "Other OS" feature are
directly related to SCEA's responsibility to market, update, and service the PS3 through
firmware updates under the TOS and other agreements which SCEA contends apply. Since
SCEA argues that the disabling of the "Other OS" feature was justified to address security
concerns, "it is inconceivable that [SCEA] would not have access to these documents and the
ability to obtain them for its usual business." <i>Cooper Indus.</i> , 102 F.R.D. at 919-20 (internal
citations and footnotes omitted).
Likewise, in Pitney Bowes, Inc. v. Kern Int'l, Inc., 239 F.R.D. 62 (D. Conn. 2006)
("Pitney"), the parent corporation and its subsidiary had an attenuated relationship unlike that of
SCEI and SCEA. In <i>Pitney</i> , in addition to distributing equipment and software manufactured by

the parent corporation, the subsidiary also distributed products of five other competing companies. Id. at 67. Further, the record reflected that on one occasion, the parent refused the subsidiary's request to obtain product design drawings because disclosure "would unnecessarily risk the core of [the parent's] business." *Id.* at 68. Based on these specific facts, the court determined that the subsidiary lacked constructive control of design drawings that were in the possession of the parent corporation. Thus, *Pitney* is distinguishable on two levels. First, there is no evidence that SCEA deals with any other product other than those manufactured by SCEI or other Sony entities. Second, SCEA never asserted that SCEI has ever denied a request for information or documents regarding the PS3 or the "Other OS" feature. By contrast, as discussed below, SCEA was able to obtain and was willing to produce documents on demand from SCEI. In sum, the determining facts in ASAT, Tessera, and Pitney are not applicable to the case at bar. 2. Documents. SCEA's ability to contact SCEI to determine the existence of documents and jointly

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Plaintiffs Have Shown That SCEA Has The Requisite Access To SCEI

coordinate a proposed compromise to produce the documents in SCEI's possession indicates that SCEA has the requisite access to and control of the documents at issue. In its Opposition to Plaintiffs' Motion to Compel, SCEA admits on two separate occasions that it consulted with SCEI and offered to stipulate that SCEA would produce SCEI documents and witnesses if Plaintiffs agreed to never name SCEI as a defendant. In the first instance, SCEA states that this proposal was made "after consultation with SCEI." In the second instance, SCEA states that "SCEI and SCEA presented [the] potential compromise" to Plaintiffs. MTC Opp. at 3:22-25, 8:18-21 (emphasis added).

The fact that SCEA contacted SCEI to determine the existence of such documents and jointly coordinate a compromise to produce (and not just request) the documents indicates that

Despite this admission, SCEA later tried to deny SCEI's joint collaboration in the compromise by stating that "at all times, SCEA offered only to ask SCEI if it would be willing to produce responsive documents." MTC Opp. at 8:23-9:6. Even SCEA admits, however, that it offered to "request *and produce*" the relevant documents in SCEI's possession. *Id.* at 9 (emphasis added).

important to the foreign corporation that if it did not have a representative to perform them, the corporation's own officials would undertake to perform substantially similar services." Doe v. Unocal Corp., 248 F.3d 915, 928 (9th Cir. 2001). As one district court in this Circuit has explained, "where a Japanese parent company was engaged in the manufacture of watches, its subsidiaries that acted as its sole sales agents in America 'were almost by definition . . . doing for their parent what their parent would otherwise have to do on its own." In re Western States Wholesale Natural Gas Antitrust Litig., MDL 1566, 2009 WL 455639, at *10 (D. Nev. Feb. 23, 2009) (quoting *Bulova Watch Co. v. K. Hattori & Co., Ltd.*, 508 F.Supp. 1322, 1342 (E.D.N.Y. 1981). SCEA cannot reasonably dispute that it was acting as SCEI's agent here.

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While SCEI designs and manufactures the PS3, SCEA is the sole marketer, distributor, and servicer of the PS3 in the United States. Their principal-agent relationship is apparent with

regard to the key issue in this case: the disabling of the "Other OS" feature. While SCEI made the decision to include and then later disable the "Other OS" feature, SCEA was the party that affirmatively disabled the Other OS feature by transmitting Firmware Update 3.21 to the class members pursuant to the TOS. Rivas Decl. ¶ 11 (Docket No. 114); MTD at 1:24-27. SCEA has never asserted that it had the authority to unilaterally disable any features of North American PS3s without SCEI approval.

Contrary to SCEA's assertion, the facts supporting Plaintiffs' agency argument here are quite different from those in *Stella v. LVMH Perfumes and Cosmetics USA, Inc.*, No. 07-CV-6509, 2009 WL 780890, at *2-3 (N.D. Ill. Mar. 23, 2009) ("*Stella*"). In *Stella*, the plaintiff "merely allege[d] that [the defendants were] wholly controlled subsidiaries of [the parent]" and failed to provide the court "with sufficient information to discern the relationship between [the parent] and the various entities." *Id.* at *2. As a result, "plaintiff [did] not meet her burden to show a close coordination between [the parent] . . . or any other affiliate." *Id.* Unlike in *Stella*, Plaintiffs here have detailed a close, coordinated relationship between SCEI and its wholly owned subsidiary SCEA, particularly with regard to firmware updates and the "Other OS" feature. As such, SCEA should produce relevant documents that may be in the possession of SCEI.

B. SCEA Has Failed to Meet its Burden to Justify a "Highly Confidential" Protective Order

Plaintiffs contend that the District's standard protective order is appropriate here. As Plaintiffs explained in their moving papers, it is SCEA's burden to justify the more onerous burdens imposed by their proposed protective order allowing for "highly confidential" designations which drastically limit who may view certain documents and how they may be used. *See*, *e.g.*, *Phoenix Sol'ns.*, *Inc. v. Wells Fargo Bank*, *N.A.*, 254 F.R.D. 568, 575 (N.D. Cal. 2008) (noting that "[t]he burden of demonstrating the need for protection from discovery is placed on the party seeking a protective order, not on the party opposing the order."). SCEA has failed to meet this burden.

SCEA has not identified any facts or case law that justify its insistence on a stricter

1	protective order containing "highly confidential" designations and restrictions on and pre-
2	approval of who may view certain documents. ³ SCEA's declaration from its Director of
3	Hardware Marketing, John Koller, discusses potential harm that may result from the sharing of
4	SCEA's trade secrets with <i>competitors</i> :
5	The disclosure of this information to SCEA's <i>competitors</i> would
6	harm it commercially and competitively because, as a result of the disclosure, those competitors would obtain the results of SCEA's
7	substantial research without having to incur the expense, and would also obtain knowledge of SCEA's business and marketing
8	strategies, allowing them to develop their own strategies based
9	upon this information.
10	Decl. of John Koller (Docket No. 128), ¶ 4 (emphasis added). Plaintiffs are <i>not</i> SCEA's
11	competitors – they are consumers who purchased a SCEA product – and this is not a
12	"competitor" patent case where "highly confidential" designations may be important to protect
13	against the concerns Mr. Koller raises. The standard Northern District of California protective
14	order, which Plaintiffs have proposed be used here, prohibits disclosure of any material
15	designated as "confidential" outside of the litigation. Thus, SCEA is adequately protected. ⁴
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17	³ Under SCEA's proposed Protective Order, before Plaintiffs may show "highly confidential"
18	documents to any expert, they would have to provide SCEA with a written request that: (1) identifies the general categories of HIGHLY CONFIDENTIAL – ATTORNEYS' EYES
19	ONLY" or "HIGHLY CONFIDENTIAL – SOURCE CODE" information that the Receiving Party seeks permission to disclose to the Expert, (2) sets forth the full name of the Expert and the
20	city and state of his or her primary residence, (3) attaches a copy of the Expert's current resume, (4) identifies the Expert's current employer(s), (5) identifies each person or entity from whom
21	the Expert has received compensation or funding for work in his or her areas of expertise or to whom the expert has provided professional services, including in connection with a litigation, at
22	any time during the preceding five years, and (6) identifies (by name and number of the case, filing date, and location of court) any litigation in connection with which the Expert has offered
23	expert testimony, including through a declaration or report or at a deposition or trial, during the preceding five years. Stipulated Protective Order for Litigation Involving Patents, Highly
24	Sensitive Confidential Information and/or Trade Secrets at ¶ 7.4(a) (available at http://www.cand.uscourts.gov/pages/690) ("Stipulated Protective Order"). SCEA can then
25	refuse Plaintiffs' request necessitating meet and confers or motions practice before the Court. <i>Id.</i> at ¶ 7.4(b), (c).
26	⁴ Contrary to SCEA's assertion, "Class Counsel" have not agreed to a "highly-confidential" protective order in another PS3 case. MTC Opp. at 12:13-15. SCEA's argument on this point is
27	false. While one of the Co-Lead Counsel in this case, Rosemary Rivas, is a part of a totally unrelated case involving the PS3 (<i>In re Sony PS3 Litigation</i> , Case No. CV 09-4701 RS), she is
28	not Interim Lead Counsel in that case and did not negotiate the terms of that Protective Order.

SCEA also claims that the PS3 is "the most advanced gaming console to date, the product of decades of strategic design, manufacturing, distribution, and marketing research and development." MTC Opp. at 11:13-15. This broad assertion by itself, however, also does not justify a highly restrictive protective order normally intended for patent litigation involving complex and highly secretive business information where competitors may be in a position to view one another's most sensitive business secrets. Instead, SCEA has merely asserted that some "trade secret and other commercially sensitive information" may be produced. *Id.* at 16. But that is not enough. As the Ninth Circuit has recognized, "[b]road allegations of harm, unsubstantiated by specific examples or articulated reasoning, do not satisfy the Rule 26(c) test." Beckman Indus. v. International Ins. Co., 966 F.2d 470, 476 (9th Cir. 1992).

SCEA also contends that marketing strategies involving the reasons for including and then later disabling the Other OS function are so commercially sensitive that they justify a "highly confidential" designation. MTC Opp. at 11:13-22. Marketing strategies, however, are not the types of documents which should be protected by "highly confidential" designations. In fact, SCEA's own proposed protective order, based on the Northern District Model, identifies types of materials that may be worthy of a "highly confidential" designation -e.g., "computer code and associated comments and revision histories, formulas, engineering specifications, or schematics that define or otherwise describe in detail the algorithms or structure of software or hardware designs " Stipulated Patent Protective Order at 3, ¶ 2.9. It does not include marketing plans. Plaintiffs have not sought source code, formulas, and schematics – the types of documents or materials that SCEA identifies in its proposed order as being potentially "highly confidential." If Plaintiffs do make such requests, they are amenable to meeting and conferring to discuss any additional protections that might be necessary as is laid out in the standard protective order.

Finally, SCEA's attempts to link this issue to alleged "hacking" concerns is a red herring.

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involved here.

involved in that case at all. Regardless, Plaintiffs here are not bound by what other plaintiffs do in other, unrelated cases. Finally, the case SCEA refers to does not involve the types of claims

Moreover, Jim Quadra and James Pizzirusso, the other two Co-Lead Counsel in this case, are not

See MTC Opp. at 12:17-13:8. SCEA has no basis upon which to assert that the class representatives or Class Counsel have been involved in any of these types of activities or that disclosure of confidential documents to "hackers" might occur.

This case is no different from the hundreds of other class actions filed in this District involving fraudulently promoted, mass marketed products. This is not an intellectual property case where Plaintiffs have asked SCEA to divulge secret formulas and source code. The issues in this case generally involve the decision to include and then later disable the "Other OS" feature and SCEA's related representations about the PS3 and its functions. Since none of SCEA's competitors are parties to this litigation, there is no risk that a competitor could obtain any of SCEA's confidential information absent some serious breach of ethical duty – a concern that would also be present under SCEA's proposed order, but for which SCEA has no basis to be concerned. Under the "standard" protective order, experts and consultants would be restricted from using confidential discovery outside of this litigation. Thus, SCEA has not met its burden for using the "patent – highly confidential" protective order. Plaintiffs respectfully request that the Court order SCEA to produce materials subject to the standard protective order in this District.

In an attempt to further delay production, SCEA also now asserts that it should not be ordered to produce these documents because it has not completed its "review and analysis" of key words that it claims are necessary for production.⁵ MTC Opp. at 19:1-5. Plaintiffs have not been presented with any proposed "key word" searches despite requests for SCEA to do so. Such a method of production should be a negotiated process; it is not a unilateral right. And now Plaintiffs' document requests have been pending for over *five* months. Given the lengthy delay that has already occurred (which will also necessitate a change in the scheduling order), SCEA

⁵ SCEA's suggestion that the parties did not meet and confer on this issue is unavailing. MTC Opp. at 19:1-3. As the declaration of Rosemary Rivas made clear, the parties have been conferring on this issue for some time and Plaintiffs have been requesting that SCEA produce these documents on an "attorney's eyes only" basis until this issue was decided. Rivas Decl. ¶ 12 (Docket No. 114). SCEA never suggested that it could not do so because it was still reviewing and analyzing its documents, nor should such an argument hold weight now.

should	produce these materials immediately	<i>7</i> .
II.	CONCLUSION	
	Based on the foregoing, Plaintiffs re	spectfully request that the Court grant Plaintiffs'
Motion	n to Compel.	
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