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**FILED**  
2011 FEB 17 P 3:05  
RICHARDSON WILKING  
CLERK, U.S. DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

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

PRAGMATUS AV, LLC

CASE NO. C-11-00494-SI

Plaintiff(s),

v.

**APPLICATION FOR  
ADMISSION OF ATTORNEY  
PRO HAC VICE**

FACEBOOK, INC., et al.,

Defendant(s). /

Pursuant to Civil L.R. 11-3, Matthew R. Sheldon, an active member in good standing of the bar of Virginia, hereby applies for admission to practice in the Northern District of California on a pro hac vice basis representing Pragmatus AV, LLC in the above-entitled action.

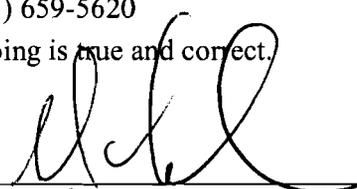
In support of this application, I certify on oath that:

- I am an active member in good standing of a United States Court or of the highest court of another State or the District of Columbia, as indicated above;
- I agree to abide by the Standards of Professional Conduct set forth in Civil Local Rule 11-4, to comply with General Order No. 45, Electronic Case Filing, and to become familiar with the Local Rules and the Alternative Dispute Resolution programs of this Court; and,
- An attorney who is a member of the bar of this Court in good standing and who maintains an office within the State of California has been designated as co-counsel in the above-entitled action. The name, address and telephone number of that attorney is:

David T. Pollock, Reed Smith LLP, 101 Second Street, Suite 1800, San Francisco, California 94105-3659; (415) 659-5620

I declare under penalty of perjury that the foregoing is true and correct.

Dated: February 16, 2011

  
Matthew R. Sheldon