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Counsel for Defendant Collegiate Licensing Company

UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

EDWARD C. O'BANNON, JR., on behalf of
 himself and all others similarly situated,

Plaintiff,

v.

NATIONAL COLLEGIATE ATHLETIC
 ASSOCIATION (a/k/a the "NCAA"), and
 COLLEGIATE LICENSING COMPANY,
 (a/k/a "CLC").

Defendants.

Case No. 4:09-cv-03329 CW

**ADR CERTIFICATION BY PARTIES
 AND COUNSEL**

Pursuant to Civil L.R. 16-8(b) and ADR L.R. 3-5 (b), each of the undersigned certifies
 that he or she has:

(1) Read the handbook entitled "Dispute Resolution Procedures in the Northern District
 of California" on the Court's ADR Internet site www.adr.cand.uscourts.gov (Limited printed

copies are available from the clerk's office for parties in cases not subject to the court's Electronic Case Filing program (ECF) under General Order 45);

(2) Discussed the available dispute resolution options provided by the Court and private entities; and

(3) Considered whether this case might benefit from any of the available dispute resolution options.

Dated: 10/27/09

Name Mohit S. Patel

Title Vice and Associate General Counsel

*On Behalf of Defendant Collegiate
Licensing Company*

Dated: 10/27/09

Counsel



*On Behalf of Defendant Collegiate
Licensing Company*

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1 **CERTIFICATE OF SERVICE**

2 I, the undersigned, declare:

3 I am a citizen of the United States and employed in Alameda County, California. I am
4 over the age of eighteen years and not a party to the within-entitled action. My business address
5 is 1999 Harrison Street, Suite 1800, Oakland, California 94612-3520. On the date listed below, I
6 served a copy of the within document(s):

7 **ADR CERTIFICATION BY PARTIES AND COUNSEL**

- 8 by transmitting via facsimile the document(s) listed above to the fax number(s) set
9 forth below on this date before 5:00 p.m.
- 10 by placing the document(s) listed above in a sealed envelope with postage thereon
11 fully prepaid, the United States mail at Oakland, California addressed as set forth
12 below.
- 12 by placing the document(s) listed above in a sealed _____ envelope and
13 affixing a pre-paid air bill, and causing the envelope to be delivered to a
_____ agent for delivery.
- 14 by personally delivering the document(s) listed above to the person(s) at the
15 address(es) set forth below.
- 16 by transmitting via the CM/ECF system which will send notification to the email
17 addresses registered with the Clerk of the Court.

18 I declare under penalty of perjury under the laws of the State of California that the above
19 is true and correct.

20 Executed on October 27, 2009, at Oakland, California.

21
22 _____
23 /s/Amber M. Trincado
24 AMBER M. TRINCADO
25
26
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