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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](http://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

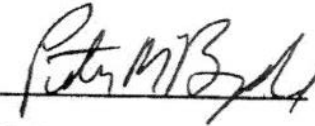
Name Mohit S. Patel

Title V.P. 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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**CERTIFICATE OF SERVICE**

I, the undersigned, declare:

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

**ADR CERTIFICATION BY PARTIES AND COUNSEL**

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

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

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

\_\_\_\_\_  
/s/Amber M. Trincado  
AMBER M. TRINCADO