

1 DANIEL S. MASON (SBN: 54065)  
 ATHENA JIANGXIAO HOU (SBN: 215256)  
 2 ZELLE HOFMANN VOELBEL & MASON LLP  
 44 Montgomery Street, Suite 3400  
 3 San Francisco, CA 94104  
 Telephone: (415) 693-0700  
 4 Facsimile: (415) 693-0770  
 dmason@zelle.com  
 5 ahou@zelle.com

6 *Counsel for Plaintiff and the Proposed Classes*

7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

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

EDWARD C. O'BANNON, JR., on behalf  
 of himself and 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. 09-cv-3329-CW

**NOTICE OF APPEARANCE**

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  
27  
28

**NOTICE OF APPEARANCE**

PLEASE TAKE NOTICE THAT Athena Jiangxiao Hou of Zelle Hofmann Voelbel & Mason LLP hereby appears as counsel for Plaintiff Edward C. O'Bannon, Jr., in the above captioned matter.

Dated: August 24, 2009

Respectfully submitted,

/s/ Athena Jiangxiao Hou  
DANIEL S. MASON (SBN: 54065)  
ATHENA JIANGXIAO HOU (SBN: 215256)  
ZELLE HOFMANN VOELBEL & MASON LLP  
44 Montgomery Street, Suite 3400  
San Francisco, CA 94104  
Telephone: (415) 693-0700  
Facsimile: (415) 693-0770  
dmason@zelle.com  
ahou@zelle.com

*Counsel for Plaintiff and the Proposed Classes*

1 **O'BANNON V. NATIONAL COLLEGIATE ATHLETIC ASSOCIATION, ET AL.**  
2 **Case No. 09-cv-3329-CW**

3 **CERTIFICATE OF SERVICE**

4 I, Robert L. Newman, certify and declare under penalty of perjury that I: am a citizen of the  
5 United States; am over the age of 18 years; am employed by Zelle Hofmann Voelbel & Mason LLP  
6 at the address indicated, whose members are members of the State Bar of California and at least one  
7 of whose members is a member of the Bar of each Federal District Court within California; am not a  
8 party to or interested in the cause entitled upon the document to which this Proof of Service is  
9 affixed; and that I served a true and correct copy of the following document(s) in the manner  
10 indicated below:

11 **1. NOTICE OF APPEARANCE**

- 12  by today depositing, at San Francisco, California, the said document(s) in the United States  
13 mail in a sealed envelope, with first-class postage thereon fully prepaid; (and/or)  
14  by facsimile transmission to the parties listed below;  
15  by overnight mail to the parties listed below;  
16  by today personally delivering the said document(s) to the person(s) indicated below in a  
17 manner provided by law, by handing them the documents or by leaving the said document(s)  
18 at the office(s) or usual place(s) of business, during usual business hours, of the said  
19 person(s) with a clerk or other person who was apparently in charge thereof and at least 18  
20 years of age, whom I informed of the contents.  
21  (BY ELECTRONIC MAIL) I caused such document(s) to be emailed to the offices and/or to  
22 attorneys of offices of the above named addressee(s).  
23  **By USDC Live System-Documents Filing System:** on all interested parties registered for e-  
24 filing.

25 Dated: August 24, 2009

26 Signed /s/ Robert L. Newman  
27 Robert L. Newman