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10 Attorneys for Defendants  
11 NATIONAL COLLEGIATE ATHLETIC  
12 ASSOCIATION, and COLLEGIATE LICENSING  
13 COMPANY

14 UNITED STATES DISTRICT COURT  
15 NORTHERN DISTRICT OF CALIFORNIA  
16 SAN FRANCISCO DIVISION

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

19 Plaintiff,

20 vs.

21 NATIONAL COLLEGIATE ATHLETIC  
22 ASSOCIATION, and COLLEGIATE  
23 LICENSING COMPANY,

24 Defendants.

Case No. CV 09 3329 BZ

**APPEARANCE**

25 TO: CLERK OF COURT

26 PLEASE ENTER the appearance of Kent Roger and Robert S. Eaton as attorneys of  
27 record on behalf of Defendants, NATIONAL COLLEGIATE ATHLETIC ASSOCIATION and  
28 COLLEGIATE LICENSING COMPANY.

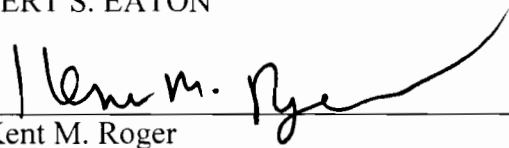
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U.S. DISTRICT COURT  
SAN FRANCISCO  




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Dated: July 27, 2009

MORGAN, LEWIS & BOCKIUS LLP  
KENT M. ROGER  
ROBERT S. EATON

By   
Kent M. Roger  
Attorney for Defendants  
National Collegiate Athletic Association  
and Collegiate Licensing Company

1 **PROOF OF SERVICE**

2 I am a resident of the State of California and over the age of eighteen years and not a party  
3 to the within-entitled action; my business address is One Market, Spear Street Tower, San  
4 Francisco, California 94105-1126.

5 On July 27, 2009, I served the within document(s):

6 **APPEARANCE**

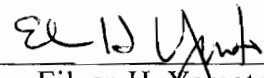
- 7  by transmitting via facsimile the document(s) listed above to the fax number(s) set  
8 forth below on this date before 5:00 p.m.
- 9  by placing the document(s) listed above in a sealed envelope with postage thereon  
10 fully prepaid, in the United States mail at San Francisco, California addressed as  
11 set forth below.
- 12  by placing the document(s) listed above in a sealed Federal Express envelope and  
13 affixing a pre-paid air bill, and causing the envelope to be delivered to a Federal  
14 Express agent for delivery.
- 15  by causing the document(s) listed above to be personally delivered at to the  
16 person(s) at the address(es) set forth below.
- 17  by transmitting via electronic mail the document(s) listed above to each of the  
18 person(s) as set forth below.

<p>15 <b>VIA FEDERAL EXPRESS</b>  16 Michael D. Hausfeld  17 Megan E. Jones  18 HAUSFELD LLP  19 1700 K Street, NW, Suite 650  20 Washington, DC 20006  21 Tel: 202.540.7200</p> <p>22 William A. Isaacson  23 Tanya Chutkan  24 Jack Simms  25 BOIES, SCHILLER &amp; FLEXNER LLP  26 5301 Wisconsin Avenue, Suite 800  27 Washington, DC 10015  28 Tel: 202.237.2727</p>	<p>15 <b>VIA HAND DELIVERY</b>  16 Michael P. Lehmann  17 Jon T. King  18 Arthur N. Bailey  19 HAUSFELD LLP  20 44 Montgomery St., 34th Floor  21 San Francisco, CA 94104  22 Tel: 415.633.1908</p>
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23 I am readily familiar with the firm's practice of collection and processing correspondence  
24 for mailing. Under that practice it would be deposited with the U.S. Postal Service on that same  
25 day with postage thereon fully prepaid in the ordinary course of business. I am aware that on  
26 motion of the party served, service is presumed invalid if postal cancellation date or postage  
27 meter date is more than one day after date of deposit for mailing in affidavit.

28 Executed on July 27, 2009, at San Francisco, California.

1 I declare under penalty of perjury that I am employed in the office of a member of the bar  
2 of this court at whose direction the service was made, and that the foregoing is true and correct.

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5 Eileen H. Yemoto  
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