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Morissa R. Falk  
LABATON SUCHAROW LLP  
140 Broadway  
New York, NY 10005  
(212) 907-0700

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

**FILED**  
SEP - 8 2009  
RICHARD W. WIEKING  
CLERK, U.S. DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
OAKLAND

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)

APPLICATION FOR  
ADMISSION OF ATTORNEY  
*PRO HAC VICE*

Pursuant to Civil L.R. 11-3, Morissa R. Falk, an active member in good standing of the bar of the State of New York, hereby applies for admission to practice in the Northern District of California on a *pro hac vice* basis representing Plaintiff Edward C. O'Bannon, Jr. in the above-entitled action.

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

1. 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;

2. 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,

3. 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:

Jon T. King, Hausfeld LLP, 44 Montgomery Street, 34th Floor

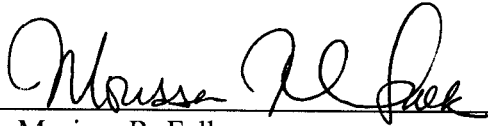
San Francisco, CA 94104, (415) 633-1908

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

Dated: September 3, 2009

  
Morissa R. Falk