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6 Attorneys for Plaintiff

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10 **IN THE UNITED STATES DISTRICT COURT**  
 11 **NORTHERN DISTRICT OF CALIFORNIA**  
 12 **OAKLAND DIVISION**

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14 Edward C. O'Bannon, Jr., on behalf of himself) Case No. 4:09-cv-03329-CW  
 15 and all others similarly situated, )

16 Plaintiff, )

17 v. )

**NOTICE OF APPEARANCE**

18 NATIONAL COLLEGIATE ATHLETIC )  
 ASSOCIATION and COLLEGIATE )  
 19 LICENSING COMPANY )

20 Defendants. )

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1 PLEASE TAKE NOTICE that Allan Steyer of the law firm Steyer Lowenthal Boodrookas  
2 Alvarez & Smith LLP, One California Street, Third Floor, San Francisco, CA 94111, shall  
3 appear as counsel for Plaintiff Edward C. O'Bannon, Jr., individually and on behalf of all others  
4 similarly situated, in *Edward C. O'Bannon, Jr. v. National Collegiate Athletic Association and*  
5 *Collegiate Licensing Company*, No. 4:09-cv-03329-CW (N.D. CA).

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DATED: October 22, 2009

/s/ Allan Steyer  
Allan Steyer (SBN 100318)  
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Attorney for Edward C. O'Bannon, Jr.

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CERTIFICATE OF SERVICE

I hereby certify that on October 22, 2009, I caused a true and correct copy of the Notice of Appearance of Allan Steyer to be served via the Court's ECF system on all counsel registered for ECF in this case.

/s/ Jill Cohoe  
Jill Cohoe