

1 KEKER & VAN NEST LLP  
 ROBERT A. VAN NEST - #84065  
 2 [rvannest@kvn.com](mailto:rvannest@kvn.com)  
 R. JAMES SLAUGHTER - #192813  
 3 [rslaughter@kvn.com](mailto:rslaughter@kvn.com)  
 R. ADAM LAURIDSEN - #243780  
 4 [alauridsen@kvn.com](mailto:alauridsen@kvn.com)  
 710 Sansome Street  
 5 San Francisco, CA 94111-1704  
 Telephone: (415) 391-5400  
 6 Facsimile: (415) 397-7188

7 Attorneys for Defendant  
 ELECTRONIC ARTS INC.

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10 UNITED STATES DISTRICT COURT  
 11 NORTHERN DISTRICT OF CALIFORNIA  
 12 SAN FRANCISCO DIVISION

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14 BRYON BISHOP, Individually and On Behalf  
 of All Others Similarly Situated,

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Plaintiff,

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v.

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ELECTRONIC ARTS INC., NATIONAL  
 COLLEGIATE ATHLETIC ASSOCIATION,  
 and COLLEGIATE LICENSING  
 COMPANY,

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Defendants.

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Case No. CV-09-4128-BZ

**NOTICE OF APPEARANCE**

Judge: Magistrate Judge Bernard Zimmerman

Date Comp. Filed: September 4, 2009

1           **TO THE CLERK OF THE COURT AND ALL PARTIES AND THEIR**  
2 **ATTORNEYS OF RECORD:**

3           **PLEASE TAKE NOTICE** that the following counsel from Keker & Van Nest, LLP will  
4 be appearing as counsel of record for Defendant ELECTRONIC ARTS INC.

5           KEKER & VAN NEST, LLP  
6           ROBERT A. VAN NEST - #84065  
7           R. JAMES SLAUGHTER - #192813  
8           R. ADAM LAURIDSEN - #243780  
9           710 Sansome Street  
10           San Francisco, California 94111-1704  
11           Telephone: (415) 391-5400  
12           Facsimile: (415) 397-7188  
13           E-mail:        [rvannest@kvn.com](mailto:rvannest@kvn.com)  
14           E-mail:        [rslaughter@kvn.com](mailto:rslaughter@kvn.com)  
15           E-mail:        [alauridsen@kvn.com](mailto:alauridsen@kvn.com)

16 Dated: September 25, 2009

17 KEKER & VAN NEST LLP

18 By:   /s/ R. James Slaughter    
19 R. JAMES SLAUGHTER  
20 Attorneys for Defendant  
21 ELECTRONIC ARTS INC.  
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