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UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

HEROIC ERA, LTD.,	)	
	)	
Plaintiff(s),	)	No. C10-2458 SBA (BZ)
	)	
v.	)	
	)	
	)	<b>INITIAL DISCOVERY ORDER</b>
EVONY, LLC, et al.,	)	
	)	
Defendant(s).	)	
_____	)	

All discovery in this matter has been referred to United States Magistrate Judge Bernard Zimmerman.

In the event a discovery dispute arises, the parties shall meet in person or, if counsel are outside the Bay Area, by telephone and make a good faith effort to resolve their dispute. Exchanging letters or telephone messages about the dispute is insufficient. The Court will not read subsequent positioning letters; parties shall instead make a contemporaneous record of their meeting using a tape recorder or a court reporter.

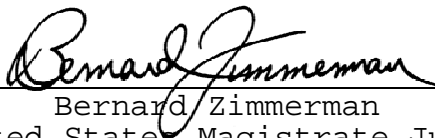
In the event they cannot resolve their dispute, the parties must participate in a telephone conference with the Court **before** filing any discovery motions or other papers.

1 The party seeking discovery shall request a conference in a  
2 letter **filed electronically** not exceeding two pages (with no  
3 attachments) which briefly explains the nature of the action  
4 and the issues in dispute. Other parties **shall reply** in  
5 similar fashion within **two days** of receiving the letter  
6 requesting the conference. The Court will contact the parties  
7 to schedule the conference.

8 After the conference with the Court, if filing papers is  
9 deemed necessary, they should be filed **electronically** with the  
10 Clerk's Office, with **one hard copy delivered directly to**  
11 **Magistrate Judge Zimmerman's Chambers (Room 15-6688)**. A  
12 chambers copy of all briefs shall be submitted on a diskette  
13 formatted in WordPerfect or e-mailed to the following address:

14 **bzpo@cand.uscourts.gov**

15 Dated: October 26, 2010

16   
17 \_\_\_\_\_

Bernard Zimmerman  
United States Magistrate Judge

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