

1 MACDONALD & ASSOCIATES  
 2 IAIN A. MACDONALD (State Bar No. 051073)  
 3 NING YU (State Bar No. 273176)  
 4 221 Sansome Street  
 5 San Francisco, CA 94104-2323  
 6 Telephone: (415) 362-0449  
 7 Facsimile: (415) 394-5544  
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 9 Attorneys for Defendants,  
 10 SIMIS, INC., *et al.*

11 UNITED STATES DISTRICT COURT  
 12 NORTHERN DISTRICT OF CALIFORNIA

13 ISRAEL DISCOUNT BANK OF NEW  
 14 YORK, a New York corporation,

Case No. CV10-5047 PJH

Plaintiff,

SUBSTITUTION OF ATTORNEYS

v.

15 SIMIS, INC., a California corporation;  
 16 SIMLV, INC., a Nevada corporation;  
 17 WORLD OF CHARMS, INC., formerly  
 18 known as WOC, INC., a Nevada  
 19 corporation; SIMSF, INC., a California  
 20 corporation; SIMUS, INC., a California  
 21 corporation; SIMBP, INC., a California  
 22 corporation; ADI SIMAYOF, an Individual;  
 23 SARIT SIMAYOF COHEN, an Individual,

Defendants.

24 Defendants SIMLV, INC., a Nevada corporation; WORLD OF CHARMS, INC., formerly  
 25 known as WOC, INC., a Nevada corporation; SIMSF, INC., a California corporation; SIMUS, INC.,  
 26 a California corporation; SIMBP, INC., a California corporation; ADI SIMAYOF, an Individual;  
 27 and SARIT SIMAYOF COHEN, an Individual herein, hereby substitute the Law Offices of Gary R.  
 28 Bosch for Macdonald & Associates as their attorneys herein.

Dated: May 6, 2011

SIMLV, INC., a Nevada corporation

By: /s/ Adi Simayof  
 Adi Simayof, President

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Dated: May 6, 2011

WORLD OF CHARMS, INC., formerly known as  
WOC, INC., a Nevada corporation

By: /s/ Sarit Simayof Cohen  
Sarit Simayof Cohen, President

Dated: May 6 2011

SIMSF, INC., a California corporation

By: /s/ Sarit Simayof Cohen  
Sarit Simayof Cohen, President

Dated: May 6, 2011

SIMUS, INC., a California corporation

By: /s/ Adi Simayof  
Adi Simayof, President

Dated: May 6, 2011

SIMLV, INC., a Nevada corporation

By: /s/ Sarit Simayof Cohen  
Sarit Simayof Cohen, President

Dated: May 6, 2011

SIMBP, INC., a California corporation

By: /s/ Sarit Simayof Cohen  
Sarit Simayof Cohen, President

Dated: May 6, 2011

/s/ Adi Simayof  
Adi Simayof, an Individual

Dated: May 6, 2011

/s/ Sarit Simayof Cohen  
Sarit Simayof Cohen, an Individual

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The above substitution is accepted.

Dated: May 5, 2011

LAW OFFICES OF GARY R. BOSCH

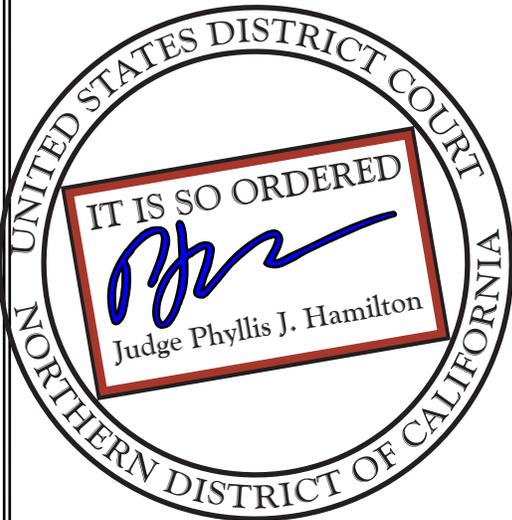
By: /s/ Gary R. Bosch  
Gary R. Bosch

Substitution is consented to.

Dated: May 6, 2011

MACDONALD & ASSOCIATES

By: /s/ Iain A. Macdonald  
Iain A. Macdonald



5/11/11