

1 Ronald S. Beacher (Cal. Bar No. 130318)
 2 Pryor Cashman LLP
 3 7 Times Square
 4 New York, New York 10036
 5 T: (212) 326-0148
 6 F: (212) 515-6959
 7 rbeacher@pryorcashman.com

8 **ATTORNEYS FOR PLAINTIFF**
 9 **ISRAEL DISCOUNT BANK OF NEW YORK**

10 UNITED STATES DISTRICT COURT
 11 NORTHERN DISTRICT OF CALIFORNIA

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

14 Plaintiff,

Case No. CV10-5047 (PJH)

15 v.

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

25 Defendants.

SUBSTITUTION OF ATTORNEYS
AND ORDER

26 Plaintiff Israel Discount Bank of New York hereby substitutes Pryor Cashman LLP for
 27 Buchalter Nemer as its attorneys herein.

28 Dated: July 25, 2011

ISRAEL DISCOUNT BANK OF NEW YORK

/s/ Jerry Hertzman

By: Jerry Hertzman
 Title: Senior vice President I

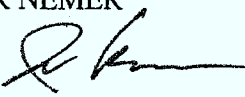
The above substitution is consented to.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Dated: July 22, 2011

BUCHALTER NEMER

/s/ Ivo Keller



By: Ivo Keller

Title: Associate

Substitution is accepted.

Dated: July 25, 2011

PRYOR CASHMAN LLP

/s/ Ronald S. Beacher

By: Ronald S. Beacher

Title: Partner

7/29/11

