

1 Michael E. Dergosits (SBN 118206)
 2 DERGOSITS & NOAH LLP
 3 Four Embarcadero Center, Suite 1450
 4 San Francisco, California 94111
 Telephone: (415) 705-6377
 5 Facsimile: (415) 705-6383
 6 mdergosits@dergnoah.com
 Attorneys for GEE JEFFERY & PARTNERS
 ADVERTISING, INC.

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 8 **UNITED STATES DISTRICT COURT**
 9 **FOR THE NORTHERN DISTRICT OF CALIFORNIA**
 10 **SAN FRANCISCO DIVISION**

11 GEE JEFFERY & PARTNERS
 ADVERTISING, INC.,

12 Plaintiff,

13 v.

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 15 BEST BUY ENTERPRISE SERVICES,
 INC., et al.,

16 Defendants.

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 18 _____
 19 IDENTITY ARTS, a California Limited
 Liability Company

20 Plaintiff,

21 v.

22 BEST BUY CO., INC., et al.,

23 Defendants.

CASE NO.: C 06-01631 PJH

Consolidated for discovery with

CASE NO.: C 05-04656 PJH

**STIPULATION AND [PROPOSED]
 ORDER AMENDING CASE
 MANAGEMENT AND PRETRIAL ORDER
 DATED JUNE 16, 2006**

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 25 It is HEREBY STIPULATED by and between the parties hereto through their respective
 26 counsel that certain of the dates pertaining to discovery and motion practice set forth in the
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 28

1 Case Management and Pretrial Order herein, dated June 16, 2006, are amended as follows:

2 Last day to serve written discovery: April 30, 2007

3 Non-Expert Discovery Cutoff: May 30, 2007

4 Identification of Experts: May 30, 2007

5 Last day to serve Opening
6 Expert Reports: June 29, 2007

7 Last day to serve Rebuttal
8 Expert Reports: July 30, 2007

9 Expert Discovery Cutoff: Sept. 7, 2007

10 Last Day to File and Serve
11 Dispositive Motions: Oct. 3, 2007

12 The reason for the above amendments is that the parties believe that additional time will
13 be required to complete fact discovery and, further, that it is not in the parties' interests to begin
14 the costly and time-consuming process of depositions, which are likely to involve dozens of
15 witnesses in several States and in Canada, prior to receipt of the Court's decision on defendants'
16 pending motions for judgment on the pleadings. The proposed amendments will not result in a
17 change to the trial date(s).

18 The parties further request that the Court vacate the settlement conference date presently
19 scheduled with Magistrate Spero for January 11, 2007. Counsel has contacted Magistrate Spero's
20 Chambers and has been advised to write to the Magistrate's Chambers to request a new date and,
21 thereafter, to coordinate directly with Magistrate's Chambers on scheduling the settlement
22 conference. The reason for this additional request is that the parties believe that the settlement
23 conference will be more productive once it is clear which parties and which claims will proceed
24 in the above actions.
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DATED: _____, 2006

Respectfully submitted,

DERGOSITS & NOAH LLP

By: _____ /s/
Michael Dergosits

SMITH DORNAN & DEHN, PC

By: _____ /s/
David Atlas

Attorneys for Plaintiff Gee Jeffery & Partners
Advertising, Inc. (in Best Buy II)

BRADSHAW & ASSOCIATES

By: _____ /s/
Scott A. Freedman

Attorneys for Plaintiff, Identity Arts, LLC (in Best
Buy I)

ROBINS, KAPLAN, MILLER & CIRESI L.L.P.

By: _____ /s/
Robert F. Hinton

Attorneys for Defendants Best Buy Enterprise
Services, Inc. and Best Buy Co., Inc. (in Best Buy
I)

Attorneys for Defendant AMC Entertainment Inc.
(in Best Buy II).

DAVIS WRIGHT TREMAINE LLP

By: _____ /s/
Thomas R. Burke

Attorneys for Defendants Identity Arts, LLC, David
Bobrow and David Janssen (in Best Buy II)

HOLME ROBERTS & OWEN LLP

By: _____ /s/
Roger R. Myers

Attorneys for Defendants Best Buy Enterprise
Services, Inc., Best Buy Co., Inc. and Sprint
Corporation (in Best Buy II)

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IT IS SO ORDERED.

DATED: _____, 2006