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5 Attorneys for Defendant
 6 BACKFLIP STUDIOS, INC.

8 UNITED STATES DISTRICT COURT
 9 NORTHERN DISTRICT OF CALIFORNIA
 10 SAN JOSE DIVISION

12 JONATHAN LALO, individually and On
 13 Behalf of a Class of Similarly Situated
 Individuals,

14 Plaintiff,

15 v.

16 APPLE, INC., a California Corporation;
 17 BACKFLIP, a Delaware Corporation;
 DICTIONARY.COM, a California
 Corporation; THE WEATHER CHANNEL, a
 18 Georgia Corporation,

19 Defendants.

Case No. CV 10 5878 PSG

**NOTICE OF APPEARANCE ON BEHALF OF
 BACKFLIP STUDIOS, INC.**

22 Notice is hereby given that Cooley LLP is appearing as counsel representing Defendant
 23 Backflip Studios Inc. (“Backflip”) in the above-captioned matter.

24 Backflip requests that all notices, including all electronic (“ECF”) notices, given or
 25 required to be given, and all papers filed or served, or required to be served, in the above-
 26 captioned matter be provided to and served upon counsel for Backflip at the addresses set forth
 27 below:

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Dated: February __, 2011

COOLEY LLP

Michael G. Rhodes /s/

Michael G. Rhodes (116127)

Attorneys for Defendant
BACKFLIP STUDIOS, INC.