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 6 Attorneys for Defendant
 APPLE, INC., a California corporation

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 8
 9 UNITED STATES DISTRICT COURT
 10 NORTHERN DISTRICT OF CALIFORNIA
 11 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
 18 Corporation; PANDORA, INC., a
 California Corporation; THE WEATHER
 19 CHANNEL, a Georgia Corporation,

20 Defendants.

Case No. CV 10-5878 PSG

NOTICE OF APPEARANCE

Initial Assignment to the
 Honorable Paul S. Grewal

21
 22 Notice is hereby given that Hogan Lovells US LLP is appearing as counsel representing
 23 Defendant Apple, Inc., a California corporation (“Apple”) in the above-captioned matter.

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

27
 28 **NOTICE OF APPEARANCE FOR
 DEFENDANT APPLE, INC.
 Case No. CV 10-5878 PSG**

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Apple notes its intention shortly to file with the Court Applications for *pro hac vice* admission of Messrs. Wolf and James.

Dated: January 26, 2011

HOGAN LOVELLS US LLP

By: s/ Michael L. Charlson
Michael L. Charlson

Attorneys for Defendant
APPLE, INC., a California corporation