

**UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF TEXAS
MARSHALL DIVISION**

BRIGHT RESPONSE, LLC
F/K/A POLARIS IP, LLC

Plaintiff,

v.

GOOGLE INC., et al.

Defendants.

Case No.: 2:07-cv-371-CE

NOTICE OF APPEARANCE

Brian A.E. Smith hereby enters his appearance on behalf of Defendant Yahoo! Inc. and requests that copies of all notices, pleadings and orders filed and entered be served on him via notification of electronic filing (NEF) at the electronic mail address listed below.

DATED: July 16, 2010

By: Brian A.E. Smith

Brian A.E. Smith

HOWREY LLP
525 Market Street, Suite 3600
San Francisco, California 94105
Tel: (415) 848-4900
Fax: (415) 848-4999
smithbrian@howrey.com
CA State Bar No. 188147

Attorneys for Defendant Yahoo! Inc.

CERTIFICATE OF SERVICE

The undersigned certifies that the foregoing document was filed electronically in compliance with Local Rule CV-5(a). All other counsel of record not deemed to have consented to electronic service were served with a true and correct copy of the foregoing by certified mail, return receipt requested, on July 16, 2010.

Brian A.E.Smith