IN THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF TEXAS TYLER DIVISION

Eolas Technologies Incorporated,	§	
	§	
Plaintiff,	§	C.A. NO. 6:09-CV-446 (LED)
•	§	
V.	§	
	§	
Adobe Systems Inc., Amazon.com, Inc.,	§	JURY TRIAL DEMANDED
Apple Inc., Argosy Publishing, Inc.,	§	
Blockbuster Inc., CDW Corp.,	§	
Citigroup Inc., eBay Inc., Frito-Lay, Inc.,	§	
The Go Daddy Group, Inc., Google Inc.,	§	
J.C. Penny Company, Inc., JPMorgan	§	
Chase & Co., New Frontier Media, Inc.,	§	
Office Depot, Inc., Perot Systems Corp.,	§	
Playboy Enterprises International, Inc.,	§	
Rent-A-Center, Inc., Staples, Inc., Sun	§	
Microsystems Inc., Texas Instruments, Inc.,	§	
Yahoo! Inc., and YouTube, LLC	§	
,	§	
Defendants.	§	
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NOTICE OF APPEARANCE OF GENTRY C. MCLEAN

Defendant Playboy Enterprises International, Inc. files this Notice of Appearance, and hereby notifies the Court that Gentry C. McLean, of the law firm Vinson & Elkins LLP, 2801 Via Fortuna, Suite 100, Austin, Texas 78746, gmclean@velaw.com, is appearing as counsel for Defendant in the above-referenced matter. All pleadings, discovery, correspondence and other material should be served upon counsel at the address referenced above.

/s/ Gentry C. McLean

David B. Weaver (SBOT # 00798576) Avelyn M. Ross (SBOT #24027871) Gentry C. McLean (SBOT #24046403) VINSON & ELKINS L.L.P. 2801 Via Fortuna, Suite 100 Austin, Texas 78746-7568

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Counsel for Playboy Enterprises International, Inc.

CERTIFICATE OF SERVICE

The undersigned hereby certifies that all counsel of record who are deemed to have consented to electronic service are being served with a copy of this document via the Court's CM/ECF system per Local Rule CV-5(a)(3) on February 9, 2010. Any other counsel of record will be served by first class mail on this same date.

/s/ Gentry C. McLean
Gentry C. McLean