

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

Eolas Technologies Incorporated,	§	
	§	
<i>Plaintiff,</i>	§	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	§	
	§	
<i>Defendants.</i>	§	
	§	

**NOTICE OF APPEARANCE OF  
JOHN A. FEDOCK**

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Defendant Playboy Enterprises International, Inc. files this Notice of Appearance, and hereby notifies the Court that John A Fedock, with the law firm of Vinson & Elkins LLP, 2801 Via Fortuna, Suite 100, Austin, Texas 78746, [jfedock@velaw.com](mailto:jfedock@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.

Dated: June 10, 2010

Respectfully submitted,

/s/ John A. Fedock

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*Counsel for Playboy Enterprises International,  
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**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 June 10, 2010. Any other counsel of record will be served by first class mail on this same date.

/s/ John A. Fedock

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John A. Fedock