

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

EOLAS TECHNOLOGIES INCORPORATED, §
Plaintiff, §
v. §
ADOBE SYSTEMS INCORPORATED, §
AMAZON.COM INC., APPLE INC., §
ARGOSY PUBLISHING, INC., §
BLOCKBUSTER INC., CDW §
CORPORATION, CITIGROUP INC., EBAY §
INC., FRITO-LAY, INC., THE GO DADDY §
GROUP, INC., GOOGLE INC., J.C. PENNEY §
COMPANY, INC., JP MORGAN 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., YOU §
TUBE, LLC., §
Defendants. §

Civil Cause No. 6:09-cv-00446-LED

JUDGE: Leonard Davis

NOTICE OF APPEARANCE OF COUNSEL

Defendant, J.C. Penney Corporation, Inc., files this Notice of Appearance of Counsel, and hereby notifies the Court that Eric W. Buether of the law firm of Buether Joe & Carpenter, LLC, 1700 Pacific Avenue, Suite 2390, Dallas, Texas 75201, is appearing as counsel for J.C. Penney Corporation, Inc. in the above-referenced matter. All pleadings, discovery, correspondence and other material should be served upon counsel at the address referenced above.

Buether Joe & Carpenter, LLC previously appeared in the court records representing Rent-A-Center, Inc., and Frito Lay, Inc., however, Buether Joe & Carpenter, LLC no longer represents Rent-A-Center, Inc. and Frito Lay, Inc.

Dated: August 23, 2011

Respectfully submitted,

**BUETHER JOE & CARPENTER, LLC**

/s/ Eric W. Buether

Eric W. Buether

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**ATTORNEYS FOR DEFENDANT  
J.C. PENNEY CORPORATION, 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 August 23, 2011. Any other counsel of record will be served by facsimile transmission and first class mail.

/s/ Eric W. Buether

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Eric W. Buether