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**UNITED STATES DISTRICT COURT  
DISTRICT OF ARIZONA**

MDY INDUSTRIES, LLC, )

Plaintiff and Counter-Claim )

Defendant )

vs. )

BLIZZARD ENTERTAINMENT, INC., )

and VIVENDI GAMES, INC. )

Defendants and )

Counter-Claim Plaintiffs. )

**Case No.:** CV06-02555-PHX-DGC

**BLIZZARD ENTERTAINMENT,  
INC. AND VIVENDI GAMES,  
INC. REPLY IN SUPPORT  
OF THEIR MOTION FOR  
SUMMARY JUDGMENT**

The Honorable David G. Campbell

BLIZZARD ENTERTAINMENT, INC., )

and VIVENDI GAMES, INC. )

Third-Party Plaintiffs, )

vs. )

MICHAEL DONNELLY, )

Third-Party Defendant. )

**I. Introduction**

In seeking to justify their improper exploitation of Blizzard’s copyrighted World of Warcraft (“WoW”) software, MDY asserts in its response that Glider is merely independent aftermarket software that Copyright law traditionally protects. It is not. Glider bears no meaningful resemblance to functional products like universal garage door remotes or print toner cartridges that spur lawful competition and

1 expand consumer choice. Glider serves one purpose - enabling WoW users to cheat  
2 in Blizzard's expressive online gaming experience. Those users have no right to  
3 cheat, and in fact expressly forfeit that right as a condition of their software license.  
4 MDY likewise has no right to enable them.

5 In order to reap the benefits of the expressive, interactive gaming experience  
6 Blizzard has created, WoW players depend on a balanced allocation of in-game  
7 resources, a level playing field for advancement, and an uncorrupted environment in  
8 which to enjoy social immersion and interaction. SOF ¶ 27-30. The display of  
9 Blizzard's graphics and interactive multi-media content in the context of the online  
10 game, and the manner in which its software code allocates resources and game  
11 attributes, are the essence of its copyrighted work. Glider undermines this essence.  
12 SOF ¶ 156-58. As such, MDY's comparison of the WoW license restrictions on  
13 injecting bots into WoW to a book publisher forbidding a licensee from reading the  
14 last ten pages of a book is inapt. Rather, Blizzard's creation is more akin to putting  
15 on a richly detailed interactive play, and it seeks only to prevent Glider bots from  
16 taking the stage, disrupting the performance, and altering the experience to deprive  
17 the audience from enjoying the show it paid to see.

18 In short, Glider is not an "independent aftermarket product" that makes WoW  
19 better for users. It is a WoW-specific cheat that has a ruinous effect on the game and  
20 the experience of everyone actually playing it. Of MDY's many admissions, perhaps  
21 none is more telling than his concession that the presence of too many bots in WoW  
22 will ultimately ruin the game. MDY DSOF ¶ 116. It has never been the will of  
23 Congress or the courts to promote the creation of software designed solely to induce  
24 infringements that undermine the integrity and enjoyment of another's copyrighted  
25 expression. On the contrary, copyright doctrine exists precisely to protect the rights  
26 of legitimate creators like Blizzard.

27 **II. Glider User's Copying of WoW in Excess of the WoW License**  
28 **Restrictions Constitutes Copyright Infringement.**

1           Although MDY acknowledges that *MAI Systems Corp. v. Peak Computer,*  
2 *Inc.*<sup>1</sup> “on its face” holds that loading of protected software into a computer’s RAM is  
3 “technically” copying for purposes of the Copyright Act, it premises its entire  
4 defense to Blizzard’s copyright claims on the argument that WoW users running  
5 Glider do not implicate the Copyright Act. MDY cannot, however, escape the  
6 import of *MAI* and its progeny. Under Ninth Circuit law, the loading of WoW into  
7 RAM *is copying*, and Blizzard may lawfully restrict the right to that copying by  
8 license. MDY’s contention that Glider users “could not possibly infringe Blizzard’s  
9 copyrights in WoW in the absence of Blizzard’s EULA” reflects a misunderstanding  
10 of a basic precept of copyright law. If loading WoW into RAM is copying, then  
11 users must obtain a license before loading WoW into RAM to avoid infringing  
12 Blizzard’s exclusive right.<sup>2</sup> That Blizzard may condition that right is undisputed,  
13 thus the only question here is whether the WoW license restrictions prohibiting  
14 Glider use condition how WoW users may lawfully copy the game into RAM.<sup>3</sup> As  
15 demonstrated in full in Blizzard’s Response to MDY’s Motion at 6-10, under the  
16 relevant Ninth Circuit standard, they do, and thus Glider use infringes.<sup>4</sup>

17           MDY’s assertion that a hypothetical attempt by Blizzard to enforce via  
18 copyright other TOU restrictions not at issue in this case somehow negates its  
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20 <sup>1</sup> MDY Resp. at 2-3; 991 F.2d 511, 519 (9th Cir. 1993).

21 <sup>2</sup> MDY admits that Blizzard *grants* that right to users in the WoW licenses. MDY  
22 Mem. at 9.

23 <sup>3</sup> MDY’s contention that it disputes whether the “RAM copying” here mirrors *MAI*  
24 is nothing more than its questioning the validity of Ninth Circuit law. At his  
25 deposition, MDY’s expert testified that the basis for his opinion that no “copying for  
26 purposes of the Copyright Act” occurs when WoW is loaded into RAM was based  
27 on his disagreement with a *verbatim recitation of the holding in MAI*. SOF 2nd  
28 Supp. ¶ 316, Ex. 61. MDY cannot create an “issue of fact” from its expert’s  
rejection of Ninth Circuit precedent.

<sup>4</sup> *Ticketmaster LLC v. RMG Techs., Inc.*, 507 F. Supp. 2d 1096 (C.D. Cal. 2007),  
contrary to MDY’s claims, faithfully applies the Ninth Circuit’s recognition that  
exceeding license terms that *limit the scope* of the license, including the right to  
make copies in RAM, equates to infringement. *Sun Microsystems, Inc. v. Microsoft*  
*Corp.*, 188 F.3d 1115, 1121 (9th Cir. 1999).

1 legitimate right to enforce the provisions actually at issue is a red herring. The  
2 provisions that Glider violates are contained in paragraphs 4 of the EULA and TOU,  
3 respectively. These conditions prohibit users from engaging in acts - making  
4 unauthorized connections to WoW, running cheats/bots, exploiting the game content,  
5 mining and collecting information from the WoW program - that are inexorably  
6 intertwined with Blizzard's delivery of its copyrighted expression in the online  
7 gaming experience, and thus undermine Blizzard's core rights to control the manner  
8 in which its expressive content is displayed and copied. SOF ¶¶ 97-104.

9 Unlike the TOU's secondary restrictions on actions taken outside the game to  
10 which MDY refers - e.g., providing false name or address information to Blizzard in  
11 registering an account, or sharing or selling WoW accounts in third-party  
12 transactions - the provisions at issue are linked to WoW's expressive content and  
13 limit the manner in which users may load that content into RAM. Blizzard does not  
14 seek to enforce its copyright against MDY's contribution to the unauthorized sale of  
15 WoW accounts rapidly "leveled" with Glider on its affiliates website because those  
16 breaches are distinct from WoW licensees' loading of WoW content into RAM.  
17 Blizzard seeks only to enforce its legitimate and well established right as a copyright  
18 owner to protect the manner in which the graphic, nonliteral elements of its software  
19 are copied and used.<sup>5</sup>

20 Finally, MDY wrongly invokes the limited copyright misuse defense in  
21 circumstances where it clearly does not apply.<sup>6</sup> Simply put, MDY cannot assert

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23 <sup>5</sup> U.S. Copyright Office, Circular 61, *Copyright Registration for Computer*  
24 *Programs* (2006) ("Copyright protection extends to all the copyrightable expression  
25 embodied in the computer program); *Gen. Universal Sys., Inc. v. Lee*, 379 F.3d 131,  
26 142 (5th Cir. 2004)(finding that copyright protection of a computer program  
"extends ... to ... nonliteral elements, including ... structure, sequence, organization,  
user interface, screen displays, and menu structures").

27 <sup>6</sup> Raymond T. Nimmer, *Law of Computer Technology* § 7:37 (2008) ("Hopefully  
28 the [copyright misuse] doctrine will remain in the backwater, unused except for clear  
abuse"); ("[t]here is a simple and direct business and creative interest in not allowing  
one's work product to be used to attack that same work product under a contractual

1 copyright misuse where the license at issue controls only how Blizzard's own work  
2 may be used, and does not bar third-parties from developing or marketing a  
3 competing product. For example, in *Triad Systems Corp. v. Southeastern Express*  
4 *Co.*, the Ninth Circuit rejected the defendants' copyright misuse defense to an  
5 infringement claim involving unauthorized copying in RAM, recognizing that  
6 though the license at issue prevented defendants from using plaintiff's service  
7 software, it "did not attempt to prohibit [defendants] or any other ISO from  
8 developing its own service software to compete with Triad."<sup>7</sup> In doing so, the court  
9 explicitly contrasted *Lasercomb*, on which MDY mistakenly relies, where the  
10 developer's license "agreement forbid[] the licensee to develop or assist in  
11 developing *any* kind of [competing] software."<sup>8</sup> Here, the WoW EULA is limited to  
12 prohibiting uses of WoW detrimental to other WoW users, and places no restraint on  
13 competitors developing their own MMORPG to compete with WoW.

### 14 **III. MDY's Distribution of Glider Violates Both Anti-Trafficking** 15 **Prohibitions of the DMCA.**

16 Contrary to MDY's mischaracterizations, Blizzard neither seeks nor needs the  
17 DMCA to extend to the circumvention of *any* software protection measure to prevail  
18 here, because as Blizzard detailed in its prior pleadings, Warden and scan.dll are  
19 specifically designed to control access to WoW content as displayed in the context of  
20 the online gaming experience, and to protect Blizzard's right to control when users

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22 arrangement"). MDY's citation of Blizzard's dispute with Brian Kopp is irrelevant,  
23 and fails to mention that Kopp's cheat guide included direct links to download a  
24 cheat software program; links that were removed from the guide after settlement of  
25 the case. SOF 2nd Supp. ¶ 308-313.

26 <sup>7</sup> 64 F.3d 1330, 1337 (9th Cir. 2005); *see also Advanced Comp. Servs. of Mich., Inc.*  
27 *v. MAI Sys. Corp.*, 845 F. Supp. 356, 367 (E.D. Va. 1994) (no copyright misuse  
28 where licenses do not prevent alleged infringer from developing competing  
software); *Microsoft Corp. v. BEC Computer Co.*, 818 F. Supp. 1313, 1316-17 (C.D.  
Cal. 1992) (no copyright misuse where "Microsoft's License Agreements do not  
prohibit defendants from independently implementing programs similar to MS-DOS  
and WINDOWS").

<sup>8</sup> *Lasercomb Am., Inc. v. Reynolds*, 911 F.2d 970, 978 (4th Cir. 1990).

1 are permitted to load that copyrighted content into RAM.<sup>9</sup> Similarly, *Ticketmaster* is  
2 hardly the outlier that MDY depicts. On the contrary, *Ticketmaster* merely applies  
3 established Ninth Circuit law on the DMCA and copyright in the context where the  
4 circumvention enables infringement by means of making unauthorized copies in  
5 RAM, as opposed to making unauthorized copies via software download or by  
6 manually copying DVDs. MDY may wish that the DMCA applied only to “pirating  
7 works” via these other means, but it contains no such limitation.<sup>10</sup> The DMCA  
8 prohibits circumvention of measures that protect a copyright owner’s valid rights,  
9 including the right to prohibit copying software into RAM defined in *MAI*.<sup>11</sup>  
10 *Ticketmaster* is unique, then, only in its ability to provide guidance in this specific  
11 case, where the protection measures at issue likewise seek to prevent the  
12 unauthorized copying into RAM that *MAI* and its progeny prohibit.

13 In its response, MDY concedes that *Warden* and *scan.dll*, but for *Glider*’s  
14 ability to circumvent, prohibit *Glider* users from accessing the *WoW* content in the  
15 *WoW* online game experience. MDY asserts, however, that *Glider* does not violate  
16 the DMCA because *Warden* and *scan.dll* do not prohibit users from copying the  
17 static object code resident in the *WoW* client and, it contends, “it is the code, not the  
18 code’s functionality, that copyright protects.” MDY Resp. at 13-15. MDY  
19 misconstrues the nature of copyright protection for computer programs.

20 In support of its argument, MDY relies exclusively on the concurring opinion  
21 in *Lexmark*. Judge Merritt’s concurring opinion, however, was intended only to  
22 “make clear that in the future companies like *Lexmark* cannot use the DMCA in

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24 <sup>9</sup> Blizzard Mem. at 11-12; Blizzard Resp. at 10-13.

25 <sup>10</sup> Even Judge Merritt’s concurring opinion in *Lexmark Int’l, Inc. v. Static Control*  
26 *Components*, 387 F.3d 522, 547 (6th Cir. 2005), on which MDY chiefly relies, only  
27 uses the term “piracy” as illustrative. *Lexmark*, unlike *Ticketmaster* and the present  
28 case, did not involve circumvention that enabled users to make unauthorized copies  
in RAM and thus has no bearing on this case.

<sup>11</sup> 17 U.S.C. § 1201(b)(1)(A) (Prohibiting trafficking in devices that circumvent  
“technological measure[s] that effectively protect[] a right of a copyright owner

1 conjunction with copyright law to create monopolies of manufactured goods for  
2 themselves just by tweaking the facts of this case....”<sup>12</sup> In other words, the *dicta*  
3 from *Lexmark* addresses attempts to “lock out” competitors from the ability to  
4 market legitimate consumer products in circumstances where no expressive  
5 copyrighted content is at issue. Clearly, those concerns do not apply here, where  
6 Blizzard’s measures are focused precisely on blocking access to the nonliteral,  
7 expressive attributes of its game software.

8 The law is clear that Blizzard’s copyright protection for its WoW software is  
9 not limited, as MDY suggests, to the object code resident on the WoW client.  
10 Rather, copyright protection “extends to all the copyrightable expression *embodied*  
11 *in the computer program.*”<sup>13</sup> Specifically, “copyright protection extends not only to  
12 the literal elements of a computer program - source code and object code - but also to  
13 the program’s nonliteral elements, which are ‘the products that are generated by the  
14 code’s interaction with the computer hardware and operating program(s).’”<sup>14</sup> Here,  
15 the nonliteral and graphical elements - the multi-media presentation of the WoW  
16 universe and character interactions - of the WoW software are *only* able to be  
17 displayed when a user is connected to the WoW game servers and the client code  
18 interacts with the server code as it is loaded into RAM. Thus, copyright protection  
19 extends to the manner in which WoW’s expressive content is displayed in the online  
20 gaming experience via the carefully choreographed assembly and presentation all of  
21 its various elements.<sup>15</sup> Accordingly, Glider’s circumvention of Warden and scan.dll,  
22 which enables Glider users to access and copy into RAM these expressive, nonliteral

23 \_\_\_\_\_  
24 under this title in *a work or a portion thereof.*”); *MAI*, 991 F.2d at 519.

25 <sup>12</sup> *Lexmark*, 387 F.3d at 551.

26 <sup>13</sup> *DSMC, Inc. v. Convera Corp.*, 479 F. Supp. 2d 68, 81 (D.D.C. 2007) (quoting  
U.S. Copyright Office, Circular 61, *Copyright Registration for Computer Programs*).

27 <sup>14</sup> *DSMC, Inc.* 479 F. Supp. at 81 (quoting *MiTek Holdings, Inc. v. Arce Eng’g Co.*,  
89 F.3d 1548, 1555 n.15 (11th Cir. 1996) (footnote omitted).

28 <sup>15</sup> *MiTek Holdings*, 89 F.3d at 1555 n.15 (copyright protection “extends ... to ...  
nonliteral elements, including ... structure, sequence, organization, user interface,

1 elements of WoW that would otherwise remain out of reach, is the very conduct the  
2 DMCA is designed to prohibit.

3 Finally, MDY cannot seriously dispute that Glider's circumvention  
4 functionality is part and parcel of its commercial appeal. MDY's assertions that it  
5 only added Glider's functionality when necessary, and that it "updates its Glider  
6 code solely to protect its business" are like a thief admitting he did not have to wear  
7 a mask until after the first time he got caught. They establish liability.<sup>16</sup>

8 **IV. MDY is Tortiously Interfering With Blizzard's Contracts.**

9 MDY erroneously conflates the relationship between copyright and tort law.  
10 First, MDY defends its actions against Blizzard's copyright and DMCA claims by  
11 arguing that Glider's development and use is a contractual, and not copyright, issue.  
12 MDY then does an about face and claims that Blizzard's alleged inability to establish  
13 MDY as an infringer negates its ability to show that MDY tortiously induced  
14 contractual breaches. MDY cannot have it both ways. Although the contractual and  
15 tort remedies are not mutually exclusive, MDY cannot evade liability under both  
16 doctrines by using each as the defense to the other.

17 **A. Blizzard's EULA and TOU do not Restrain Trade.**

18 MDY's attempt to mischaracterize Blizzard's WoW EULA and TOU as anti-  
19 competitive restraints on trade that violate public policy is plainly unavailing.  
20 Blizzard creates proprietary online computer games. There is not a single fact in the  
21 record to suggest that it seeks to monopolize that market, nor can MDY cite any  
22 provision in the EULA or the TOU that serves to bar entry to that market. On the  
23 contrary, the WoW EULA and TOU, to which users must view and demonstrate  
24 acceptance before playing the game and at numerous other times, are readily

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27 screen displays and menu structures").

28 <sup>16</sup> See Blizzard Mem. at 13. MDY's alleged post-suit development of other uses for  
Glider provides no defense, as MDY continues to sell the version of Glider designed  
specifically to evade only Warden and scan.dll.



1 recognized as valid and enforceable contracts.<sup>17</sup> The EULA and TOU protect only  
2 Blizzard’s rights in its own software and the rules of its game, and users are free to  
3 reject these conditions, receive a refund, and opt to play other games.<sup>18</sup>

4 The Restatement example of anti-competitive restraints MDY cites is  
5 inapposite. In the example, cinema operator A seeks to use a licensing agreement  
6 with a third party to exclude B from operating a *competing cinema* in the same area.  
7 Blizzard’s license does not, however, restrict MDY’s ability to develop a competing  
8 game, nor even to develop bots for use in other games. The more appropriate  
9 analogy to the present case would be if B were offering A’s patrons the ability to  
10 alter their tickets after entering the theater to trick A’s cinema into allowing them to  
11 see additional movies and hoard the best seats from other paying customers, in  
12 breach of their contract with A limiting their attendance to the film for which they  
13 paid the price of admission. In that example, B’s right to enforce the rules of its own  
14 theater would clearly be enforceable.

15 **B. MDY’s Interference is Improper.**

16 Rather than address the relevant seven Restatement factors, MDY instead  
17 argues that Congress “expressly authorized” the reverse engineering of software to  
18 achieve interoperability and gave MDY the unfettered ability to induce and conceal  
19 contractual breaches through the sale and support of its cheat program. The  
20 inapplicability of this argument is transparent, as MDY has invoked neither the  
21 limited right to reverse engineering nor a fair use defense to Blizzard’s *actual*  
22 copyright and DMCA claims. Neither do these defenses justify his tortious  
23 interference.

24 First, the DMCA’s reverse engineering defense only allows circumvention of  
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26 <sup>17</sup> SOF ¶ 84-88; *Altera Corp. v. Clear Logic, Inc.*, 424 F.3d 1079, 1092 (9th Cir.  
27 2005) (software license agreements are valid contracts for purposes of a tortious  
28 interference claim); *Davidson & Assocs. v. Jung*, 422 F.3d 630, 639 (8th Cir. 2005)  
(enforcing Blizzard’s clickwrap terms for its online gaming offerings).

<sup>18</sup> SOF ¶ 80, 90, 84-104.

1 protection measures to *enable* interoperability, and does not permit distributing a  
2 program that enables circumvention in order to evade detection.<sup>19</sup> Second, MDY  
3 ignores the law’s clear recognition that reverse engineering rights can be waived via  
4 contract, as they are in the WoW EULA and TOU.<sup>20</sup> Here, Donnelly conceded his  
5 assent to the WoW EULA and TOU, and thus, setting aside MDY’s ongoing  
6 inducement of breaches, cannot recast even the original development of Glider as  
7 “expressly authorized by Congress.”

8 MDY’s feeble attempt to distinguish the one tort case offered by either party  
9 that closely parallels the facts in this case, *Am. Airlines v. Platinum World Travel*,  
10 similarly fails.<sup>21</sup> First, the Ninth Circuit has flatly rejected MDY’s unsupported  
11 suggestion that Blizzard’s alleged copyright misuse bars relief for tortious  
12 interference.<sup>22</sup> Second, MDY incorrectly suggests that Glider does not  
13 misappropriate Blizzard’s services. Blizzard has made it clear, through its contracts  
14 and its expenditure of resources combating Glider, that it does not want Glider bots  
15 in WoW. Every minute that Blizzard’s WoW servers are forced to accommodate the  
16 presence of a Glider bot against Blizzard’s will is a misappropriation of those  
17 resources.<sup>23</sup> Finally, the fact that MDY only assisted users in concealing their  
18 breaches after Blizzard began to detect them hardly absolves its conduct. More  
19 significantly, from that moment forward, MDY has doggedly pursued Donnelly’s  
20 stated goal of making the cost of detection prohibitive for Blizzard. SOF ¶ 242.

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21  
22 <sup>19</sup> 17 U.S.C. § 1201(f)(3). Moreover, MDY did not reverse engineer the Warden  
23 portion of WoW *for purposes of interoperability with WoW*, but rather for purposes  
24 of figuring out how to avoid Warden detection.

25 <sup>20</sup> SOF ¶ 97-101; *Davidson & Associates*, 422 F.3d at 638-39 (finding in case  
26 involving Blizzard EULA and TOU that fair use defense does not preempt  
27 enforcement of contract term precluding reverse engineering); *Bowers v. Baystate*  
28 *Techs., Inc.*, 320 F.3d 1317, 1337 (Fed. Cir. 2003) (fair use does not limit  
enforcement of contract precluding reverse engineering).

<sup>21</sup> 769 F. Supp. 1203 (D. Utah 1990), *aff’d*, 967, F. 2d 410 (10th Cir. 1992).

<sup>22</sup> *Altera Corp. v. Clear Logic, Inc.*, 424 F.3d 1079 (9th Cir. 2005).

<sup>23</sup> Worse, Glider bots consume far more resources than Blizzard calibrates its servers

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**C. MDY’s Interference is Intentional.**

MDY contends it lacks intent because MDY’s first public admission of intent occurred in September 2005, three months after Glider’s initial release, and because Blizzard did not add the specific word “bot” in its TOU until October 2006. MDY Resp. at 24. In addition to Blizzard’s showing in prior pleadings, MDY’s argument regarding the insertion of the term “bot” in the TOU is also rendered meaningless by the fact that the TOU explicitly prevented “cheats” from its inception, and MDY conceded it has always employed two key terms in his search engine advertising - “World of Warcraft bot” and “World of Warcraft *cheat*.” SOF ¶ 246.

**D. The Breaches of the EULA and TOU Harm Blizzard.**

MDY’s only response to Blizzard’s significant evidence that Glider has caused Blizzard severe reputational harm, forced Blizzard to incur substantial costs in enforcement and response to Glider complaints, and resulted in lost revenues and reduced long-term demand for WoW is to ignore it or dismiss it as speculative. However, MDY’s expert’s disagreement with the conclusions Blizzard’s expert reached with regard to the full quantifiable impact of MDY’s interference, and the methods used to reach them, does not call into question the *evidence* of harm submitted by Blizzard - e.g., the detailed reporting of actual costs committed to bot enforcement and testimony from Blizzard that Glider is their primary driver, and the hundreds of thousands of bot complaints and thousands specifically referencing Glider.<sup>24</sup> SOF ¶ 198-230. This evidence leaves no doubt that MDY’s conduct has severely harmed Blizzard, and even if MDY may be able to dispute the proper amount of a damages award, it cannot defeat entry of summary judgment on liability.

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to expect based on average human play. SOF ¶ 58-63.  
<sup>24</sup> Moreover, MDY’s expert did not present any rebuttal to Blizzard’s detailed breakdown of its enforcement costs in his supplemental report. MDY DSOF, Ex. K.

1 Dated: May 12, 2008

Respectfully submitted,

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8  
9 **CERTIFICATE OF SERVICE**

10  
11 I hereby certify that on May 12, 2008, I electronically transmitted the attached  
12 document to the Clerk's Office using the CM/ECF System for filing and  
transmittal of a Notice of Electronic Filing to the following CM/ECF  
13 registrants:

14

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21 /s/ Christian S. Genetski

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