

IN THE UNITED STATES DISTRICT COURT  
FOR THE WESTERN DISTRICT OF WISCONSIN

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UNIEK, INC.,

Plaintiff,

v.

DOLLAR GENERAL CORPORATION,

Defendant.

ORDER

06-C-311-C

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Today the parties submitted a letter reporting that they have been engaged in extensive settlement negotiations that have pre-empted their other work in this lawsuit. Counsel announce that if they haven't settled by November 7, 2006, then they would like a status conference to extend their deadlines.

The court declines this invitation. We already have a schedule in this case and the court intends to keep it. If the parties in any given lawsuit wish to attempt to settle their dispute before trial, then this court wishes them well. Settlement attempts, however, do not excuse litigants from meeting the firm deadlines imposed by the court at the preliminary pretrial conference in consultation with them. Proceeding otherwise would cede to litigants control over the court's schedule.

If settlement eludes the parties in this case, then either the court will decide the outcome by granting a timely-filed summary judgment motion, or a jury will decide the outcome at the April 2, 2007 trial.

Entered this 2nd day of November, 2006.

BY THE COURT:

/s/

STEPHEN L. CROCKER  
Magistrate Judge