1 2 3 4	ARNOLD & PORTER LLP JAMES F. SPEYER (SBN 133114) james.speyer@aporter.com E. ALEX BEROUKHIM (SBN 220722) alex.beroukhim@aporter.com 777 South Figueroa Street, Forty-Fourth I Los Angeles, California 90017-5844	Floor
5	Telephone: 213.243.4000 Facsimile: 213.243.4199	
6 7	Attorneys for Defendant Jos. A. Bank Clothiers, Inc.	
8	UNITED STATES	S DISTRICT COURT
9	SOUTHERN DISTR	RICT OF CALIFORNIA
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11	DAVID M. LUCAS 10528 Pinion Trail	Case No.: 3:14-cv-01631-LAB (JLB)
12	Escondido, CA 92026	JOS. A. BANK CLOTHIERS, INC.'S OPPOSITION TO PLAINTIFF'S
13	and) MOTION TO VOLUNTARILY) DISMISS WITH PREJUDICE
14	ERIC L. SALERNO 7467 Redhill Way) Date: August 15, 2016
15	Browns Valley, CA 95918) Time: 11:30 a.m.) Crtrm: 14A
16	On Behalf of Themselves and Those Similarly Situated,	Judge: Hon. Larry Alan Burns
17	Plaintiffs,	Action Filed: July 9, 2014
18	VS.	Oral Argument Requested
19	IOS A BANK CLOTHIERS INC. a	
20	Delaware Corporation, c/o C T Corporation System 818 West Seventh Street	
21	818 West Seventh Street Los Angeles, CA 90017,	
22	Defendant.	
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Case No. 3:14-cv-01631-LAB (JLB)

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Defendant Jos. A. Bank Clothiers, Inc. ("JAB") respectfully submits this memorandum in opposition to plaintiff's motion to voluntarily dismiss his lawsuit. Given the extraordinary circumstances underlying this motion and JAB's opposition, JAB believes oral argument would be helpful to the Court.

Introduction

We are now two years into this case, and on the cusp of a decision on JAB's summary judgment motion. Just as plaintiff's counsel "have expended thousands of hours and a great deal of money pursuing this case" (Pl.'s Mot. to Dismiss at 2), JAB has spent thousands of hours and a great deal of money to defend it and get to the summary judgment stage. As the Court has recognized, JAB's "primary argument for summary judgment is that Lucas' restitution model is fatally flawed." Order Denying *Ex Parte* Mot. to Cont. Hrg. on Mot. for Sum. J. (Dkt. 113), at 1 (July 11, 2016). A decision in JAB's favor on plaintiff's restitution model will dampen the enthusiasm of plaintiff's counsel for the future lawsuit against JAB that they have, in not-so-subtle terms, threatened to bring. Pl.'s Mot. to Dismiss at 10 ("History suggests [JAB] may be forced to defend [similar lawsuits] again.").

Just a few weeks ago, plaintiff's counsel vehemently defended their client and accused JAB of improperly mounting "an attack on his character" when it showed that plaintiff never bought the products that form the basis of his lawsuit against JAB, and created fraudulent bank statements to support his perjurious testimony to the contrary. Dec. of E. Alex Beroukhim ("Beroukhim Dec."), Ex. 1, at 5; see Pl.'s Mot. for Leave (Dkt. 108-1), at 6 ("Counsel continues to believe that Mr. Lucas testified honestly to the best of his recollection at his deposition and that the document produced reflecting his purchases is demonstrative of actual purchases that qualify him as a class member."). Now, however, without any new evidentiary developments, they have abandoned any pretense that their client ever had a claim against JAB. They now say they cannot proceed with this lawsuit "without violating the duty of candor to the court" and that they are "ethically required to withdraw from

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[their] representation of Mr. Lucas." Pl. Mot. to Dismiss at 6, 1. In an effort to avoid a summary judgment ruling, they seek an order under Rule 41(a)(2) dismissing this action with prejudice, with each party to bear its own fees and costs.

The Court should rule in JAB's favor on its summary judgment motion and deny plaintiff's motion as moot. Without a summary judgment decision exposing the fatal flaws in their restitution model, plaintiff's counsel will simply find another plaintiff and sue JAB all over again. JAB has been put to enough unnecessary burden and expense already.

If the Court grants the Rule 41(a)(2) motion, it should do so only on two conditions. First, plaintiff and/or his counsel should pay JAB's fees and costs. As plaintiff acknowledges, the Court has discretion to do this in "extraordinary" cases, which plaintiff describes as cases that are either "groundless, unreasonable, vexatious, or pursued in bad faith." *Id.* at 9. This is just such a case. Plaintiff's counsel had no good faith basis for filing this lawsuit. Yet they did so anyway, needlessly forcing JAB to rack up hundreds of thousands of dollars in attorney's fees and costs. It is just and appropriate to require them to pay JAB's legal expenses.

Second, any subsequent lawsuit filed by plaintiff's counsel against JAB regarding JAB's price comparison advertising should be filed in this Court. This Court has devoted a substantial amount of attention to this case. Plaintiff's counsel should not be allowed to shop around for another court and judge.

Background

A. Plaintiff's Counsel Never Should Have Filed This Lawsuit

The undisputed record shows that plaintiff's counsel filed suit only after ignoring glaring warning signs. These warning signs were plaintiff's preposterous story of his purchase of suits from JAB, and his crude forgery of a bank statement that served as his only corroboration of that story. Had they conducted any due diligence whatsoever on these warning signs, they never would have sued JAB. Instead, they consciously turned a blind eye.

1. Warning Sign Number One: Plaintiff's Story

Plaintiff claims he bought twelve suits from JAB over the course of four shopping trips.¹ His story is as follows:

On July 1, 2012, plaintiff bought three suits for \$895 (\$973.31 including sales tax) from a JAB store in San Diego (he could not recall the precise location) pursuant to a "Buy one, get two free" promotion.² He had the suits altered by JAB.³ After a single wearing, each suit started "coming apart" and "fraying." Rather than return the suits to JAB and obtain a full refund, he donated the suits to Goodwill and claimed a charitable donation deduction on his tax returns.⁵

On December 4, 2012, plaintiff bought three more suits for \$950 (\$1,033.13 including sales tax) from a JAB store in San Diego (he again could not recall the location) pursuant to a "Buy one, get two free" sale.⁶ He had the suits altered by JAB.⁷ Once again, each suit started "coming apart" and "fraying" after he wore it once.⁸ He did not lodge any complaint with JAB or seek a refund.⁹ He donated these suits as well to Goodwill.¹⁰

On June 22, 2013, plaintiff bought another three suits from an unidentified JAB store in San Diego.¹¹ This time, he paid \$2,150 (\$2,387.06 including sales tax) pursuant to a "Buy one, get two free" sale.¹² His rationale for buying three more suits from JAB

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<sup>1</sup> FAC ¶¶ 20, 40.
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² MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 6, at 50:8–51:17; *id*. Ex. 3, at 18 (Int. No. 1); FAC ¶¶ 20, 40.

³ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 6, at 82:11–19.

⁴ *Id.* Ex. 6, at 52:5–53:15, 54:2–4, 55:24–57:6, 58:10–59:17.

⁵ *Id.* at 55:24–57:6, 58:10–59:17.

⁶ *Id.* 50:8–51:17; *id.* Ex. 3, at 18 (Int. No. 1); FAC ¶¶ 20, 40.

⁷ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 6, at 82:20–83:1.

^{25 | 8} *Id.* at 59:24–61:5; 62:9–64:14.

 $_{26}$ | 9 *Id.* at 63:19–22.

¹⁰ *Id.* at 62:9–64:14.

¹¹ *Id.* at 50:8–51:17; FAC ¶¶ 20, 40.

 $^{^{12}}$ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 3, at 18 (Int. No. 1); FAC ¶¶ 20, 40.

even though all six of his previous suits allegedly fell apart after a single wearing was 1 that he "couldn't pass up a good sale." ¹³ He had these suits altered by JAB as well. ¹⁴ 2 These suits also fell apart after the first or second wearing.¹⁵ Again, rather than try to 3 get his money back, Lucas says he sold these suits for \$50 to \$150 each.¹⁶ 4 On December 11, 2013, plaintiff bought his tenth, eleventh and twelfth suits for 5 \$895 (\$973.31 including sales tax) pursuant to a "Buy one, get two free" deal from a 6 JAB store in San Diego whose location he could not identify.¹⁷ JAB also altered these 7 suits.¹⁸ Once more, these suits supposedly fell apart after one or two wearings.¹⁹ And 8 once again, he lodged no complaint and sought no refund.²⁰ Instead, he simply gave 9 these suits away to someone on Craigslist because he "didn't want to deal with the 10 hassle of taking it to a donation center."21 11 12 Virtually every facet of this story is preposterous: What are the odds that every one of twelve suits bought by a single 13 customer would "fall apart" after one or two wearings? 14 15 16

- What customer would continue (and continue, and continue) to buy suits that "fall apart" after one or two wearings?
- What customer, having bought such suits, would *fail to lodge any complaint with the retailer?*
- What customer, having spent over \$5,000 on such suits, would *not seek* any refund?

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¹³ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 6, at 74:20–75:17.

¹⁴ *Id.* at 82:11–83:5. 23

¹⁵ *Id.* at 65:14–67:4.

¹⁶ *Id.* at 68:25–69:13.

¹⁷ *Id.* at 50:8–51:17; *id.* Ex. 3, at 18 (Int. No. 1); FAC ¶¶ 20, 40.

¹⁸ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 6, at 82:11–83:9.

¹⁹ *Id.* at 71:9–72:13.

²⁰ *Id.* at 72:14–73:9.

²¹ *Id*.

This story should have been a giant, red, flashing "STOP" sign. No responsible lawyer would proceed in the face of such a story. At the barest minimum, any conscientious lawyer, before proceeding, would have required unimpeachable documentation supporting the story. But that did not happen here instead, the opposite occurred.

2. Warning Sign Number Two: Plaintiff's "Proof" Of Purchase

Plaintiff's counsel did not receive any receipts from their client showing he bought a single suit from JAB. They did not receive any record of the alterations he claims JAB's tailors did. They did not receive any record of his supposed donations to Goodwill or resales of the suits. The only document they received prior to filing concerning his supposed purchases was a document that purported to be four pages from plaintiff's Navy Federal Credit Union account.²² Each page was a blank white sheet but for a single line entry (plaintiff testified he redacted all other information "with a black marker" before giving it to his lawyers).²³ The entries looked like this:

7/1/	2012 JOS. A BANK	DEBIT CARD PURCHASE	+973.31
12/4/2012	JOS, A BANK	DEBIT CARD PURCHASE	-1033.13
6/22/2013	JOS. A BANK	DEBIT CARD PURCHASE	-2387.06
12/11/2013	JOS. A BANK	DEBIT CARD PURCHASE	973.31

This document should have been a second giant, red, flashing "STOP" sign. With its different fonts and incorrect spelling of Jos. A. Bank (it omits the period after the middle initial), it resembles a ransom note more than a bank statement. Moreover, if plaintiff actually had redacted the pages with a black marker as he said

²² *Id.* Ex. 20; *see also id.*, Ex. 6, at 76:15–79:7, 80:2–17 (plaintiff testified that he made all his purchases with his Navy Federal Credit Union debit card); Pl.'s Mot for Leave (Dkt. 108-1), at 5 (plaintiff provided purported bank statement to his counsel before filing the Complaint).

²³ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 20; see also id., Ex. 6, at 76:15–79:7.

he had, they would have been all *black* except for the single line entry -- but these pages are all *white*, except for splotches of black surrounding the line entry.

Plaintiff's wildly implausible story, coupled with this facially suspect

document that was his only corroboration of that story, should have been more than enough to cause counsel to walk away. At the very least, further investigation was called for. Counsel should have, for example, insisted on seeing his actual, unredacted bank statements, and ensured their preservation. Instead, they made no further inquiry and forced JAB to defend a case that failed at the most fundamental level.

3. Plaintiff's Proof of Purchase Is Fraudulent

The evidence shows that plaintiff's alleged "bank statement" is indeed fraudulent. Six different facts prove it:

First, plaintiff's actual Navy Federal Credit Union ("NFCU") statements for 2012 and 2013, produced by NFCU pursuant to subpoena do not reflect any purchases from JAB.²⁴

Second, tailoring alterations at JAB cost extra, but the amounts listed in the "bank statement" do not include any charge for alterations.²⁵

Third, the amounts listed in the "bank statement" reflect a sales tax of 8.75% for each purchase.²⁶ Plaintiff claims the first two purchases were made in Virginia and the second two were made in San Diego.²⁷ But the sales tax in Virginia and San Diego during the period in question was never the same, and was never 8.75%.^{28, 29}

²⁴ *Id.* Ex. 7.

²³ Dec. of Joe M. Carter in Support of JAB's Mot. for Sum J. (Dkt. 106-6) ¶ 2; MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 6, at 83:10–84:21.

²⁶ *Id*.

²⁷ *Id.* Ex. 6, at 50:8–51:17; *id.* Ex. 8.

²⁸ Req. for Judicial Not. in Support of JAB's Mot. for Sum. J. ("RJN") (Dkt. 106-8), Exs. 1, 2.

²⁹ Plaintiff alleged in his complaint and testified at deposition that he purchased all the suits in San Diego. FAC ¶¶ 20, 40; MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 6, at 50:8–22. When JAB confronted Lucas's counsel with his actual bank statements

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Fourth, JAB promotions follow a specified cadence, or schedule.³⁰ These promotions change quite often.³¹ On June 22, 2013 and December 11, 2013 -- the dates reflected in the "bank statement" and in plaintiff's testimony as the dates of the San Diego purchases -- JAB did not offer a "Buy one, get two free" promotion.³² Fifth, plaintiff claims that he paid \$2,387 for his June 22, 2013 San Diego purchase.³³ The only line of suits that expensive at JAB are part of JAB's "Platinum Collection."³⁴ But on June 22, 2013, JAB did not sell any "Platinum Collection" suits at any of its stores in the San Diego area.³⁵ Finally, here again is the line entry from the "bank statement":³⁶ -973.31 DEBIT CARD PURCHASE 12/11/2013 JOS. A BANK And here is how easy it is to recreate this entry, with a couple minutes' work using Microsoft Word: 12/11/2013 **DEBIT CARD PURCHASE** -973.31 JOS. A BANK And here is an actual line entry from plaintiff's genuine NFCU bank statement:³⁷ 07-26 POS Debit Visa Check Card 2678 07-25-13 Janieandjack.Com 9 419-278-7172 CA 150.00-114.60 (Footnote Cont'd From Previous Page) showing that he was living in Virginia and making purchases from brick and mortar stores in Virginia at the time he claimed to have made his first two purchases from JAB, they changed his story and said that they are now claiming that only his last two purchases were made in San Diego. MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 8. ³⁰ Beroukhim Dec. in Support of Opp. to Pl.'s *Ex Parte* App. To Cont. Hearing & Stay Briefing of JAB's Mot. for Sum. J. (Dkt. 112-1) ("*Ex Parte* Opp. Beroukhim Dec.") ¶ 7, Ex. B. ³¹ *Id*. ³² *Id.* Ex. B. ³³ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 20, at 937. ³⁴ Ex Parte Opp. Beroukhim Dec. (Dkt. 112-1) \P 8. ³⁵ *Id.* ¶ 9, Ex. C. ³⁶ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 20. ³⁷ *Id.* Ex. 7.

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B. **Plaintiff's Counsel Never Should Have Continued To Prosecute This Lawsuit**

Plaintiff filed suit in July 2014. The suit was also filed by co-plaintiff Eric Salerno. Mr. Salerno voluntarily dismissed his claims, on the eve of his deposition and without explanation, on February 8, 2016.³⁸

At any point in the last two years, plaintiff's counsel could have easily determined that the "bank statement" was a forgery and their client had no basis to sue. For example, it would have taken minimal effort to determine that the amounts listed on the "bank statement" were inconsistent with the actual sales tax charged in San Diego and Virginia and the fact that JAB charges for alterations. Moreover, in August 2015, JAB produced its promotional calendar records and its sales records to plaintiff, which would have also allowed his counsel to quickly determine that no "Buy one, get two free" sales occurred on the dates in question and no "Platinum" Collection" suits were sold at any San Diego-area store on the date in question.³⁹

Also, at any point, plaintiff's counsel could have obtained plaintiff's actual Navy Federal Credit Union statements. But they did not do this until May 2016 -almost two years into the case -- and that was only because JAB demanded to see them. 40 The day JAB received the real bank statements, it notified plaintiff's counsel that no JAB purchases appeared in them.⁴¹

As of May 2016, therefore, the story shifts from one of willful blindness (at best) to one of actual knowledge that there was no basis for continuing to prosecute this lawsuit. Yet even at this point, plaintiff's counsel plowed ahead vigorously, requiring JAB to expend substantial sums taking expert depositions, preparing expert

³⁸ Order Granting Stip. of Voluntary Dismissal of Eric Salerno's Claims With Prejudice (Dkt. 76) (Feb. 8, 2016).

³⁹ *Exp Parte* Opp. Beroukhim Dec. (Dkt. 112-1), ¶¶ 7–9, Exs. B, C.

⁴⁰ MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 7 & Ex. 2.

⁴¹ See MSJ Beroukhim Dec. (Dkt. 106-2), Ex. 9.

reports, and drafting its summary judgment motion.⁴² And on June 22 plaintiff filed his *own* summary judgment motion, based on the fraudulent bank statement.⁴³ Not until July 14, when plaintiff's counsel moved to dismiss and to withdraw as counsel, did they take the steps they should have taken far earlier, and in no event later than May 2016.

Argument

I. THE COURT SHOULD DECIDE THE PENDING SUMMARY JUDGMENT MOTION AND DENY THIS MOTION AS MOOT

"A motion for voluntary dismissal under Rule 41(a)(2) is addressed to the district court's sound discretion and the court's order will not be disturbed unless the court has abused that discretion." *Westlands Water Dist. v. U.S.*, 100 F.3d 94, 96 (9th Cir. 1996) (internal quotation marks and citation omitted). "It must be remembered that the purpose of Rule 41(a) 'was to eliminate the evils resulting from the unqualified right of a plaintiff to take a voluntary nonsuit at any stage of the proceeding before pronouncement of judgment and after the defendant had incurred substantial expense or acquired substantial rights." *Hudson Eng'g Co. v. Bingham Pump Co.*, 298 F. Supp. 387, 388 (S.D.N.Y. 1969) (citation omitted). In the unique circumstances of this case, the Court should exercise its discretion to deny the motion.

As plaintiff has acknowledged, "class and merits discovery have been completed, experts employed and class certification fully briefed -- at a significant cost in time and resources for both sides." Pl.'s Mot. for Leave (Dkt. 108-1), at 7. JAB filed its summary judgment motion on June 22, 2016, an undertaking that added significantly to the time and money already invested in this case. JAB's "primary argument" for summary judgment is that plaintiff's restitution model is "fatally

⁴² *Ex Parte* Opp. Beroukhim Dec. (Dkt. 112-1), ¶¶ 5–6; Mot. for Sum. J. (Dkt. 106). ⁴³ Mem. P's & A's in Support of Pl.'s Not. of Mot. & Mot. for Partial Sum. J. (Dkt. 102) ("Pl.'s Mot. for Sum. J."), at 1.

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flawed." Order Denying Ex Parte Mot. to Cont. Hrg. on Mot. for Sum. J. (Dkt. 113),
at 1 (July 11, 2016). A favorable ruling on that issue for JAB will discourage similar
lawsuits in the future including the lawsuit that plaintiff's counsel has threatened to
bring. Pl.'s Mot. to Dismiss at 10 ("History suggests" that JAB "may be forced to
defend" similar suits in the future).

As JAB has shown, plaintiff's counsel should never have filed this lawsuit. At a minimum, they should have dropped it months or years ago. *Pascual v. Wells Fargo Bank, N.A.*, 2014 WL 582264, at *7 (N.D. Cal. Feb. 13, 2014) (attorney has "professional duty to dismiss a baseless law suit . . . and to do it promptly when he learned that his client had no case" (internal quotation marks and citation omitted)); *In re Girardi*, 611 F.3d 1027, 1064 (9th Cir. 2010) (28 U.S.C. § 1927 imposes a "duty to correct or withdraw litigation positions after it becomes obvious that they are meritless" (citation omitted)). By instead waiting until mid-July 2016 to do so, they forced JAB to expend hundreds of thousands of dollars on, among many other things, its summary judgment motion.

Now, having forced JAB to expend time and money to file its summary judgment motion by ignoring their ethical obligations, plaintiff's counsel are trying to avoid a ruling on the summary judgment motion by instead seeking voluntary dismissal. That would add insult to injury for JAB. JAB filed its summary judgment motion before plaintiff filed his motion to voluntarily dismiss. Especially given the circumstances of this case, there is no reason plaintiff's motion should be allowed to leapfrog over JAB's. If JAB wins its motion, as it expects, that will moot plaintiff's motion, as well as ensure that JAB's work and the Court's work on this case will not be for naught.

Moreover, plaintiff's counsel has no standing to complain that the Court should not decide the summary judgment motion because their ethical obligations preclude them from submitting an opposition. Pl.'s Mot. to Dismiss at 10. Had counsel complied with their ethical obligations in the first place, JAB would never have filed

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its summary judgment motion. Plaintiff's counsel cannot invoke their ethical obligations only when it suits them. They have made their bed and should now be required to lie in it.⁴⁴

The Court has two other options that would result in a summary judgment ruling. One is for the Court to give plaintiff (who does not admit that he has no case) a reasonable time period (perhaps thirty days) to procure new counsel and submit an opposition to JAB's summary judgment motion. See Frech Dec. (Dkt. 117-1) ¶ 3 (plaintiff's counsel "advised [plaintiff] of his ability to obtain additional counsel."). If no opposition is filed in that period, the Court may grant JAB's motion under Local Rule 7.1.f.3.c ("Waiver"). Another is for the Court to require plaintiff's counsel to file an amicus brief in opposition to JAB's motion. Such a brief would raise no ethical issues for counsel and, given their conduct, would hardly be an unwarranted imposition on them.

On July 11, this Court denied plaintiff's ex parte application to continue the hearing on JAB's summary judgment motion. In doing so, the Court rejected plaintiff's argument that a continuance was necessary because plaintiff wished to replace himself with another plaintiff, and noted that "there is no reason to postpone" resolution of the summary judgment motion." Order Denying Ex Parte Mot. to Cont. Hrg. on Mot. for Sum. J. (Dkt. 113), at 1. Granting plaintiff's current motion will in essence result in exactly what plaintiff unsuccessfully sought earlier -- a new plaintiff and a lengthy continuance of JAB's summary judgment motion.

II. IF THE COURT GRANTS THE MOTION, IT SHOULD IMPOSE TWO CONDITIONS

Under Rule 41(a)(2), the Court has the authority to condition a voluntary dismissal on "terms that the court considers proper." If the Court grants plaintiff's

⁴⁴ Nor is there any putative class to be concerned about in connection with deciding the motion, because plaintiff's counsel have withdrawn their class certification motion and admitted that the putative class has been "removed from the litigation." Pl.'s Mot. to Dismiss at 1.

motion, it should do so on the conditions that (1) plaintiff and/or plaintiff's counsel pay JAB's attorney's fees and costs, and (2) if plaintiff's counsel files a similar lawsuit against JAB, it do so in this Court.

A. If The Court Grants The Motion, It Should Award Fees And Costs To JAB

One of the conditions the Court may impose on a voluntary dismissal with prejudice is the payment of defendant's costs and fees. *E.g.*, *Coliseum Square Ass'n*, *Inc. v. Dep't of Hous. & Urban Dev.*, 2002 WL 31886808, at *3 (E.D. La. Dec. 18, 2002) (granting Rule 41(a) motion to dismiss with prejudice and requiring plaintiffs to "pay all reasonable costs and attorneys' fees incurred by [defendant] in defending the claims brought against it in this matter"). Although it is true, as plaintiff notes, that "payment of fees and costs should not *ordinarily* be imposed as a condition for voluntary dismissal with prejudice" (Pl.'s Mot. to Dismiss at 9 (emphasis added)), this is assuredly not an ordinary case. As plaintiff also notes, "[f]or a case to be 'extraordinary,' the case must be 'either groundless, unreasonable, vexatious, or pursued in bad faith." *Id.* (emphasis omitted). This case fits the bill.

The extraordinary circumstances of this case are apparent from its recent history, among other things. On June 30, 2016, plaintiff withdrew his summary judgment motion (Pl.'s Not. of Withdrawal of Mot. for Partial Sum. J. (Dkt. 107)), less than a day after JAB notified him that unless he withdrew the motion JAB would seek Rule 11 sanctions on the ground that the motion falsely represented that plaintiff had standing to sue JAB. *Ex Parte* Opp. Beroukhim Dec. (Dkt. 112-1), Ex. A. Shortly thereafter, plaintiff filed a motion for leave to amend his complaint and substitute in a new plaintiff (Pl.'s Mot. for Leave (Dkt. 108)), which he then also withdrew. Pl.'s Not. of Withdrawal of Mot. for Leave (Dkt. 114). At the same time, plaintiff withdrew his class certification motion, which had been fully briefed. Pl.'s Not. of Withdrawal of Mot. for Class Cert. (Dkt. 115). Finally, plaintiff filed the instant motion to voluntarily dismiss the case with prejudice, accompanied by a

motion to withdraw as counsel. Pl.'s Not. of Mot. & Mot. to Withdraw as Counsel

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for Pl. (Dkt. 117).

These are not ordinary occurrences in civil litigation. It's not every day that counsel seek to dismiss their case and withdraw from representing their client on the ground that continuing to litigate the case would "violat[e] the duty of candor to the court." Pl.'s Mot. to Dismiss at 6. That is about as close as it gets to an outright admission that a lawsuit is frivolous.

Moreover, the record shows not only that the case was groundless from its inception, but that plaintiff's counsel was willfully blind to its lack of merit. It is not as if plaintiff's counsel was hoodwinked by a master con man. The story plaintiff told was so ludicrous, and the only corroboration he offered so fishy, that the only reasonable conclusion is that counsel consciously avoided learning the truth. See U.S. v. Kaufman, 2014 WL 2048198, at *7 (S.D.N.Y. May 19, 2014) ("Red flags about the legitimacy of a transaction can be used to show both actual knowledge and conscious avoidance" (internal quotation marks and citation omitted)); U.S. v. Eaglin, 571 F.2d 1069, 1074 (9th Cir. 1977) ("no person can intentionally avoid knowledge" by closing his eyes to facts which should prompt him to investigate, and deliberate avoidance of such knowledge is the equivalent of actual knowledge."). And in May 2016, at the latest, counsel's willful blindness to their client's lack of standing became actual knowledge of it.

In Ballan v. Upjohn Company, the court held that plaintiff's counsel were inadequate class counsel because discovery revealed that the named plaintiff had never bought the product during the class period. 159 F.R.D. 473, 490 (W.D. Mich. 1994). The court held that counsel had done "an appalling job of selecting class" representatives" and had "fail[ed] to conduct even a passable investigation of the proposed named plaintiffs." Id. at 489; see also Williams v. Balcor Pension Investors, 150 F.R.D. 109, 119 (N.D. Ill. 1993) (finding class counsel inadequate because their investigation of the named plaintiffs was "woefully inadequate.").

Counsel's conduct in this case is even more egregious, given the red flags they ignored and the actual knowledge they obtained. They have needlessly and recklessly imposed enormous fees and costs on JAB that it should not have to bear.

Plaintiff claims that awarding JAB its fees and costs would be inappropriate because this "is not a frivolous lawsuit." Pl.'s Mot. to Dismiss at 7. To support that claim, they fail to cite anything from the extensive discovery they conducted and instead cite *newspaper articles* asserting that JAB is "among the worst offenders" in terms of price comparison advertising. *Id.* They claim, with no other support, that "[t]here is significant reason to believe that JAB violated California law with respect to its pricing policies." *Id.* at 9.

But even assuming this statement is true -- and it is not in fact true -- it hardly shows their case has merit. Simply proving a violation of law does not make a case meritorious. Plaintiff's counsel are not private attorneys general; they cannot ignore essential elements like standing and damages. Tellingly, plaintiff's counsel does *not* claim they have "significant reason to believe" that their client ever bought any products from JAB. And despite plaintiff's suggestion to the contrary, the standing rules are not relaxed for class actions. *Simon v. E. Ky. Welfare Rights Org.*, 426 U.S. 26, 40 n.20 (1976) ("That a suit may be a class action . . . adds nothing to the question of standing, for even named plaintiffs who represent a class must allege and show that they personally have been injured" (internal quotation marks and citation omitted)). A class action is not prosecuted in the abstract; it may only be prosecuted through an individual named plaintiff. *See id*. And if that plaintiff lacks standing, the case is -- by definition -- meritless.

Plaintiff's counsel disingenuously asserts that although they "must ethically withdraw from their representation of Mr. Lucas[,] [t]hat does not make this case 'groundless, unreasonable, vexatious or pursued in bad faith." Pl.'s Mot. to Dismiss at 9. Of course it does. They moved to dismiss and withdraw precisely because they

know their case is baseless. As they concede, such a case justifies the imposition of fees.

Counsel are able to assert that their case is not groundless (even though they want to dismiss it and withdraw as counsel) only because they refuse to disclose the reasons for their withdrawal. They say they cannot "ethically" state these reasons. *Id.* at 1. Counsel are using the ethics rules as a fig leaf. No rule of ethics bars them from admitting that their client never bought products from JAB and has no case -- in fact, as officers of the Court, their "duty of candor to the Court" (*id.* at 6) should affirmatively *require* them to make this admission. They need not disclose any attorney-client communications to do so. *See Upjohn Co. v. U.S.*, 449 U.S. 383, 395 (1981) (the attorney-client privilege "extends only to *communications* and not to facts." (citation omitted)).

Putting aside the issue of fees, JAB is unquestionably entitled to its costs. A voluntary dismissal with prejudice makes JAB the prevailing party for purposes of Rule 54(d), and as the prevailing party, JAB "presumptively should be allowed to collect its costs" *Phillips v. P.F. Chang's China Bistro, Inc.*, 2016 WL 3136925, at *3 (N.D. Cal. June 6, 2016).

B. If The Court Grants The Motion, It Should Require Plaintiff's Counsel To File Any Similar Lawsuit Against JAB In This Court

Plaintiff's counsel has threatened to sue JAB again over its comparison price advertising. As a condition of dismissal of this case, the Court should require any such lawsuit to be filed in this Court. This Court has put a considerable amount of time and effort into this action, and that should not go to waste. Moreover, plaintiff's counsel should not be rewarded for their conduct in this case by allowing them to shop around for a new judge for their next case.

Conclusion

For the foregoing reasons, JAB respectfully requests that the Court deny this motion. If the Court grants the motion, it should (1) award JAB its costs and fees,

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1	and set a briefing schedule to determ	ine the same, and (2) require plaintiff's counsel
2	to file any future lawsuit against JAE	B regarding price comparison advertising in this
3	Court.	
4		
5	Dated: August 1, 2016.	ARNOLD & PORTER LLP
6		By: s/ James F. Speyer
7		James F. Speyer E. Alex Beroukhim
8		Attorneys for Defendant Jos. A. Bank Clothiers, Inc.
9		Email: james.speyer@aporter.com
10		alex.beroukhim@aporter.com
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1 2 3 4 5	ARNOLD & PORTER LLP JAMES F. SPEYER (SBN 133114) james.speyer@aporter.com E. ALEX BEROUKHIM (SBN 220722) alex.beroukhim@aporter.com 777 South Figueroa Street, Forty-Fourth F Los Angeles, California 90017-5844 Telephone: 213.243.4000 Facsimile: 213.243.4199	Floor
6 7	Attorneys for Defendant Jos. A. Bank Clothiers, Inc.	
8	UNITED STATES	DISTRICT COURT
9	SOUTHERN DISTR	ICT OF CALIFORNIA
10		
11	DAVID M. LUCAS) Case No.: 3:14-cv-01631-LAB (JLB)
12	10528 Pinion Trail Escondido, CA 92026	DECLARATION OF E. ALEX
13	and) BEROUKHIM IN SUPPORT OF JOS. A. BANK CLOTHIERS, INC.'S
14	ERIC L. SALERNO 7467 Redhill Way	OPPOSITION TO PLAINTIFF'S MOTION TO VOLUNTARILY DISMISS WITH PREJUDICE
15	Browns Valley, ČA 95918 On Robalf of Thomselves and Those) Date: August 15, 2016) Time: 11:30 a.m.
16 17	On Behalf of Themselves and Those Similarly Situated,) Crtrm: 14A) Judge: Hon. Larry Alan Burns
18	Plaintiffs,) Action Filed: July 9, 2014
19	VS.) Oral Argument Requested
20	JOS. A. BANK CLOTHIERS, INC., a)
21	Delaware Corporation, c/o C T Corporation System 818 West Seventh Street	
$\begin{bmatrix} 21 \\ 22 \end{bmatrix}$	Los Angeles, CA 90017,	
23	Defendant.	
24		
25		
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27		
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-		

DEC. OF E. ALEX BEROUKHIM ISO JOS. A. BANK CLOTHIERS, INC.'S OPP. TO PL.'S MOT. TO VOLUNTARILY DISMISS WITH PREJUDICE

Case No. 3:14-cv-01631-LAB (JLB)

DECLARATION OF E. ALEX BEROUKHIM 1 2 I, E. Alex Beroukhim, declare: I am a partner with the law firm of Arnold & Porter LLP and counsel of 1. 3 record for Defendant Jos. A. Bank Clothiers, Inc. ("JAB") in this matter. I have 4 personal knowledge of the facts stated herein and, if called as a witness, could testify 5 competently thereto. 6 Attached as **Exhibit 1** is a true and correct copy of Steven Trader, *Jos*. 7 2. A. Bank Seeks Quick Win In Inflated Price Suit, Law 360 (June 23, 2016), 8 http://www.law360.com/articles/810345/jos-a-bank-seeks-quick-win-in-inflated-9 price-suit. 10 11 12 I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed on August 1, 2016 in Davis, 13 California. 14 15 s/ E. Alex Beroukhim 16 E. Alex Beroukhim 17 18 19 20 21 22 23 24 25 26 27 28

EXHIBIT 1



News, cases, companies, fin Search

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Jos. A. Bank Seeks Quick Win In Inflated Price Suit

Share us on: By Steven Trader

Law360, New York (June 23, 2016, 5:44 PM ET) -- The consumer accusing <u>Jos. A. Bank Clothiers Inc.</u> of inflating its suit prices to make discounts seem better has offered no evidence that he paid more than market value, and may not have even bought suits there in the first place, the retailer told a California federal judge Wednesday.

In order to succeed on the proposed class action's sole remaining claim, for restitution under California's Unfair Competition Law, lead plaintiff David M. Lucas must provide evidence that the amount he paid for 12 "discounted" suits during four Jos. A. Bank shopping trips exceeded the market value of what he received, which he has not done, the retailer said Wednesday in its bid for quick judgment.

In fact, Lucas can't even offer concrete proof that he purchased the suits in the first place, Jos. A. Bank said.

After a round of discovery, records show that Lucas was living in Virginia at the time he allegedly purchased six suits from two different stores in San Diego, California in 2012, the retailer said. What's more, Lucas testified that he used his Navy Federal Credit Union debit card for every purchase, yet bank statement records never show a single purchase from any Jos. A. Bank store, the company wrote.

When confronted with both of these issues, Lucas revised his statement to reflect that two of the purchases did not take place in San Diego, and as for the latter issue, Jos. A. Bank has not heard back from the shopper's counsel, the retailer said.

According to the southern California court's docket, Lucas on Wednesday likewise filed a motion for partial summary judgment, though it was under seal and couldn't be accessed. Counsel for Lucas did not immediately return a request for comment.

Lucas and fellow suit buyer Eric Salerno <u>sued back in July 2014</u>, claiming the company tricked consumers by continually misrepresenting that its merchandise is being offered at a discount from an inflated regular price that it never actually charges. The pair sought restitution and injunctive relief under California's UCL and Consumer Legal Remedies Act.

Last May, U.S. District Judge Larry Alan Burns partially granted Jos. A. Bank's motion for judgment on the pleadings, finding that Lucas and Salerno weren't entitled to injunctive relief because they weren't likely to be Ex. 1, p. 4

7/22/2016 Case 3:14-cv-01631-LAPS JL Bank Docke Optive Win1/2/01-2004 PT/PRENITO BY 1039/16 Page 4 of 6

harmed again, but said the pair could seek restitution if they could prove they paid more than market value for the suits. In February, Salerno voluntarily removed himself from the lawsuit.

In April, Judge Burns denied Jos. A. Bank's first motion for summary judgment, calling it premature in light of ongoing discovery. But evidence gathering has now closed, the motion is ripe for consideration, and quick judgment should be granted, Jos. A. Bank wrote Wednesday.

In order to calculate the differential between price versus value, the fair market value of the suit must be determined, yet Lucas's economic expert during deposition testimony admitted that he made no effort to determine the fair market value of any Jos. A. Bank product by looking at competing items of similar quality and brand strength.

Likewise, the company argued, Lucas' proposed restitution model is fatally flawed, because it essentially depends on a consumer survey asking what price shoppers would be willing to pay.

Daniel Frech, an attorney for Lucas, told Law360 in an email late Thursday that Lucas testified under oath that he bought the suits in quesiton, and has produced an account statement reflecting those transactions. Jos. A. Bank's suggestion that Lucus's testimony is implausible "is an attack on his character and no less," Frech said.

Likewise, the retailer's motion "effectively tells the court no more than that it's experts disagree with Lucas's experts -- which is insufficient for summary judgment," Frech added.

The consumers are represented by Hassan A. Zavareei, Jeffrey Kaliel and Sophia Goren of <u>Tycko & Zavareei</u> <u>LLP</u>, and Stuart E. Scott and Daniel Frech of <u>Spangenberg Shibley & Liber LLP</u>.

Jos. A. Bank Clothiers, Inc. is represented by James F. Speyer and E. Alex Beroukhim of Arnold & Porter LLP.

The case is David Lucas et al. v. Jos. A. Bank Clothiers Inc., case number <u>3:14-cv-01631</u>, in the U.S. District Court for the Southern District of California.

— Additional reporting by Lisa Ryan. Editing by Ben Guilfoy.

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Case Information

Case Title

Lucas et al v. Jos. A. Bank Clothiers, Inc.

Case Number

3:14-cy-01631

Court

California Southern

Nature of Suit

Other Statutory Actions

Judge

Larry Alan Burns

Date Filed

July 9, 2014

Law Firms

- Arnold & Porter
- Spangenberg Shibley
- Tycko & Zavareei

Companies

- Jos. A. Bank Clothiers Inc.
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1 2 3 4 5	ARNOLD & PORTER LLP JAMES F. SPEYER (SBN 133114) james.speyer@aporter.com E. ALEX BEROUKHIM (SBN 220722) alex.beroukhim@aporter.com 777 South Figueroa Street, Forty-Fourth F Los Angeles, California 90017-5844 Telephone: 213.243.4000 Facsimile: 213.243.4199	loor
6 7	Attorneys for Defendant Jos. A. Bank Clothiers, Inc.	
8	UNITED STATES	DISTRICT COURT
9		CT OF CALIFORNIA
10		
11	DAVID M. LUCAS	Case No.: 3:14-cv-01631-LAB (JLB)
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13	and	Date: August 15, 2016
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15	7467 Redhill Way Browns Valley, CA 95918	Judge: Hon. Larry Alan Burns
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17	Plaintiffs,	
18	vs.	
19	JOS. A. BANK CLOTHIERS, INC., a	
20	JOS. A. BANK CLOTHIERS, INC., a Delaware Corporation, c/o C T Corporation System 818 West Seventh Street	
21	818 West Seventh Street Los Angeles, CA 90017,	
22	Defendant.	
23		
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36329838		Case No. 3:14-cv-01631-LAB (JLB)

PROOF OF SERVICE

PROOF OF SERVICE 1 2 1. I am over eighteen years of age and not a party to this action. I am employed in the County of Los Angeles, State of California. My business address is 777 3 South Figueroa Street, Forty-Fourth Floor, Los Angeles, California 90017-5844. 4 2. On August 1, 2016, I served the following document(s): 5 [SEE ATTACHED LIST OF DOCUMENTS] 6 3. I served the document(s) on the following person(s): 7 Hassan A. Zavareei 8 Jeffrey Kaliel Sophia Goren, Esq. TYCKO & ZAVAREEI LLP 1828 L Street, NW, Suite 1000 9 Washington, DC 20036 10 202.973.0900 11 202.973.095 (FAX) hzavareei@tzlegal.com 12 ikaliel@tzlegal.com sgoren@tzlegal.com 13 Stuart E. Scott 14 **Daniel Frech** SPANGENBERG SHIBLEY & LIBER LLP 15 1001 Lakeside Avenue East, Suite 1700 Cleveland, OH 44114 216.696.3232 16 216.696.3924 (Fax) 17 sscott@spanglaw.com dfrech@spanglaw.com 18 4. The documents were served by the following means: 19 By U.S. Mail. I enclosed the document(s) in a sealed envelope or package 20 addressed to the person(s) at the address(es) in Item 3 and (check one): 21 deposited the sealed envelope with the United States Postal Service, with the postage fully prepaid. 22 placed the envelope for collection and mailing, following our ordinary business practices. I am readily familiar with this business' practice for 23 collecting and processing correspondence for mailing. On the same day the correspondence is placed for collection and mailing, it is deposited in the ordinary course of business with the United States Postal Service, in a sealed 24 25 envelope with postage fully prepaid. 26 I am employed in the county where the mailing occurred. The envelope or package was placed in the mail at Los Angeles, California. 27 By Overnight Delivery/Express Mail. I enclosed the documents and an 28 unsigned copy of this declaration in a sealed envelope or package designated by [name of delivery company or U.S. Postal Service for Express Mail] Case No. 3:14-cv-01631-LAB (JLB)

1 2 3 4		addressed to the persons at the address(es) listed in Item 3, with [Express Mail postage or, if not Express Mail, delivery fees] prepaid or provided for. I placed the sealed envelope or package for collection and delivery, following our ordinary business practices. I am readily familiar with this business' practice for collecting and processing correspondence for express delivery. On the same day the correspondence is collected for delivery, it is placed for collection in the ordinary course of business in a box regularly maintained by
5		[name of delivery company or U.S. Postal Service for Express Mail] or delivered to a courier or driver authorized by [name of delivery company] to receive documents.
6		
7 8		By Messenger Service . I served the documents by placing them in an envelope or package addressed to the persons at the address(es) listed in Item 3 and providing them to a professional messenger service for service. (<i>See</i> Declaration of Messenger below.)
9 10 11 12 13		By Facsimile Transmission. Based on an agreement between the parties to accept service by facsimile transmission, which was confirmed in writing, I faxed the document(s) and an unsigned copy of this declaration to the person(s) at the facsimile numbers listed in Item 3 on August 1, 2016, at [type time]. The transmission was reported as complete without error by a transmission report issued by the facsimile machine that I used immediately following the transmission. A true and correct copy of the facsimile transmission report, which I printed out, is attached hereto.
14 15 16		By Electronic Service (E-mail). Based on a court order or an agreement of the parties to accept service by electronic transmission, I transmitted the document(s) and an unsigned copy of this declaration to the person(s) at the electronic notification address(es) listed in Item 3 on August 1, 2016 before 5:00 p.m. PST.
17 18		☐ The transmission of the document was reported as complete and without error by electronic receipt of a delivery confirmation, a true and correct copy of which is attached hereto.
19		☐ I did not receive, within a reasonable time after the transmission, any electronic message or other indication that the transmission was unsuccessful.
21 22 23	V	<u>Via Court Notice of Electronic Filing</u> . The document(s) will be served by the court via NEF and hyperlink to the document. On August 1, 2016 , I checked the CM/ECF docket for this case or adversary proceeding and determined that the person(s) listed in Item 3 are on the Electronic Mail Notice List to receive NEF transmission at the email addresses indicated in Item 3 [or on the attached service list, if applicable].
24		STATE : I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.
25 26	V	FEDERAL : I declare that I am employed in the office of a member of the bar of this court at whose direction the service was made.
27	Dated	d: August 1, 2016. Signature: s/ James F. Speyer
28		Type or Print Name: <u>James F. Speyer</u>
		- 2 - Case No. 3:14-cv-01631-LAB (JLB)

LIST OF DOCUMENTS JOS. A. BANK, INC.'S OPPOSITION TO PLAINTIFF'S MOTION TO VOLUNTARILY DISMISS WITH PREJUDICE 1. DECLARATION OF E. ALEX BEROUKHIM IN SUPPORT OF JOS. A. BANK CLOTHIERS, INC.'S OPPOSITION TO PLAINTIFF'S MOTION TO VOLUNTARILY DISMISS WITH PREJUDICE 2.