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UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
AT TACOMA

SEAN WILSON, individually and on behalf of
all others similarly situated,

Plaintiff,

v.

PLAYTIKA, LTD an Israeli limited company,
PLAYTIKA HOLDING CORP., a Delaware
corporation, and CAESARS INTERACTIVE
ENTERTAINMENT, LLC, a Delaware limited
liability company,

Defendants.

Case No.

COMPLAINT—CLASS ACTION

JURY DEMAND

Plaintiff Sean Wilson brings this case, individually and on behalf of all others similarly situated, against Defendant Playtika Ltd., Playtika Holding Corp. (collectively “Playtika”), and Caesars Interactive Entertainment, LLC (“CIE”) (collectively “Defendants”) to enjoin their operation of illegal online casino games. Plaintiff alleges as follows upon personal knowledge as to himself and his own acts and experiences, and upon information and belief, including investigation conducted by his attorneys, as to all other matters.

NATURE OF THE ACTION

1. Playtika owns and operates a leading video game development company in the so-

1 called “casual games” industry—that is, computer games designed to appeal to a mass audience
2 of casual gamers. Playtika owns and operates a host of popular online slot machine games
3 including, *inter alia*, Caesars Slots, Slotomania, House of Fun, and Vegas Downtown Slots.

4 2. Playtika provides visitors of its online slot machines a bundle of free “coins” that
5 can be used to wager on its games. After consumers inevitably lose their initial allotment of
6 coins, Playtika attempts to sell them additional coins starting at \$2.99 for 20,000 coins. Without
7 coins, consumers cannot play Defendant’s online slot machines.

8 3. Freshly topped off with additional coins, consumers wager to win more coins. The
9 coins won by consumers playing Playtika’s games of chance are identical to the coins that it
10 sells. Thus, by wagering 20,000 coins that were purchased for \$2.99, consumers have the chance
11 to win hundreds of thousands of additional coins that they would otherwise have to purchase.

12 4. By operating its online slot machines, Playtika has illegally profited from tens of
13 thousands of consumers. Accordingly, Plaintiff Wilson, on behalf of himself and the Classes of
14 similarly situated individuals, brings this lawsuit to recover their losses, as well as costs and
15 attorneys’ fees.

16 **PARTIES**

17 5. Plaintiff Sean Wilson is a natural person and a citizen of the state of Washington.

18 6. Defendant Playtika Ltd. is a limited company incorporated and existing under the
19 laws of Israel, with its principal place of business at 8 HaChoshlim Street, Herzliya 4672408,
20 Israel. Playtika Ltd. conducts business throughout this District, Washington State, and the United
21 States.

22 7. Defendant Playtika Holding Corp. is a corporation incorporated and existing
23 under the laws of Delaware, with its principal place of business at 2225 Village Walk Drive
24 #240, Henderson, Nevada 89052. Playtika Holding Corp. conducts business throughout this
25 District, Washington State, and the United States.

26 8. Defendant Caesars Interactive Entertainment, LLC is a limited liability company
27 organized and existing under the laws of Delaware, with its principal place of business at One

1 Caesars Palace Drive, Las Vegas, Nevada 89109. Caesars Interactive conducts business
2 throughout this District, Washington State, and the United States.

3 **JURISDICTION AND VENUE**

4 9. Federal subject-matter jurisdiction exists under 28 U.S.C. § 1332(d)(2) because
5 (a) at least one member of the class is a citizen of a state different from Defendant, (b) the
6 amount in controversy exceeds \$5,000,000, exclusive of interests and costs, and (c) none of the
7 exceptions under that subsection apply to this action.

8 10. The Court has personal jurisdiction over Defendants because they conduct
9 business in this District, and because the wrongful conduct occurred in and emanated from this
10 District.

11 11. Venue is proper in this District under 28 U.S.C. § 1391(b) because a substantial
12 part of the events giving rise to Plaintiff’s claims occurred in this District.

13 **FACTUAL ALLEGATIONS**

14 **I. Free-to-Play and the New Era of Online Gambling**

15 12. The proliferation of internet-connected mobile devices has led to the growth of
16 what are known in the industry as “free-to-play” videogames. The term is a misnomer. It refers
17 to a model by which the initial download of the game is free, but companies reap huge profits by
18 selling thousands of “in-app” items that start at \$0.99 (purchases known as “micro-transactions”
19 or “in-app purchases”).

20 13. The in-app purchase model has become particularly attractive to developers of
21 games of chance (*e.g.*, poker, blackjack, and slot machine mobile videogames, amongst others),
22 because it allows them to generate huge profits. In 2017, free-to-play games of chance generated
23 over \$3.8 billion in worldwide revenue, and they are expected to grow by ten percent annually.¹
24 Even “large land-based casino operators are looking at this new space” for “a healthy growth
25

26 ¹ GGRAsia – Social casino games 2017 revenue to rise 7pct plus says report, <http://www.ggrasia.com/social-casino-games-2017-revenue-to-rise-7pct-plus-says-report/> (last visited Apr. 6, 18)
27

1 potential.”²

2 14. With games of chance that employ the in-game purchase strategy, developers
3 have begun exploiting the same psychological triggers as casino operators. As one respected
4 videogame publication put it:

5 “If you hand someone a closed box full of promised goodies, many will happily
6 pay you for the crowbar to crack it open. The tremendous power of small random
7 packs of goodies has long been known to the creators of physical collectible card
8 games and companies that made football stickers a decade ago. For some ... the
9 allure of a closed box full of goodies is too powerful to resist. Whatever the worth
10 of the randomised [sic] prizes inside, the offer of a free chest and the option to
11 buy a key will make a small fortune out of these personalities. For those that like
12 to gamble, these crates often offer a small chance of an ultra-rare item.”³

13 15. Another stated:

14 “Games may influence ‘feelings of pleasure and reward,’ but this is an addiction
15 to the games themselves; micro-transactions play to a different kind of addiction
16 that has existed long before video games existed, more specifically, an addiction
17 similar to that which you could develop in casinos and betting shops.”⁴

18 16. The comparison to casinos doesn’t end there. Just as with casino operators,
19 mobile game developers rely on a small portion of their players to provide the majority of their
20 profits. These “whales,” as they’re known in casino parlance, account for just “0.15% of players”
21 but provide “over 50% of mobile game revenue.”⁵

22 17. Game Informer, another respected videogame magazine, reported on the rise (and
23 danger) of micro-transactions in mobile games and concluded:

24 “[M]any new mobile and social titles target small, susceptible populations for
25 large percentages of their revenue. If ninety-five people all play a [free-to-play]
26 game without spending money, but five people each pour \$100 or more in to
27 obtain virtual currency, the designer can break even. These five individuals are
what the industry calls whales, and we tend not to be too concerned with how
they’re being used in the equation. While the scale and potential financial ruin is

² Report confirms that social casino games have hit the jackpot with \$1.6B in revenue | GamesBeat, <https://venturebeat.com/2012/09/11/report-confirms-that-social-casino-games-have-hit-the-jackpot-with-1-6b-in-revenue/> (last visited Apr. 6, 18)

³ PC Gamer, *Microtransactions: the good, the bad and the ugly*, <http://www.pcgamer.com/microtransactions-the-good-the-bad-and-the-ugly/> (last visited Apr. 5, 2018).

⁴ The Badger, *Are micro-transactions ruining video games?* | *The Badger*, <http://thebadgeronline.com/2014/11/micro-transactions-ruining-video-games/> (last visited Apr. 5, 2018).

⁵ *Id.* (emphasis added).

of a different magnitude, a similar profitability model governs casino gambling.”⁶

18. Academics have also studied the socioeconomic effect games that rely on in-app purchases have on consumers. In one study, the authors compiled several sources analyzing so-called free-to-play games of chance (called “casino” games below) and stated that:

“[Researchers] found that [free-to-play] casino gamers share many similar sociodemographic characteristics (e.g., employment, education, income) with online gamblers. Given these similarities, it is perhaps not surprising that a strong predictor of online gambling is engagement in [free-to-play] casino games. Putting a dark line under these findings, over half (58.3%) of disordered gamblers who were seeking treatment stated that social casino games were their first experiences with gambling.”

...

“According to [another study], the purchase of virtual credits or virtual items makes the activity of [free-to-play] casino gaming more similar to gambling. Thus, micro-transactions may be a crucial predictor in the migration to online gambling, as these players have now crossed a line by paying to engage in these activities. Although, [sic] only 1–5% of [free-to-play] casino gamers make micro-transactions, those who purchase virtual credits spend an average of \$78. Despite the limited numbers of social casino gamers purchasing virtual credits, revenues from micro-transactions account for 60 % of all [free-to-play] casino gaming revenue. Thus, a significant amount of revenue is based on players’ desire to purchase virtual credits above and beyond what is provided to the player in seed credits.”⁷

19. The same authors looked at the link between playing free-to-play games of chance and gambling in casinos. They stated that “prior research indicated that winning large sums of virtual credits on social casino gaming sites was a key reason for [consumers’] migration to online gambling,” yet the largest predictor that a consumer will transition to online gambling was “micro-transaction engagement.” In fact, “the odds of migration to online gambling were approximately *eight times greater* among people who made micro-transactions on [free-to-play] casino games compared to [free-to-play] casino gamers who did not make micro-transactions.”⁸

⁶ Game Informer, *How Microtransactions Are Bad For Gaming - Features* - www.GameInformer.com, <http://www.gameinformer.com/b/features/archive/2012/09/12/how-microtransactions-are-bad-for-gaming.aspx?CommentPosted=true&PageIndex=3> (last visited Apr. 5, 2018)

⁷ Hyoun S. Kim, Michael J. A. Wohl, *et al.*, *Do Social Casino Gamers Migrate to Online Gambling? An Assessment of Migration Rate and Potential Predictors*, *Journal of gambling studies* / co-sponsored by the National Council on Problem Gambling and Institute for the Study of Gambling and Commercial Gaming (Nov. 14, 2014), available at <http://link.springer.com/content/pdf/10.1007%2F978-94-9511-0.pdf> (citations omitted).

⁸ *Id.* (emphasis added).

1 20. The similarity between micro-transaction based games of chance and games of
2 chance found in casinos has caused governments across the world to intervene to limit their
3 availability.⁹ Unfortunately, such games have eluded regulation in the United States. As a result,
4 and as described below, Defendants' online slot machine games have thrived and thousands of
5 consumers have spent millions of dollars unwittingly playing Defendants' unlawful games of
6 chance.

7 **II. A Brief Introduction to Playtika**

8 21. In December 2010, Playtika launched an online casino game called Slotomania.
9 Over the years, Playtika expanded its online casino game offering and developed a host of online
10 slot machine games including, *inter alia*, House of Fun, Caesars Slots, and Vegas Downtown
11 Slots.

12 22. Playtika has been through a series of mergers and acquisitions by some the largest
13 social gaming companies and casinos. In 2011, Caesars Interactive Entertainment—one of the
14 largest online, mobile, and social gaming companies with long ties to traditional casino
15 gaming—purchased Playtika. Later in 2016, Giant Interactive Group acquired Playtika and its
16 entire offering of casino games for \$4.4 billion.¹⁰

17 23. Consumers can play Playtika's online slot machines through numerous websites
18 like Facebook and on mobile devices such as Android phones and Apple iPhones.

19 24. Defendants have made large profits through their online gambling games. In 2014
20 alone, Playtika generated almost \$280 million in revenue.¹¹ The revenue Defendants receive

21 _____
22 ⁹ In late August 2014, South Korea began regulating "social gambling" games, including games similar to
23 Defendant's, by "ban[ning] all financial transactions directed" to the games. PokerNews.com, *Korea Shuts Down All*
24 *Facebook Games In Attempt To Regulate Social Gambling / PokerNews*,
<https://www.pokernews.com/news/2014/09/korea-shuts-down-facebook-games-19204.htm> (last visited Apr. 5,
2018). Similarly, "the Maltese Lotteries and Gambling Authority (LGA) invited the national Parliament to regulate
all digital games with prizes by the end of 2014." *Id.*

25 ¹⁰ *China's Giant leads consortium to buy Playtika for \$4.4 billion*, Game Beat,
<https://venturebeat.com/2016/07/30/chinas-giant-leads-consortium-to-buy-playtika-for-4-4-billion/> (last visited Apr.
26 6, 18).

27 ¹¹ Caesars Acquisition Company, Form 10-K, at 27, 53,
<http://files.shareholder.com/downloads/AMDA-26XRVU/108250871x0x816171/7DEB3AB6->

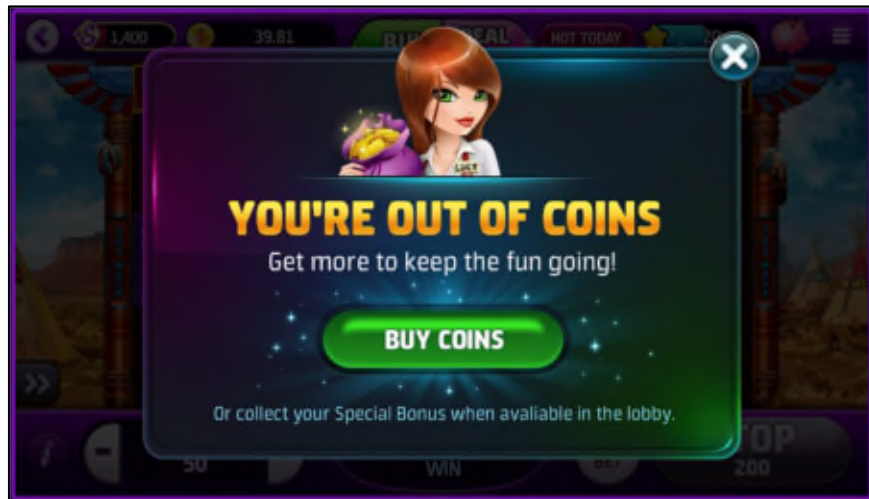
1 from Playtika’s online casino games are the result of operating unlawful games of chance
2 camouflaged as innocuous videogames.

3 **III. Defendants’ Online Casino Contains Unlawful Games of Chance**

4 25. As explained above, Playtika owns and operates a host of online slot machine
5 games. Each game functions in a substantially similar fashion. That is, consumers purchase and
6 wage real money on games of chance.

7 26. Consumers visiting Playtika’s online casino for the first time are awarded a
8 bundle of coins. For example, Playtika gives away 20,000 “coins” to new Slotomania players.
9 These free sample coins offer a taste of gambling and are designed to encourage players to get
10 hooked and buy more coins for real money.

11 27. After they begin playing, consumers quickly lose their initial allotment coins.
12 Immediately thereafter, Playtika informs them via a “pop up” screen that they have insufficient
13 coins to place a wager. *See e.g., Figures 1 and 2.* Once players run out of their allotment of free
14 coins, they cannot continue to play the game without buying more coins for real money.



23 **(Figure 1, showing Defendants’ Slotomania game on Facebook.)**

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25
26 _____
27 64B5-46D9-80CC-FAE83E09DC48/CACQ-2014_Q4_Form_10-K.PDF (last visited Apr. 5, 2018).



(Figure 2, showing Defendants’ House of Fun game on iOS.)

28. Concurrently with that warning, Playtika provides a link to consumers, allowing them to purchase coins with real money at its electronic store. Playtika’s Slotomania online casino, for example, sells coins from \$2 for 7,500 coins to \$50 for 320,000 coins. See Figure 3.



(Figure 3, showing Defendants’ Slotomania coin prices)

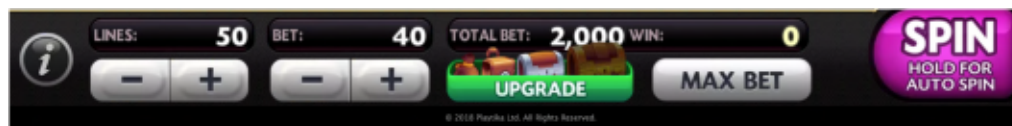
29. Similarly, Playtika sells coins from \$2 for 131,250 coins to \$50 for 4,375,000 coins on its Facebook Caesar’s Casino slot game. See Figure 4.



(Figure 4, showing Defendants' Caesars Casino slot game coin prices)

30. The decision to sell coins by the thousands isn't an accident. Rather, Playtika attempts to lower the perceived cost of the coins (costing just a fraction of a penny per coin) while simultaneously maximizing the value of the award (awarding millions of coins in jackpots), further inducing consumers to bet on its games.

31. To begin wagering, players select the "BET/LINE" (*i.e.*, bet per played line) that will be used for a spin, as illustrated in Figure 5, which illustrates Playtika's Caesar's Slots game. Playtika allows players to multiply their bet by changing the number of "lines" (*i.e.*, combinations) on which the consumer can win, shown in Figure 5 as the "LINE" button.



(Figure 5, showing Defendants' Caesars Slots game.)

32. The bet amount multiplied by the number of lines comprises the "Total Bet" shown in Figure 5. Thus, in the example shown in Figure 5, the player is attempting to bet 2,000 coins, or approximately \$0.03, for one spin of the slot machine.

1 **Class:** All persons in the State of Washington who purchased and lost coins
2 playing Defendants’ slot machine games.

3 **CIE Subclass** All persons in the State of Washington who purchased and
4 lost coins playing Defendants’ slot machine games before October 22, 2016.

5 The following people are excluded from the Classes: (1) any Judge or Magistrate presiding over
6 this action and members of their families; (2) Defendants, Defendants’ subsidiaries, parents,
7 successors, predecessors, and any entity in which the Defendants or its parents have a controlling
8 interest and its current or former employees, officers and directors; (3) persons who properly
9 execute and file a timely request for exclusion from the Classes; (4) persons whose claims in this
10 matter have been finally adjudicated on the merits or otherwise released; (5) Plaintiff’s counsel
11 and Defendants’ counsel; and (6) the legal representatives, successors, and assigns of any such
12 excluded persons.

13 39. **Numerosity:** On information and belief, tens of thousands of consumers fall into
14 the definition of the Classes. Members of the Classes can be identified through Defendants’
15 records, discovery, and other third-party sources.

16 40. **Commonality and Predominance:** There are many questions of law and fact
17 common to Plaintiff’s and the Classes’ claims, and those questions predominate over any
18 questions that may affect individual members of the Classes. Common questions for the Classes
19 include, but are not necessarily limited to the following:

- 20 a. Whether Defendants’ online casino games are “gambling” as defined by
21 RCW § 9.46.0237;
- 22 b. Whether Defendants are the proprietor for whose benefit the online casino
23 games are played;
- 24 c. Whether Plaintiff and each member of the Class lost money or anything of
25 value by gambling;
- 26 d. Whether Defendants violated the Washington Consumer Protection Act,
27 RCW § 19.86.010, *et seq.*; and
- e. Whether Defendants has been unjustly enriched as a result of its conduct.

1 41. **Typicality:** Plaintiff's claims are typical of the claims of other members of the
2 Classes, in that Plaintiff's and the members of the Classes sustained damages arising out of
3 Defendants' wrongful conduct.

4 42. **Adequate Representation:** Plaintiff will fairly and adequately represent and
5 protect the interests of the Classes and has retained counsel competent and experienced in
6 complex litigation and class actions. Plaintiff's claims are representative of the claims of the
7 other members of the Classes, as Plaintiff and each member of the Classes lost money playing
8 Defendants' games of chance. Plaintiff also has no interests antagonistic to those of the Classes,
9 and Defendants have no defenses unique to Plaintiff. Plaintiff and his counsel are committed to
10 vigorously prosecuting this action on behalf of the Classes and have the financial resources to do
11 so. Neither Plaintiff nor his counsel have any interest adverse to the Classes.

12 43. **Policies Generally Applicable to the Classes:** This class action is appropriate for
13 certification because Defendants have acted or refused to act on grounds generally applicable to
14 the Classes as a whole, thereby requiring the Court's imposition of uniform relief to ensure
15 compatible standards of conduct toward the members of the Classes and making final injunctive
16 relief appropriate with respect to the Classes as a whole. Defendants' policies that Plaintiff
17 challenges apply and affect members of the Classes uniformly, and Plaintiff's challenge of these
18 policies hinges on Defendants' conduct with respect to the Classes as a whole, not on facts or
19 law applicable only to Plaintiff. The factual and legal bases of Defendants' liability to Plaintiff
20 and to the other members of the Classes are the same.

21 44. **Superiority:** This case is also appropriate for certification because class
22 proceedings are superior to all other available methods for the fair and efficient adjudication of
23 this controversy. The harm suffered by the individual members of the Classes is likely to have
24 been relatively small compared to the burden and expense of prosecuting individual actions to
25 redress Defendants' wrongful conduct. Absent a class action, it would be difficult, if not
26 impossible, for the individual members of the Classes to obtain effective relief from Defendants.
27 Even if members of the Classes themselves could sustain such individual litigation, it would not

1 be preferable to a class action because individual litigation would increase the delay and expense
2 to all parties and the Court and require duplicative consideration of the legal and factual issues
3 presented. By contrast, a class action presents far fewer management difficulties and provides the
4 benefits of single adjudication, economy of scale, and comprehensive supervision by a single
5 Court. Economies of time, effort, and expense will be fostered and uniformity of decisions will
6 be ensured.

7 45. Plaintiff reserves the right to revise the foregoing “Class Allegations” and “Class
8 Definition” based on facts learned through additional investigation and in discovery.

9 **FIRST CAUSE OF ACTION**
10 **Violations of Revised Code of Washington § 4.24.070**
11 **(On behalf of Plaintiff and the Classes)**

12 46. Plaintiff incorporates the foregoing allegations as if fully set forth herein.

13 47. Plaintiff, members of the Classes, and Defendants are all “persons” as defined by
14 RCW § 9.46.0289.

15 48. The state of Washington’s “Recovery of money lost at gambling” statute, RCW
16 4.24.070, provides that “all persons losing money or anything of value at or on any illegal
17 gambling games shall have a cause of action to recover from the dealer or player winning, or
18 from the proprietor for whose benefit such game was played or dealt, or such money or things of
19 value won, the amount of the money or the value of the thing so lost.”

20 49. “Gambling,” defined by RCW § 9.46.0237, “means staking or risking something
21 of value upon the outcome of a contest of chance or a future contingent event not under the
22 person's control or influence.”

23 50. Defendants’ “coins” sold for use in Defendants’ online casino “thing[s] of value”
24 under RCW § 9.46.0285.

25 51. Defendant’s online casino games are illegal gambling games because they are
26 online games at which players wager things of value (the coins) and by an element of chance
27 (e.g., by spinning an online slot machine) are able to obtain additional entertainment and extend
gameplay (by winning additional coins).

1 52. Defendants are the proprietors for whose benefit the online gambling games are
2 played because they own (or owned) the Playtika online casino games and operate those games
3 for their own profit. Specifically, CIE was the proprietor who received the benefit from the
4 Classes when it owned and operated Playtika between 2011 and October 2016.

5 53. As such, Plaintiff and the Classes gambled when they purchased coins to wager at
6 Playtika's online gambling games. Plaintiff and each member of the Classes staked money, in the
7 form of coins purchased with money, at Playtika's games of chance (*e.g.*, Playtika's online slot
8 machines) for the chance of winning additional things of value (*e.g.*, coins that extend gameplay
9 without additional charge).

10 54. In addition, Playtika's online slot machines are not "pinball machine[s] or similar
11 mechanical amusement device[s]" as contemplated by the statute because:

- 12 a. the games are electronic rather than mechanical;
- 13 b. the games confer replays but they are recorded and can be redeemed on
14 separate occasions (*i.e.*, they are not "immediate and unrecorded"); and
- 15 c. the games contain electronic mechanisms that vary the chance of winning
16 free games or the number of free games which may be won (*e.g.*, the games allow
17 for different wager amounts and some allow for the player to win on multiple
18 "lines").

19 55. RCW § 9.46.0285 states that a "Thing of value," as used in this chapter, means
20 any money or property, any token, object or article exchangeable for money or property, or any
21 form of credit or promise, directly or indirectly, contemplating transfer of money or property or
22 of any interest therein, or involving extension of a service, entertainment or a privilege of
23 playing at a game or scheme without charge."

24 56. The "coins" Plaintiff and the Classes had the chance of winning in Playtika's
25 games are "thing[s] of value" under Washington law because they are credits that involve the
26 extension of entertainment and a privilege of playing a game without charge.

1 63. The CPA states that “a claimant may establish that the act or practice is injurious
2 to the public interest because it . . . Violates a statute that contains a specific legislative
3 declaration of public interest impact.”

4 64. Defendants violated RCW § 9.46.010, *et seq.* which declares that:

5 “The public policy of the state of Washington on gambling is to keep the criminal
6 element out of gambling and to promote the social welfare of the people by limiting
7 the nature and scope of gambling activities and by strict regulation and control.

8 It is hereby declared to be the policy of the legislature, recognizing the close
9 relationship between professional gambling and organized crime, to restrain all
10 persons from seeking profit from professional gambling activities in this state; to
11 restrain all persons from patronizing such professional gambling activities; to
12 safeguard the public against the evils induced by common gamblers and common
13 gambling houses engaged in professional gambling; and at the same time, both to
14 preserve the freedom of the press and to avoid restricting participation by
15 individuals in activities and social pastimes, which activities and social pastimes
16 are more for amusement rather than for profit, do not maliciously affect the public,
17 and do not breach the peace.”

18 65. Defendants have violated RCW § 9.46.010, *et seq.*, because its online casino
19 games are illegal online gambling games as described in ¶¶ 46 to 59 *supra*.

20 66. Defendants’ wrongful conduct occurred in the conduct of trade or commerce—
21 *i.e.*, while Defendants were engaged in the operation of making computer games available to the
22 public.

23 67. Defendants’ acts and practices were and are injurious to the public interest
24 because Defendants, in the course of its business, continuously advertised to and solicited the
25 general public in Washington State and throughout the United States to play its unlawful games
26 of chance. This was part of a pattern or generalized course of conduct on the part of Defendants,
27 and many consumers have been adversely affected by Defendants’ conduct and the public is at
risk.

 68. Defendants have profited immensely from their operation of unlawful games of
chance, amassing hundreds of millions of dollars from the losers of their games of chance.

1 76. Accordingly, Plaintiff and the Classes seek full disgorgement and restitution of
2 any money Defendants have retained as a result of the unlawful and/or wrongful conduct alleged
3 herein.

4 **PRAYER FOR RELIEF**

5 Plaintiff Sean Wilson, individually and on behalf of all others similarly situated,
6 respectfully requests that this Court enter an Order:

- 7 a) Certifying this case as a class action on behalf of the Classes defined above,
8 appointing Sean Wilson as representative of the Classes, and appointing his counsel as class
9 counsel;
- 10 b) Declaring that Defendants' conduct, as set out above, violates the CPA;
- 11 c) Entering judgment against Defendants, in the amount of the losses suffered by
12 Plaintiff and each member of the Classes;
- 13 d) Enjoining Defendants from continuing the challenged conduct;
- 14 e) Awarding damages to Plaintiff and the members of the Classes in an amount to be
15 determined at trial, including trebling as appropriate;
- 16 f) Awarding restitution to Plaintiff and members of the Classes in an amount to be
17 determined at trial, and requiring disgorgement of all benefits that Defendants unjustly received;
- 18 g) Awarding reasonable attorney's fees and expenses;
- 19 h) Awarding pre- and post-judgment interest, to the extent allowable;
- 20 i) Entering judgment for injunctive and/or declaratory relief as necessary to protect
21 the interests of Plaintiff and the Classes; and
- 22 j) Awarding such other and further relief as equity and justice require.

23 **JURY DEMAND**

24 Plaintiff requests a trial by jury of all claims that can be so tried.
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Respectfully Submitted,

Dated: April 6, 2018

By: /s/Janissa A. Strabuk

/s/Cecily C. Shiel

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**Pro hac vice* admission to be sought.

Attorneys for Plaintiff and the Putative Class

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS

SEAN WILSON, individually and on behalf of all others similarly situated,

(b) County of Residence of First Listed Plaintiff Pierce County, WA (EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)

Janissa Strabuk; Tousley Brain Stephens PLLC; 1700 7th Ave., Ste. 2200, Seattle, WA 98101; 206-682-5600

DEFENDANTS

PLAYTIKA, LTD an Israeli limited company, PLAYTIKA HOLDING CORP., a Delaware corporation, and CAESARS INTERACTIVE ENTERTAINMENT, LLC, a Delaware limited liability company

County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

- 1 U.S. Government Plaintiff, 2 U.S. Government Defendant, 3 Federal Question (U.S. Government Not a Party), 4 Diversity (Indicate Citizenship of Parties in Item III)

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

Table with columns for Plaintiff (PTF) and Defendant (DEF) citizenship and business location (Citizen of This State, Citizen of Another State, Citizen or Subject of a Foreign Country, Incorporated or Principal Place of Business In This State, Incorporated and Principal Place of Business In Another State, Foreign Nation).

IV. NATURE OF SUIT (Place an "X" in One Box Only)

Large table with categories: CONTRACT, REAL PROPERTY, CIVIL RIGHTS, TORTS, PRISONER PETITIONS, FORFEITURE/PENALTY, LABOR, IMMIGRATION, BANKRUPTCY, SOCIAL SECURITY, FEDERAL TAX SUITS, OTHER STATUTES.

V. ORIGIN (Place an "X" in One Box Only)

- 1 Original Proceeding, 2 Removed from State Court, 3 Remanded from Appellate Court, 4 Reinstated or Reopened, 5 Transferred from Another District (specify), 6 Multidistrict Litigation - Transfer, 8 Multidistrict Litigation - Direct File

VI. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity): 28 U.S.C. § 1332(d)(2), RCW § 4.24.070, RCW § 19.86.010, et seq. Brief description of cause: Violations of RCW § 4.24.070, RCW 19.86.010, et seq., and Unjust Enrichment

VII. REQUESTED IN COMPLAINT:

CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P. DEMAND \$ 5,000,000.00 CHECK YES only if demanded in complaint: JURY DEMAND: Yes No

VIII. RELATED CASE(S) IF ANY

(See instructions): JUDGE DOCKET NUMBER

DATE 04/06/2018 SIGNATURE OF ATTORNEY OF RECORD /s/ Janissa A. Strabuk

FOR OFFICE USE ONLY

RECEIPT # AMOUNT APPLYING IFP JUDGE MAG. JUDGE

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44

Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- I.(a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- (b) County of Residence.** For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- (c) Attorneys.** Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".
- II. Jurisdiction.** The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.
 United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here.
 United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.
 Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.
 Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)
- III. Residence (citizenship) of Principal Parties.** This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- IV. Nature of Suit.** Place an "X" in the appropriate box. If there are multiple nature of suit codes associated with the case, pick the nature of suit code that is most applicable. Click here for: [Nature of Suit Code Descriptions](#).
- V. Origin.** Place an "X" in one of the seven boxes.
 Original Proceedings. (1) Cases which originate in the United States district courts.
 Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441. When the petition for removal is granted, check this box.
 Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.
 Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.
 Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.
 Multidistrict Litigation – Transfer. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407.
 Multidistrict Litigation – Direct File. (8) Check this box when a multidistrict case is filed in the same district as the Master MDL docket.
PLEASE NOTE THAT THERE IS NOT AN ORIGIN CODE 7. Origin Code 7 was used for historical records and is no longer relevant due to changes in statute.
- VI. Cause of Action.** Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional statutes unless diversity.** Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service
- VII. Requested in Complaint.** Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.
 Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction.
 Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases.** This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

Date and Attorney Signature. Date and sign the civil cover sheet.

AO 440 (Rev. 06/12) Summons in a Civil Action

UNITED STATES DISTRICT COURT

for the

Western District of Washington

SEAN WILSON, individually and on behalf of all
others similarly situated,

Plaintiff(s)

v.

Civil Action No.

PLAYTIKA, LTD an Israeli limited company,
PLAYTIKA HOLDING CORP., a Delaware
corporation, and CAESARS INTERACTIVE
ENTERTAINMENT, LLC, a Delaware limited liability

Defendant(s)

SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address) Caesars Interactive, LLC
c/o Corporation Service Company
251 Little Falls Drive
Wilmington, Delaware 19808

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you
are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ.
P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of
the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney,
whose name and address are:

Janissa Strabuk
Tousley Brain Stephens
1700 7th Avenue Ste. 2200
Seattle, WA 98101

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint.
You also must file your answer or motion with the court.

CLERK OF COURT

Date:

Signature of Clerk or Deputy Clerk

Civil Action No. _____

PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (l))

This summons for *(name of individual and title, if any)* _____
was received by me on *(date)* _____ .

I personally served the summons on the individual at *(place)* _____
_____ on *(date)* _____ ; or

I left the summons at the individual's residence or usual place of abode with *(name)* _____
_____, a person of suitable age and discretion who resides there,
on *(date)* _____ , and mailed a copy to the individual's last known address; or

I served the summons on *(name of individual)* _____ , who is
designated by law to accept service of process on behalf of *(name of organization)* _____
_____ on *(date)* _____ ; or

I returned the summons unexecuted because _____ ; or

Other *(specify)*:

My fees are \$ _____ for travel and \$ _____ for services, for a total of \$ _____ 0.00 .

I declare under penalty of perjury that this information is true.

Date: _____

Server's signature

Printed name and title

Server's address

Additional information regarding attempted service, etc:

AO 440 (Rev. 06/12) Summons in a Civil Action

UNITED STATES DISTRICT COURT

for the

Western District of Washington

SEAN WILSON, individually and on behalf of all
others similarly situated,

Plaintiff(s)

v.

Civil Action No.

PLAYTIKA, LTD an Israeli limited company,
PLAYTIKA HOLDING CORP., a Delaware
corporation, and CAESARS INTERACTIVE
ENTERTAINMENT, LLC, a Delaware limited liability

Defendant(s)

SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address) Playtika Holding Corp.
c/o Corporation Service Company
251 Little Falls Drive
Wilmington, Delaware 19808

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you
are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ.
P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of
the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney,
whose name and address are:

Janissa Strabuk
Tousley Brain Stephens
1700 7th Avenue Ste. 2200
Seattle, WA 98101

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint.
You also must file your answer or motion with the court.

CLERK OF COURT

Date:

Signature of Clerk or Deputy Clerk

Civil Action No. _____

PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (l))

This summons for *(name of individual and title, if any)* _____
was received by me on *(date)* _____.

I personally served the summons on the individual at *(place)* _____
_____ on *(date)* _____ ; or

I left the summons at the individual's residence or usual place of abode with *(name)* _____
_____, a person of suitable age and discretion who resides there,
on *(date)* _____, and mailed a copy to the individual's last known address; or

I served the summons on *(name of individual)* _____, who is
designated by law to accept service of process on behalf of *(name of organization)* _____
_____ on *(date)* _____ ; or

I returned the summons unexecuted because _____ ; or

Other *(specify)*:

My fees are \$ _____ for travel and \$ _____ for services, for a total of \$ _____ 0.00 _____.

I declare under penalty of perjury that this information is true.

Date: _____

Server's signature

Printed name and title

Server's address

Additional information regarding attempted service, etc:

AO 440 (Rev. 06/12) Summons in a Civil Action

UNITED STATES DISTRICT COURT

for the

Western District of Washington

SEAN WILSON, individually and on behalf of all
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Plaintiff(s)

v.

Civil Action No.

PLAYTIKA, LTD an Israeli limited company,
PLAYTIKA HOLDING CORP., a Delaware
corporation, and CAESARS INTERACTIVE
ENTERTAINMENT, LLC, a Delaware limited liability

Defendant(s)

SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address) Playtika Ltd.
8 HaChoshlim St. Herzliya 4672408, Israel.

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you
are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ.
P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of
the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff or plaintiff's attorney,
whose name and address are:

Janissa Strabuk
Tousley Brain Stephens
1700 7th Avenue Ste. 2200
Seattle, WA 98101

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint.
You also must file your answer or motion with the court.

CLERK OF COURT

Date:

Signature of Clerk or Deputy Clerk

Civil Action No. _____

PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (l))

This summons for *(name of individual and title, if any)* _____
was received by me on *(date)* _____.

I personally served the summons on the individual at *(place)* _____
_____ on *(date)* _____; or

I left the summons at the individual's residence or usual place of abode with *(name)* _____
_____, a person of suitable age and discretion who resides there,
on *(date)* _____, and mailed a copy to the individual's last known address; or

I served the summons on *(name of individual)* _____, who is
designated by law to accept service of process on behalf of *(name of organization)* _____
_____ on *(date)* _____; or

I returned the summons unexecuted because _____; or

Other *(specify)*:

My fees are \$ _____ for travel and \$ _____ for services, for a total of \$ _____ 0.00 _____.

I declare under penalty of perjury that this information is true.

Date: _____

Server's signature

Printed name and title

Server's address

Additional information regarding attempted service, etc: