Cas	e 3:18-cv-02713-DMS-AGS Document 1	Filed 11/30/18 PageID.1 Page 1 of 29								
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9	ΙΝΙΤΈΝ «ΤΑΤΕς ΝΙΩΤΝΙΩΤ ΔΟΙΙΝΤ									
10	UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF CALIFORNIA									
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12	JOSEPH KINDER, individually, and on behalf of other members of the	Case No.: <u>'18CV2713 DMS AGS</u>								
13	general public similarly situated,	CLASS ACTION COMPLAINT FOR:								
14	Plaintiff,	1) Violations of California's								
15	V.	Consumers Legal Remedies Act 2) Violations of Unfair Competition								
16 17	WOODBOLT DISTRIBUTION, LLC, a Delaware limited liability company,	Law, California Business & Professions Code & 17500 at sea								
18	Defendant.	 3) Violations of Unfair Competition Law, California Business & Professions Code § 17200 et seq. 4) Unjust Enrichment 								
19		DEMAND FOR JURY TRIAL								
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	CLASS AG	CTION COMPLAINT								

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INTRODUCTION

Plaintiff Joseph Kinder ("Plaintiff") brings this action on behalf of
 himself and on behalf of all others similarly situated, against Defendant
 Woodbolt Distribution, LLC d/b/a Nutrabolt ("Nutrabolt" or "Defendant"), based
 on Defendant's misleading business practices with respect to the packaging and
 sale of Cellucor C4 Pre-Workout powders sold in 30- and 60-serving size
 containers¹ ("C4 Pre-Workout Powders").

8 2. At all relevant times, and as depicted in the photographs below, 9 Defendant has packaged and sold the C4 Pre-Workout Powders in opaque 10 packaging that conceals from consumers the amount of product actually 11 contained therein. The C4 Pre-Workout Powders are sold fully enclosed in an opaque plastic container significantly comprised of non-functional empty space, 12 13 as detailed below. (See \P 18). This packaging prevents the consumer from 14 directly seeing or handling the product and leads the reasonable consumer to 15 believe that the package contains significantly more product than it actually 16 does.

Defendant's practice of approximately half-filling its C4 Pre Workout Powders' containers with powder inside of an opaque container creates
 non-functional slack fill. The use of non-functional slack fill allows Defendant
 to lower their costs by deceiving customers into paying a higher price for more
 product than they truly receive. As a result, Defendant has realized sizable
 profits.

4. Plaintiff and other consumers have reasonably relied on Defendant's
deceptive packaging in purchasing C4 Pre-Workout Powders. If Plaintiff and
other consumers had known the actual amount of pre-workout powder contained

 ¹ On information and belief, the C4 Pre-Workout Powders include, without
 limitation: Cellucor C4 Ripped Pre-Workout, C4 Sport Pre-Workout, C4
 Original Pre-Workout.

in the packaging, they would not have purchased the C4 Pre-Workout Powders
 or would have paid less for them. Therefore, Plaintiff and other consumers have
 suffered injury-in-fact as a result of Defendant's deceptive practices, including,
 without limitation, out-of-pocket costs incurred in purchasing the overvalued C4
 Pre-Workout Powders.

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PARTIES

PLAINTIFF JOSEPH KINDER

8 5. Plaintiff Joseph Kinder is a California citizen who resides in Pine 9 Valley, California. In or around November 2017, Plaintiff purchased a 13.8ounce container of C4 Pre-Workout Powder from BodyBuilding.com, an 10 11 authorized retailer operating in San Diego County. Prior to purchasing the C4 Pre-Workout Powder, Plaintiff visited retailers authorized to sell the product 12 13 (e.g. Vitamin Shoppe) and viewed the product's packaging. Plaintiff 14 subsequently purchased the C4 Pre-Workout Powder in reliance on Defendant's 15 packaging, which made it appear that he was purchasing predominantly filled 16 containers of C4 Pre-Workout Powder, as indicated by the size of the product's containers. However, unbeknownst to Plaintiff prior to purchase, after opening 17 the packaging, he discovered that the C4 Pre-Workout Powder container was 18 19 significantly under-filled and contained a large amount of empty space rather than powder. Plaintiff thus reasonably believed he was buying more C4 Pre-20 21 Workout Powder than he received.

6. Plaintiff purchased the C4 Pre-Workout Powder primarily for
personal, family, or household use. Woodbolt manufactured, sold, distributed,
advertised, marketed, and warranted the C4 Pre-Workout Powder.

7. If Plaintiff had known at the time of purchase that the C4 PreWorkout Powder products largely contained empty space and were only halffilled with powder, he would not have purchased the product or would have paid
less for it. Plaintiff continues to visit stores that sell C4 Pre-Workout Powder, but

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he cannot determine if the containers are still substantially under-filled. Plaintiff
 would purchase C4 Pre-Workout Powders in the future if the labeling and
 packaging were no longer misleading and deceptive such that he could determine
 prior to purchase the level to which the containers are actually filled with powder
 as opposed to empty space.

DEFENDANT

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8. Defendant Woodbolt Distribution, LLC is a corporation organized
and in existence under the laws of the State of Delaware and is registered to do
business in the State of California. Woodbolt Distribution, LLC's corporate
headquarters and principal place of business are located at 3891 S. Traditions
Dr., Bryan, TX 77807. Woodbolt Distribution, LLC designs, tests,
manufactures, markets, distributes, and sells Cellucor C4 Pre-Workout Powder
nationwide and in California.

14 9. At all relevant times, Defendant was and is engaged in the business
15 of designing, testing, manufacturing, marketing, distributing, and selling
16 products in Los Angeles County and throughout the United States of America.

JURISDICTION

This is a class action.

19 11. This Court has subject matter jurisdiction over this matter pursuant
20 to 28 U.S.C. § 1331 because this action arises under the Constitution or laws of
21 the United States and the Class Action Fairness Act, 28 U.S.C. § 1332(d)(2) and
22 (6), in that, as to each Class defined herein:

- a. the matter in controversy exceeds \$5,000,000.00, exclusive of interest and costs;
 - b. this is a class action involving 100 or more class members; and
- c. this is a class action in which at least one member of the
 Plaintiff class is a citizen of a State different from at least one

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Defendant.

12. The Court has personal jurisdiction over Defendant, which has at
least minimum contacts with the State of California because it has conducted
business there and has availed itself of California's markets through the
marketing, distributing, and selling of C4 Pre-Workout Powders.

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7 13. Defendant, through its business of advertising, distributing, and
8 selling C4 Pre-Workout Powders, have established sufficient contacts in this
9 district such that personal jurisdiction is appropriate. Defendant is deemed to
10 reside in this district pursuant to 28 U.S.C. § 1391(a).

11 14. In addition, a substantial part of the events or omissions giving rise to these claims and a substantial part of the property that is the subject of this 12 13 action are in this district. In addition, Plaintiff's Declaration, as required under 14 California Civil Code § 1780(d) (but not pursuant to Erie and federal procedural 15 rules), reflects that a substantial part of the events or omissions giving rise to the 16 claims alleged herein occurred, or a substantial part of property that is the subject of this action, is situated in San Diego County, California. It is attached as 17 18 Exhibit 1.

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FACTUAL ALLEGATIONS

15. At all relevant times, Defendant has distributed, marketed,
advertised, and sold Cellucor C4 Pre-Workout Powders across California and the
United States. Defendant sells Cellucor C4 Pre-Workout Powders at major retail
and online outlets including, without limitation, the Cellucor website, Costco,
GNC, Vitamin Shoppe, Bodybuilding.com and Amazon.com.

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16. Pursuant to California Business and Professions Code §12606(b):

A container that does not allow the consumer to fully view its contents shall be considered to be filled as to be misleading if it contains nonfunctional slack fill. Slack fill is the difference between the actual capacity of a container and

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the volume of product contained therein. Nonfunctional slack fill is the emptyspace in a package that is filled to substantially less than its capacity forreasons other than any one or more of the following:

- (1) Protection of the contents of the package.
- (2) The requirements of machines used for enclosing the contents of the package.
- (3) Unavoidable product settling during shipping and handling.
- (4) The need to utilize a larger than required package or container to provide adequate space for the legible presentation of mandatory and necessary labeling information, such as those based on the regulations adopted by the United States Food and Drug Administration or state or federal agencies under federal or state law, laws or regulations adopted by foreign governments, or under an industrywide voluntary labeling program.
 - (5) The fact that the product consists of a commodity that is packaged in a decorative or representational container where the container is part of the presentation of the product and has value that is both significant in proportion to the value of the product and independent of its function to hold the product, such as a gift combined with a container that is intended for further use after the product is consumed, or durable commemorative or promotional packages.
 - (6) An inability to increase the level of fill or to further reduce the size of the package, such as where some minimum package size is necessary to accommodate required labeling,

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discourage pilfering, facilitate handling, or accommodate tamper-resistant devices.

- (7) The product container bears a reasonable relationship to the actual amount of product contained inside, and the dimensions of the actual product container, the product, or the amount of product therein is visible to the consumer at the point of sale, or where obvious secondary use packaging is involved.
- (8) The dimensions of the product or immediate product container are visible through the exterior packaging, or where the actual size of the product or immediate product container is clearly and conspicuously depicted on any side of the exterior packaging excluding the bottom, accompanied by a clear and conspicuous disclosure that the representation is the actual size of the product or the immediate product container.
 - (9) The presence of any headspace within an immediate product container necessary to facilitate the mixing, adding, shaking, or dispensing of liquids or powders by consumers prior to use.
- (10) The exterior packaging contains a product delivery or dosing device if the device is visible, or a clear and conspicuous depiction of the device appears on the exterior packaging, or it is readily apparent from the conspicuous exterior disclosures or the nature and name of the product that a delivery or dosing device is contained in the package.
 - (11) The exterior packaging or immediate product container is a

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kit that consists of a system, or multiple components, designed to produce a particular result that is not dependent upon the quantity of the contents, if the purpose of the kit is clearly and conspicuously disclosed on the exterior packaging.

- (12) The exterior packaging of the product is routinely displayed using tester units or demonstrations to consumers in retail stores, so that customers can see the actual, immediate container of the product being sold, or a depiction of the actual size thereof prior to purchase.
- (13) The exterior packaging consists of single or multiunit presentation boxes of holiday or gift packages if the purchaser can adequately determine the quantity and sizes of the immediate product container at the point of sale.
- (14) The exterior packaging is for a combination of one purchased product, together with a free sample or gift, wherein the exterior packaging is necessarily larger than it would otherwise be due to the inclusion of the sample or gift, if the presence of both products and the quantity of each product are clearly and conspicuously disclosed on the exterior packaging.
- (15) The exterior packaging or immediate product container encloses computer hardware or software designed to serve a particular computer function, if the particular computer function to be performed by the computer hardware or software is clearly and conspicuously disclosed on the exterior packaging.

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Defendant's C4 Pre-Workout Powder's packaging fits squarely 17. within the foregoing definition of non-functional slack fill under California law.

As depicted in the photos below, taken between April 30, 2018 and 18. May 15, 2018, C4 Pre-Workout Powder is sold in a fully-enclosed opaque container that does not allow consumers to even partially view the contents inside. Therefore, the packaging "does not allow the consumer to fully view its contents." Cal. B&P Code § 12606(b).



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19. Cellucor C4 Pre-Workout Powder packaging is "filled to be misleading" due to the amount of slack fill it employs. The 30-serving C4 Pre-Workout packaging contains approximately 2/3, or 66.6% empty space and does not indicate the capacity of the container as it relates to the amount of product contained therein, thus preventing a reasonable consumer from determining the Page 9

striking difference in volume between the capacity of the container and the fill
amount.² Similarly, the 60-serving C4 Pre-Workout packaging contains almost
half, or approximately 45%, empty space and also, does not indicate the capacity
of the container as it relates to the amount of product contained therein. For
example, the photo below shows the unaltered contents of the same 30-serving
container shown above with the white seal removed, revealing the substantial
unnecessary empty space contained therein.



slack fill, approximately 45-66.6%.

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1	20. As set out in Cal. B&P Code § 12606(b), non-functional slack fill is						
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	defined as "the empty space in a package that is filled to substantially less than its capacity" and which does not fall under any of the safe barbor provisions						
3	its capacity" and which does not fall under any of the safe harbor provisions.						
4	The amount of product that a consumer receives when purchasing C4 Pre-						
5	Workout fills less than half the capacity of the container in which it is packaged.						
6	21. Furthermore, the packaging does not fit within any of the safe						
7	harbor provisions listed in Cal. B&P Code § 12606(b):						
8	(1) Pursuant to $ 12606(b)(1) $, the slack fill does not protect the						
9	contents of the packaging, as the product is not fragile or						
10	breakable;						
11	(2) Pursuant to $\$$ 12606(b)(2), there is no reason that machines used						
12	for enclosing the contents of the package would require an outer						
13	container which can hold significantly more product than it						
14	actually does, especially when the machines used by Defendant						
15	are capable of producing several sizes of containers, as evidenced						
16	by the various-sized containers of the C4 Pre-Workout Powder						
17	ranging from small to larges;						
18	(3) Pursuant to § 12606(b)(3), the slack fill is not necessary to						
19	accommodate product settling, as fine powder is not the sort of						
20	product that "settles" significantly enough to require double the						
21	amount of space; in fact, fine powders are the least likely to						
22	"settle" because they fill every space of their containers, similar						
23	to sand, such that if there is any settling, it is negligible and would						
24	not result in 50% or more of the container being empty;						
25	(4) Pursuant to $\$$ 12606(b)(4), the outer container does not need to be						
26	larger to accommodate necessary labeling information, as there						
27	are several sized containers available for the Vega Products, as						
28	well as comparable products in various, smaller containers						
	Page 11						
	CLASS ACTION COMPLAINT						
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produced by competitors;

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1		produced by competitors,
2	(5)	Pursuant to $ 12606(b)(5) $, the outer container is not decorative or
3		representational, and does not have a value that is both significant
4		in proportion to its value and independent of its function to hold
5		the product;
6	(6)	Pursuant to § 12606(b)(6), the outer packaging is not needed to
7		prevent theft or accommodate required labeling or tamper-
8		resistant devices and does not purport to do so;
9	(7)	Pursuant to § 12606(b)(7), the outer container does not bear a
10		reasonable relationship to the actual amount of product contained
11		inside, and the amount of the product therein is not visible to the
12		consumer at the point of sale, as shown in the pictures above;
13	(8)	Pursuant to § 12606(b)(8), neither the dimensions of the
14		immediate product container or the product are visible through the
15		exterior packaging, and the size of the immediate product
16		container is not clearly and conspicuously depicted on the exterior
17		packaging, as shown in the pictures above;
18	(9)	Pursuant to § 12606(b)(9), the slack fill is not necessary to
19		facilitate mixing, shaking, or dispensing of the product because
20		the product is not intended for mixing or shaking within the
21		container and does not dispense the product;
22	(10)	Pursuant to $ 12606(b)(10) $, the outer container is not a delivery
23		or dosing device for the product, as there is a small scoop inside
24		the container for dosing;
25	(11)	Pursuant to § 12606(b)(11), the outer container is not a kit or
26		system designed to produce a result not dependant on the quantity
27		of the contents;
28	(12)	Pursuant to § 12606(b)(12), the product is not routinely displayed
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1	outside of its packaging such that consumers can see the actual,
2	immediate container of the product being sold prior to purchase;
3	(13) Pursuant to $\$$ 12606(b)(13), the exterior packaging is not holiday
4	or gift packaging, and in no way suggests that it is intended to be
5	commemorative in any respect;
6	(14) Pursuant to $\$$ 12606(b)(14), the packaging does not contain a free
7	sample or gift which necessitates larger packaging; and
8	(15) Pursuant to $\$$ 12606(b)(15), the packaging does not contain
9	computer hardware or software.
10	22. Defendant's packaging is misleading to reasonable consumers,
11	including Plaintiff and potential class members, and serves only to maximize
12	Defendant's profits.
13	23. Defendant knows, or should know, that consumers, like Plaintiff and
14	other Class Members, reasonably rely on the size and style of their packaging in
15	purchasing Cellucor C4 Pre-Workout Powders and would reasonably believe that
16	the packaging contains much more powder than it actually does.
17	24. In reasonable reliance on the size and style of their packaging,
18	Plaintiff and Class Members purchased Cellucor C4 Pre-Workout Powders.
19	25. Plaintiff and Class Members did not know, and had no reason to
20	know, that the Cellucor C4 Pre-Workout Powders' packaging contains a
21	significant amount of empty space, because the containers are opaque with no
22	view of the contents inside, at the time of purchase. A reasonable consumer
23	cannot accurately determine the fill of the Cellucor C4 Pre-Workout Powders by
24	shaking or squeezing the packaging and is certainly not expected to do so prior
25	to purchasing them.
26	26. To this day, Defendant continues to sell Cellucor C4 Pre-Workout
27	Powders in deceptive packaging, without disclosing the true nature of the
28	contents therein. Because the Cellucor C4 Pre-Workout Powders' packaging
	Page 13

does not contain the amount of product reasonably expected by Plaintiff and 2 Class Members, Defendant's uniform practice of filling and packaging Cellucor 3 C4 Pre-Workout Powders in the foregoing manner was and continues to be 4 misleading and deceptive, and cheats consumers.

5 27. Each consumer has been exposed to the same or substantially similar deceptive practice, with the same misleading size and style of packaging, 6 7 containing approximately 50% or more non-functional slack fill.

8 28. Plaintiff and other consumers have paid an unlawful premium for 9 the Cellucor C4 Pre-Workout Powders. If Plaintiff and Class Members knew how little product they were getting, Plaintiff and Class Members would not 10 11 have purchased the Cellucor C4 Pre-Workout Powder or would have paid less for it. Therefore, Plaintiff and other consumers purchasing the Cellucor C4 Pre-12 Workout Powders suffered injury in fact and lost money as a result of 13 14 Defendant's false, unfair, and fraudulent practices, as described herein.

15 29. As a result of their reliance on Defendant's representations, 16 consumers have suffered an ascertainable loss of money, including, but not 17 limited to, out of pocket costs incurred in purchasing Cellucor C4 Pre-Workout 18 Powder, for which Plaintiff and other consumers have paid an unlawful 19 premium. Specifically, they have paid for an amount of product that they expected to but never received. Plaintiff and other consumers would have paid 20 21 significantly less for Cellucor C4 Pre-Workout Powders had they known that the 22 package only contained 50% of the product that it had the capacity to hold. In 23 the alternative, Plaintiff and other consumers would not have purchased Cellucor 24 C4 Pre-Workout at all had they known that the package only contained 50% of the product that it had the capacity to hold. Therefore, Plaintiff and Class 25 26 Members suffered injury-in-fact and lost money as a result of Defendant's false, 27 unfair, and fraudulent practices, as described herein.

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Further, as a result of its deceptive marketing and unfair competition 30.

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with other similar manufacturers and brands, Defendant realized sizable profits. 1 2 31. As a result of its misleading business practice, and the harm caused 3 to Plaintiff and Class Members, Defendant should be enjoined from using this deceptive packaging, and should be required to pay for all damages caused to 4 Plaintiff and Class Members. 5 **CLASS ALLEGATIONS** 6 7 32. Plaintiff brings this lawsuit as a class action on behalf of himself 8 and all others similarly situated as members of the proposed Class pursuant to 9 pursuant to Federal Rules of Civil Procedure 23(a), 23(b)(2), 23(b)(3), and 23(c)(4). This action satisfies the numerosity, commonality, typicality, adequacy, 10 11 predominance, and superiority requirements of those provisions. Plaintiff's proposed Class and Sub Class(es) are defined as: 12 33. 13 **Class**: All individuals who purchased Cellucor C4 Pre-Workout 14 Powder packaged in 30- and 60-serving size containers, or substantially similar packaging, in the United States from four years 15 prior to the filing of the complaint to the time of class certification. 16 California Sub-Class: All individuals in the Class who purchased 17 Cellucor C4 Pre-Workout Powder packaged in 30- and 60-serving 18 size containers, or substantially similar packaging, in California. 19 CLRA Sub-Class: All members of the California Sub-Class who 20 are "consumers" within the meaning of California Civil Code § 1761(d). 21 Members of the Class will collectively be referred to as "Class 34. 22 Members." 23 Excluded from the Class and Sub-Classes are: (1) Defendant, any 35. 24 entity or division in which Defendant has a controlling interest, and its legal 25 representatives, officers, directors, assigns, and successors; (2) the Judge to 26 whom this case is assigned and the Judge's staff; (3) any Judge sitting in the 27 presiding state and/or federal court system who may hear an appeal of any 28 Page 15 CLASS ACTION COMPLAINT

judgment entered; and (4) those persons who have suffered personal injuries as a
 result of the facts alleged herein. Plaintiff reserves the right to amend the Class
 and Sub-Class definitions if discovery and further investigation reveal that the
 Class and Sub-Class should be expanded or otherwise modified. There is a well defined community of interest in the litigation and the class is readily
 ascertainable.

36. <u>Numerosity</u>: Although the exact number of Class Members is
uncertain and can only be ascertained through appropriate discovery, the number
is great enough such that joinder is impracticable. The disposition of the claims
of these Class Members in a single action will provide substantial benefits to all
parties and to the Court. The Class Members are readily identifiable from
information and records in Defendant's possession, custody, or control.

37. 13 Typicality: Plaintiff's claims are typical of the claims of the Class 14 in that Plaintiff, like all Class Members, was exposed to Defendant's misleading 15 packaging, purchased the Cellucor C4 Pre-Workout Powder in reliance on the 16 misleading packaging, and suffered losses as a result of such purchases. The representative Plaintiff, like all Class Members, has been damaged by 17 18 Defendant's misconduct in that they incurred expenses due to their reliance on 19 Defendant's deceptive packaging, as described throughout this complaint. 20 Furthermore, the factual bases of Defendant's misconduct are common to all 21 Class Members and represent a common thread resulting in injury to all Class 22 Members.

38. <u>Adequacy</u>: Plaintiff is an adequate representative of the Classes
because his interests do not conflict with the interests of the members of the
Classes he seeks to represent, he has retained competent counsel experienced in
prosecuting class actions, and he intends to prosecute this action vigorously. The
interests of the members of the Classes will be fairly and adequately protected by
the Plaintiff and his counsel.

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<u>39.</u> <u>Commonality</u>: Numerous questions of law and fact are common to
 Plaintiff and the Class Members that predominate over any question affecting
 only individual Class Members. These common legal and factual issues include
 the following:

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5	a. Whether Cellucor C4 Pre-Workout Powders' packaging contains			
6	non-functional slack fill;			
7	b. Whether Defendant's conduct was unlawful, unfair, and/or			
8	deceptive;			
9	c. Whether Defendant's conduct violates federal and/or state consumer			
10	protection laws;			
11	d. Whether Plaintiff and other Class Members are entitled to equitable			
12	relief, including, without limitation, a preliminary and/or permanent			
13	injunction;			
14	e. Whether Plaintiff and other Class Members are entitled to damages;			
15	f. Whether Defendant knew or reasonably should have known of their			
16	deceptive representations and omissions relating to its Cellucor C4			
17	Pre-Workout Powders' packaging; and			
18	g. Whether Defendant is obligated to inform Class Members of their			
19	right to seek reimbursement for having paid for Cellucor C4 Pre-			
20	Workout Powders in reliance on Defendant's misrepresentations.			
21	40. <u>Predominance and Superiority</u> : Plaintiff and Class Members have			
22	all suffered and will continue to suffer harm and damages as a result of			
23	Defendant's unlawful and wrongful conduct. A class action is superior to other			
24	available methods for the fair and efficient adjudication of the controversy.			
25	Absent a class action, most Class Members would likely find the cost of			
26	litigating their claims prohibitively high and would therefore have no effective			
27	remedy at law. Because of the relatively small size of the individual Class			
28	Members' claims, it is likely that only a few Class Members could afford to seek			
	Page 17			

legal redress for Defendant's misconduct. Absent a class action, Class Members
 will continue to incur damages, and Defendant's misconduct will continue
 without remedy. Class treatment of common questions of law and fact would
 also be a superior method to multiple individual actions or piecemeal litigation in
 that class treatment will conserve the resources of the courts and the litigants and
 will promote consistency and efficiency of adjudication.

FIRST CAUSE OF ACTION

(Violation of California's Consumers Legal Remedies Act, California Civil Code § 1750, et seq.,)

10 41. Plaintiff re-alleges and incorporates by reference each and every
11 allegation contained in the preceding paragraphs of this Complaint as though
12 fully set forth herein.

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13 42. Plaintiff brings this cause of action on behalf of himself and on14 behalf of the members of the CLRA Sub-Class.

15 43. Defendant is a "person" as defined by California Civil Code §
16 1761(c).

17 44. Plaintiff and CLRA Sub-Class Members are "consumers" within the
18 meaning of California Civil Code § 1761(d) because they bought Cellucor C4
19 Pre-Workout Powders for personal, family, or household purposes.

45. Cal. Civ. Code § 1770(a)(5) prohibits "[r]epresenting that goods or
services have sponsorship, approval, characteristics, ingredients, uses, benefits,
or quantities which they do not have" By packaging Cellucor C4 PreWorkout Powders in its current misleading packages, Defendant has represented
and continues to represent that the Product has quantities which it does not have.
Therefore, Defendant violates § 1770(a)(5) of the CLRA.

26 46. Cal. Civ. Code § 1770(a)(9) prohibits "[a]dvertising goods or
27 services with intent not to sell them as advertised." By deceitfully packaging
28 Cellucor C4 Pre-Workout Powders in a container with significantly greater

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volume than the product contained therein, and then intentionally selling 1 2 Cellucor C4 Pre-Workout Powders in a manner that does not meet consumer 3 expectations as to the quantity of powder contained in the packaging, Defendant has violated section 1770(a)(9) of the CLRA. 4

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47. At all relevant times, Defendant knew or reasonably should have known that the Cellucor C4 Pre-Workout Powders' packaging contained a significant amount of non-functional slack fill, and that Plaintiff and other 8 members of the CLRA Sub-Class would reasonably and justifiably rely on the 9 size and style of the package in purchasing Cellucor C4 Pre-Workout Powders.

48. 10 Plaintiff and members of the CLRA Sub-Class have reasonably and 11 justifiably relied on Defendant's misleading and fraudulent conduct when purchasing Cellucor C4 Pre-Workout Powders. Moreover, Defendant's 12 fraudulent and misleading conduct is material in that a reasonable consumer 13 14 would have considered the amount of product contained in the packaging to be 15 important in deciding whether to purchase Cellucor C4 Pre-Workout Powders or 16 pay less. Therefore, reliance on such conduct as a material reason for the 17 decision to purchase the Product may be presumed or inferred for Plaintiff and 18 members of the CLRA Sub-Class.

19 49. Plaintiff and members of the CLRA Sub-Class have suffered and 20 continue to suffer injuries caused by Defendant, because they would not have purchased Cellucor C4 Pre-Workout Powders, or would have paid significantly 21 22 less for it, had they known that Defendant's conduct was misleading and 23 fraudulent.

24 50. As a direct and proximate result of Defendant's unfair methods of 25 competition and/or unfair and deceptive practices, Plaintiff and the Class have suffered and will continue to suffer actual damages. 26

27 51. Under Cal. Civ. Code § 1780(a), Plaintiff and members of the CLRA Sub-Class seek damages, restitution, declaratory and injunctive relief, and 28

Page 19 CLASS ACTION COMPLAINT

all other remedies the Court deems appropriate for Defendant's violations of the
 CLRA. Plaintiff seeks to enjoin Defendant from use of deceptive non-functional
 slack fill in its products.

52. Plaintiff provided Defendant with notice of its violations of the
CLRA pursuant to California Civil Code § 1782(a). If Defendant fails to provide
appropriate relief for its violations of the CLRA within 30 days, Plaintiff will
seek monetary, compensatory, and punitive damages, in addition to injunctive
and equitable relief.

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SECOND CAUSE OF ACTION

(Violation of California Business & Professions Code § 17500 *et seq.*)
 53. Plaintiff incorporates by reference the allegations contained in each and every paragraph of this Complaint.

13 54. Plaintiff brings this cause of action on behalf of himself and on
14 behalf of the Class, or in the alternative, on behalf of the California Sub-Class.

15 55. California Business & Professions Code § 17500 prohibits unfair,
16 deceptive, untrue, and misleading advertising in connection with the disposal of
17 personal property (among other things), including, without limitation, false
18 statements as to the use, worth, benefits, or characteristics of the property.

19 56. Defendant has represented and continues to represent to the public,
20 including Plaintiff and Class Members, through its deceptive packaging, that
21 more product is contained therein than actually is. Defendant's representation is
22 misleading because the packing only contains 50% or less of the amount of
23 product compared to what the packaging could potentially hold. Defendant
24 made such untrue or misleading advertisements with the intent to dispose of said
25 merchandise.

26 57. Defendant knew, or in the exercise of reasonable care should have
27 known, that these representations were misleading and deceptive, and that such
28 representations continue to be misleading.

Page 20

58. As a result of their reliance on Defendant's misrepresentations,
 Class Members suffered an ascertainable loss of money, property, and/or value
 of the product.

4 59. As a direct and proximate result of Defendant's unfair and deceptive
5 practices, Plaintiff and the Class have suffered and will continue to suffer actual
6 damages.

60. Defendant has been unjustly enriched and should be required to
make restitution to Plaintiff and the Class. Pursuant to § 17535 of the Business
& Professions Code, Plaintiff and Class Members are entitled to an order of this
Court enjoining such future conduct on the part of Defendant, and such other
orders and judgments which may be necessary to disgorge Defendant's ill-gotten
gains and restore to any person in interest any money paid for Cellucor C4 PreWorkout Powders as a result of the wrongful conduct of Defendant.

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THIRD CAUSE OF ACTION

(Violation of California Business & Professions Code § 17200 et seq.)

16 61. Plaintiff incorporates by reference the allegations contained in each17 and every paragraph of this Complaint.

18 62. Plaintiff brings this cause of action on behalf of himself and on
19 behalf of the Class, or in the alternative, on behalf of the California Sub-Class.

20 63. As a result of their reliance on Defendant's misrepresentations and
21 omissions, Class Members suffered an ascertainable loss of money, property,
22 and/or value of their Cellucor C4 Pre-Workout Powders.

64. California Business & Professions Code § 17200 prohibits acts of
"unfair competition," including any "unlawful, unfair or fraudulent business act
or practice" and "unfair, deceptive, untrue or misleading advertising."

26 65. Under the UCL, a business act or practice is "unlawful" if it violates
27 any established state or federal law.

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66. Defendant's false and misleading advertising of Cellucor C4 Pre-

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Workout Powders therefore was, and continues to be, "unlawful" because it violates Cal. B&P Code § 12606(b), because it contains unlawful non-functional 2 3 slack fill as detailed herein.

4 67. Furthermore, Defendant's acts, conduct and practices also 5 constituted violations of California's Consumers Legal Remedies Act; and 6 violations of California's False Advertising Law.

7 68. By its conduct, Defendant has engaged in unfair competition and 8 unlawful, unfair, and fraudulent business practices.

9 69. Defendant's unfair or deceptive acts or practices occurred repeatedly in Defendant's trade or business, and were capable of deceiving a 10 11 substantial portion of the purchasing public.

As a direct and proximate result of Defendant's unfair and deceptive 12 70. practices, Plaintiff and the Class have suffered and will continue to suffer actual 13 14 damages. Defendant has been unjustly enriched and should be required to make 15 restitution to Plaintiff and the Class pursuant to §§ 17203 and 17204 of the 16 Business & Professions Code. Plaintiffs incorporate by reference the allegations contained in each and every paragraph of this Complaint. 17

FOURTH CAUSE OF ACTION

(For Unjust Enrichment)

20 71. Plaintiff brings this cause of action on behalf of himself and on behalf of the Class, or, in the alternative, on behalf of the California Sub-Class, 21 22 against Defendant.

As a direct and proximate result of Defendant's misrepresentations, 23 72. 24 Defendant has profited through the sale of C4 Pre-Workout Powders. Although 25 some of the powders can be purchased through Defendant's agents, the money 26 from the products' sales flows directly back to Defendant.

27 73. Defendant has therefore been unjustly enriched as a result of Defendant's deceptive business practices in advertising, marketing, and selling 28

Page 22

the C4 Pre-Workout Powders through the use of funds that earned interest or 1 otherwise added to Defendant's profits when said money should have remained 2 3 with Plaintiff and Class Members. 74. As a result of the Defendant's unjust enrichment, Plaintiff and Class 4 5 Members have suffered damages. 6 **PRAYER FOR RELIEF** 7 Plaintiff, on behalf of himself, and all others similarly situated, 75. 8 requests the Court to enter judgment against Defendant, as follows: 9 An order certifying the proposed Class and Sub-Classes, a. designating Plaintiff as named representative of the Class, and 10 11 designating the undersigned as Class Counsel; An order enjoining Defendant from further deceptive 12 b. advertising, sales, and other business practices with respect to 13 14 its Cellucor C4 Pre-Workout Powders' packaging; 15 A declaration requiring Defendant to comply with the various c. 16 provisions of California's False Advertising Law and CLRA 17 alleged herein and to make all the required representations; A declaration that Defendant must disgorge, for the benefit of 18 d. 19 the Class, all or part of the ill-gotten profits it received from 20 the sale of Cellucor C4 Pre-Workout Powders, or make full 21 restitution to Plaintiff and Class Members; 22 An award of attorneys' fees and costs, as allowed by law; e. An award of attorneys' fees and costs pursuant to California 23 f. 24 Code of Civil Procedure § 1021.5; An award of pre-judgment and post-judgment interest, as 25 g. 26 provided by law; Leave to amend the Complaint to conform to the evidence 27 h. produced at trial; and 28 Page 23 CLASS ACTION COMPLAINT

Case	3:18-cv-02713-DMS-AGS Document 1 Filed 11/30/18 PageID.25 Page 25 of 29
1	i. Such other relief as may be appropriate under the
2	circumstances.
3	DEMAND FOR JURY TRIAL
4	Plaintiff hereby demands a trial by jury of any and all issues in this action so
5	triable.
6	
7	Dated: November 30, 2018 Respectfully submitted,
8	Capstone Law APC
9	
10	By: /s/ Tarek H. Zohdy
11	Tarek H. Zohdy Cody R. Padgett Trisha K. Monesi
12	
13	Attorneys for Plaintiff Joseph Kinder
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	Page 24 CLASS ACTION COMPLAINT

Case 3:18-cv-02713-DMS-AGS Document 1 Filed 11/30/18 PageID.26 Page 26 of 29

EXHIBIT 1

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DocuSign Envelope 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	P3718E20-029713-DMS-AGS® Document 1 Tarek H. Zohdy (SBN 247775) Tarek.Zohdy @ capstonelawyers.com Cody R. Padgett (SBN 275553) Cody.Padgett@ capstonelawyers.com Trisha.Monesi @ capstonelawyers.com Capstone Law APC 1875 Century Park East, Suite 1000 Los Angeles, California 90067 Telephone: (310) 556-4811 Facsimile: (310) 943-0396 Attorneys for Plaintiff Joseph Kinder UNITED STATES SOUTHERN DISTR JOSEPH KINDER, individually, and on behalf of other members of the general public similarly situated, Plaintiff, V. WOODBOLT DISTRIBUTION, LLC, a Delaware limited liability company, Defendant.	S DISTRICT RICT OF CAI Case No.: DECLARA KINDER I FOR CLAS	COURT LIFORNIA N SUPPOH SS ACTIO	
	DECL. OF JOSEPH KINDER IN SUPPORT O	OF PLAINTIFF'S SELI	ECTION OF VENU	je for Trial

1 2

DECLARATION OF JOSEPH KINDER

I, JOSEPH KINDER, declare under penalty of perjury as follows:
I make this declaration based upon my personal knowledge except
as to those matters stated herein that are based upon information and belief, and
as to those matters I believe them to be true. I am over the age of eighteen, a
citizen of the State of California, and a Plaintiff in this action.

Pursuant to California Civil Code § 1780(d), this Declaration is
submitted in support of Plaintiff's Selection of Venue for the Trial of Plaintiff's
Cause of Action alleging violation of California's Consumers Legal Remedies
Act.

I reside in Pine Valley, California, which is in the County of San
 Diego. I purchased the Cellucor C4 Pre-Workout Powder that is the subject of
 this lawsuit in the County of San Diego.

4. I am informed and believe that Defendant Woodbolt Distribution,
LLC ("Woodbolt" or "Defendant") is a Delaware corporation organized and
existing under the laws of the State of Delaware and is registered to conduct
business in California. Woodbolt Distribution, LLC's corporate headquarters
and principal place of business is located at 3891 S. Traditions Dr., Bryan, Texas
77807. On information and belief, Defendant conducts business in San Diego
County.

5. Based on the facts set forth herein, this Court is a proper venue for
the prosecution of Plaintiff's Cause of Action alleging violation of California's
Consumers Legal Remedies Act because the Cellucor C4 Pre-Workout Powders
that are the subject of this lawsuit are situated here, and a substantial portion of
the events giving rise to the claims occurred here.

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DocuSign Envelope I	3:18-cv-02713-DMS-AGS Document 1 Filed 11/30/18 PageID.29 Page 29 of 29
1	6. I declare under penalty of perjury under the laws of California and
2	the United States of America that the foregoing is true and correct.
3	Executed on November $\frac{11/30/2018}{2018}$, in Pine Valley, California.
4	DocuSigned by:
5	Josepn Kinder
6	Joseph Kinder
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	Page 2
	DECL. OF JOSEPH KINDER IN SUPPORT OF PLAINTIFF'S SELECTION OF VENUE FOR TRIAL

JS 44 (Rev. 06/1) ase 3:18-cv-02713-DMS-AGS TOCUMENT AND SHEET 1/30/18 PageID.30 Page 1 of 2

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 Joseph Kinder, individually, and on behalf of other members of the general public similarly situated				DEFENDANTS Woodbolt Distribution LLC, a Delaware limited liability company					
(b) County of Residence of First Listed Plaintiff San Diego (EXCEPT IN U.S. PLAINTIFF CASES)				County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF					
(c) Attorneys (Firm Name, A Tarek Zohdy; Cody Padg Capstone Law APC; 187	ett; Trisha Monesi 5 Century Park East, \$		geles,	THE TRACT Attorneys (If Known)	ſ OF LAND IN		CV2713 D	MS A	GS
CA 90067, (310) 556-481									
II. BASIS OF JURISDI	CTION (Place an "X" in O	ne Box Only)		TIZENSHIP OF P (For Diversity Cases Only)	PRINCIPA	AL PARTIES (Place an "X" in and One Box f		
□ 1 U.S. Government Plaintiff	□ 3 Federal Question (U.S. Government)	Not a Party)	Citiz		TF DEF K1 □ 1	Incorporated or Pri of Business In T		PTF ☐ 4	DEF □ 4
2 U.S. Government Defendant	★ 4 Diversity (Indicate Citizenshi	ip of Parties in Item III)	Citiz	en of Another State	2 2	Incorporated and P of Business In A		□ 5	X 5
				en or Subject of a reign Country	3 🗆 3	Foreign Nation		1 6	1 6
IV. NATURE OF SUIT			E.			here for: <u>Nature o</u>			
CONTRACT 110 Insurance 120 Marine 130 Miller Act 140 Negotiable Instrument 150 Recovery of Overpayment & Enforcement of Judgment 151 Medicare Act 152 Recovery of Defaulted Student Loans (Excludes Veterans) 153 Recovery of Overpayment of Veteran's Benefits 160 Stockholders' Suits 190 Other Contract 195 Contract Product Liability 196 Franchise REAL PROPERTY 210 Land Condemnation 220 Foreclosure 230 Rent Lease & Ejectment 245 Tort Product Liability 290 All Other Real Property	 PERSONAL INJURY 310 Airplane 315 Airplane Product Liability 320 Assault, Libel & Slander 330 Federal Employers' Liability 340 Marine 345 Marine Product Liability 350 Motor Vehicle 355 Motor Vehicle 355 Motor Vehicle 350 Other Personal Injury 360 Other Personal Injury 362 Personal Injury - Medical Malpractice CIVIL RIGHTS 440 Other Civil Rights 441 Voting 442 Employment 445 Amer. w/Disabilities - Employment 446 Amer. w/Disabilities - Other 448 Education 	RTS PERSONAL INJUR 365 Personal Injury - Product Liability 367 Health Care/ Pharmaceutical Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability 368 Asbestos Personal Injury Product Liability PERSONAL PROPER 370 Other Fraud 371 Truth in Lending 380 Other Personal Property Damage Product Liability PRISONER PETITION Habeas Corpus: 463 Alien Detainee 510 Motions to Vacate Sentence 530 General 535 Death Penalty Other: 540 Mandamus & Othe 550 Civil Rights 550 Civil Detainee - Conditions of Confinement	Y 0 62 0 69 0 71 0 72 0 72 0 75 0 79 0 79	DRFEITURE/PENALTY 25 Drug Related Seizure of Property 21 USC 881 20 Other 20 Pair Labor Standards Act 20 Labor/Management Relations 20 Railway Labor Act 21 Family and Medical Leave Act 20 Other Labor Litigation 21 Employee Retirement Income Security Act 21 MMIGRATION 22 Naturalization Application 25 Other Immigration Actions	 422 Appe 423 With 28 U 28 U PROPEJ 820 Copy 830 Pater 835 Pater New 840 Tradi 861 HIA 862 Blaci 863 DIW 864 SSIE 865 RSI (FEDER/ 870 Taxe or D 871 IRS- 26 U 	ISC 157 RTY RIGHTS Arights at at - Abbreviated Drug Application emark SECURITY (1395ff) k Lung (923) C/DIWW (405(g)) D Title XVI	 375 False C. 376 Qui Tar 3729(a) 400 State Rd 410 Antitrus 430 Banks a 450 Comme 460 Deporta 470 Rackete Corrupt 480 Consun 490 Cable/S 850 Securiti Exchan 890 Other S 891 Agricul 893 Environ 895 Freedor Act 899 Admini Act/Rev 	n (31 USC)) apportion it nd Bankin rce tion er Influenc Organizati er Credit at TV es/Commo ge tatutory Act tural Acts mental Mat n of Inform ion strative Prc iew or Apj Decision tionality o	ment g ced and ions dities/ ctions ters nation ocedure peal of
	moved from \Box 3	Remanded from Appellate Court	□ 4 Rein Reoj		er District	□ 6 Multidistr Litigation Transfer		Multidis Litigatic Direct Fi	on -
VI. CAUSE OF ACTIO	DN 28 U.S.C. § 1332 Brief description of ca	(d); 28 U.S.C. § 13 iuse:	Remed	(specify Do not cite jurisdictional stat ies Act;Unfair Busin	tutes unless di ess Comp	iversity): etition Law &B		blied Wa	arranty
VII. REQUESTED IN COMPLAINT:	UNDER RULE 2	IS A CLASS ACTION 3, F.R.Cv.P.	•	EMAND \$ 5,000,000.00		CHECK YES only URY DEMAND:		i complai □No	nt:
VIII. RELATED CASH IF ANY	E(S) (See instructions):	JUDGE			DOCKE	ET NUMBER			
DATE 11/30/2018 FOR OFFICE USE ONLY		SIGNATURE OF AT		DF RECORD					
	10UNT	APPLYING IFP		JUDGE		MAG. JUD	GE		

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: <u>Nature of Suit Code Descriptions</u>.
- 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 statue.

- 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.