

1 PACIFIC TRIAL ATTORNEYS
A Professional Corporation
2 Scott J. Ferrell, Bar No. 202091
sferrell@pacifictrialattorneys.com
3 4100 Newport Place Drive, Ste. 800
Newport Beach, CA 92660
4 Tel: (949) 706-6464
Fax: (949) 706-6469

5 Attorneys for Plaintiff
6
7

8 **UNITED STATES DISTRICT COURT**
9 **CENTRAL DISTRICT OF CALIFORNIA**
10

11 INEZ VASQUEZ-COSSIO, individually
and on behalf of all others similarly
12 situated,

13 Plaintiff,

14 v.

15 LE TOTE, INC., a Delaware corporation;
and DOES 1 – 10, inclusive,

16 Defendants.
17
18
19
20
21
22
23
24
25
26
27
28

Case No. 5:19-cv-347

CLASS ACTION COMPLAINT FOR:

1. **VIOLATIONS OF CALIFORNIA’S.
AUTOMATIC RENEWAL LAW
(BUSINESS AND PROFESSIONS
CODE §§ 17600-17604); AND**
2. **VIOLATIONS OF CALIFORNIA’S
UNFAIR COMPETITION LAW
(BUSINESS AND PROFESSIONS
CODE §§ 17200-17204)**

1 Plaintiff Inez Vasquez-Cossio (“Plaintiff”), on behalf of herself and all others
2 similarly situated, complains and alleges as follows:

3 INTRODUCTION & OVERVIEW OF CLAIMS

4 1. Plaintiff brings this class action on behalf of herself and a class of others
5 similarly situated consisting of all persons in California who, within the applicable
6 statute of limitations period up to and including the date of judgment in this action,
7 purchased subscriptions for products (such as rental of clothing and related products)
8 from Le Tote, Inc. (“Defendant”). The class of others similarly situated to Plaintiff is
9 referred to herein as “Class Members.” The claims for damages, restitution, injunctive
10 and/or other equitable relief, and reasonable attorneys’ fees and costs arise under
11 California Business and Professions Code (hereinafter “Cal. Bus. & Prof. Code”) §§
12 17602, 17603, 17604) and 17200, et seq., and California Code of Civil Procedure §
13 1021.5. Plaintiff and Class Members are consumers for purposes of Cal. Bus. & Prof.
14 Code §§ 17600-17606.

15 2. During the Class Period, Defendant made automatic renewal or continuous
16 service offers to consumers in California and (a) at the time of making the automatic
17 renewal or continuous service offers, failed to present the automatic renewal offer terms
18 or continuous service offer terms, in a clear and conspicuous manner and in visual
19 proximity to the request for consent to the offer before the subscription or purchasing
20 agreement was fulfilled in violation of Cal. Bus. & Prof. Code § 17602(a)(1); (b)
21 charged Plaintiff’s and Class Members’ credit or debit cards, or third-party account
22 (hereinafter “Payment Method”) without first obtaining Plaintiff’s and Class Members’
23 affirmative consent to the agreement containing the automatic renewal offer terms or
24 continuous service offer terms in violation of Cal. Bus. & Prof. Code § 17602(a)(2); and
25 (c) failed to provide an acknowledgment that includes the automatic renewal or
26 continuous service offer terms, cancellation policy, and information regarding how to
27 cancel in a manner that is capable of being retained by the consumer in violation of Cal.
28 Bus. & Prof. Code §§ 17602(a)(3) and 17602(b). As a result, all goods, wares,

1 merchandise, or products sent to Plaintiff and Class Members under the automatic
2 renewal of continuous service agreements are deemed to be an unconditional gift
3 pursuant to Cal. Bus. & Prof. Code § 17603.

4 3. As a result of the above, Plaintiff, on behalf of herself and Class Members,
5 seeks damages, restitution, declaratory relief, injunctive relief and reasonable attorneys'
6 fees and costs pursuant to Cal. Bus. & Prof. Code, §§ 17603, 17203, and 17204, and
7 Code of Civil Procedure § 1021.5.

8 **JURISDICTION AND VENUE**

9 4. This Court has diversity jurisdiction over this class action pursuant to 28
10 U.S.C. § 1332 as amended by the Class Action Fairness Act of 2005 because the
11 amount in controversy exceeds five million dollars (\$5,000,000.00), exclusive of
12 interest and costs, and is a class action in which some members of the class are citizens
13 of different states than Defendant. *See* 28 U.S.C. § 1332(d)(2)(A).

14 5. This Court also has personal jurisdiction over Defendant because
15 Defendant currently does business in this state.

16 6. Venue is proper in this Court pursuant to 28 U.S.C. § 1391 because
17 Plaintiff is a resident of this District, and because Defendant is subject to personal
18 jurisdiction in this District and a substantial portion of the conduct complained of herein
19 occurred in this District.

20 **PARTIES**

21 7. Plaintiff purchased a subscription plan from Defendant in California
22 during the Class Period. Plaintiff and Class Members are consumers as defined under
23 Cal. Bus. & Prof. Code § 17601(d).

24 8. Plaintiff is informed and believes, and upon such information and belief
25 alleges, that Defendant Le Tote, Inc. is a Delaware corporation with its principal place
26 of business located in San Francisco, California. Defendant operates in California and
27 has done business in California at all times during the Class Period. Also during the
28 Class Period, Defendant made, and continues to make, automatic renewal or continuous

1 service offers to consumers in California. Defendant operates a website which markets
2 rental of clothing and related products.

3 9. The true names and capacities of the Defendants sued herein as DOES 1
4 through 10, inclusive, are currently unknown to Plaintiff, who therefore sues such
5 Defendants by fictitious names. Each of the Defendants designated herein as a DOE is
6 legally responsible for the unlawful acts alleged herein. Plaintiff will seek leave of
7 Court to amend this Complaint to reflect the true names and capacities of the DOE
8 Defendants when such identities become known.

9 10. At all relevant times, each and every Defendant was acting as an agent
10 and/or employee of each of the other Defendants and was acting within the course
11 and/or scope of said agency and/or employment with the full knowledge and consent of
12 each of the Defendants. Each of the acts and/or omissions complained of herein were
13 alleged and made known to, and ratified by, each of the other Defendants (Le Tote, Inc.
14 and DOE Defendants will hereafter collectively be referred to as “Defendant”).

15 **FACTUAL BACKGROUND**

16 **California Business Professions Code §§ 17600-17606**

17 11. On December 1, 2010, sections 17600-17606 of the Cal. Bus. & Prof.
18 Code came into effect. The Legislature’s stated intent for this Article was to end the
19 practice of ongoing charges to consumers’ Payment Methods without consumers’
20 explicit consent for ongoing shipments of a product or ongoing deliveries of service.
21 *See* Cal. Bus. & Prof. Code § 17600.

22 12. Cal. Bus. & Prof. Code § 17602(a) makes it unlawful for any business
23 making an automatic renewal or continuous service offer to a consumer in this state to
24 do any of the following:

- 25 (1) Fail to present the automatic renewal offer terms or continuous
26 service offer terms in a clear and conspicuous manner before the
27 subscription or purchasing agreement is fulfilled and in visual
28 proximity, or in the case of an offer conveyed by voice, in temporal
proximity, to the request for consent to the offer.

1 (2) Charge the consumer's credit or debit card or the consumer's
2 account with a third party for an automatic renewal or continuous
3 service without first obtaining the consumer's affirmative consent to
the agreement containing the automatic renewal offer terms or
continuous service offer terms.

4 (3) Fail to provide an acknowledgment that includes the automatic
5 renewal or continuous service offer terms, cancellation policy, and
6 information regarding how to cancel in a manner that is capable of
7 being retained by the consumer. If the offer includes a free trial, the
8 business shall also disclose in the acknowledgment how to cancel
and allow the consumer to cancel before the consumer pays for the
goods or services.

9 13. Cal. Bus. & Prof. Code § 17601(a) defines the term “Automatic renewal”
10 as a “plan or arrangement in which a paid subscription or purchasing agreement is
11 automatically renewed at the end of a definite term for a subsequent term.”

12 14. Cal. Bus. & Prof. Code § 17601(b) defines the term “Automatic renewal
13 offer terms” as “the following clear and conspicuous disclosures: (1) That the
14 subscription or purchasing agreement will continue until the consumer cancels. (2) The
15 description of the cancelation policy that applies to the offer. (3) The recurring charges
16 that will be charged to the consumer’s credit or debit card or payment account with a
17 third party as part of the automatic renewal plan or arrangement, and that the amount of
18 the charge may change, if that is the case, and the amount to which the charge will
19 change, if known. (4) The length of the automatic renewal term or that the service is
20 continuous, unless the length of the term is chosen by the consumer. (5) The minimum
21 purchase obligation, if any.”

22 15. Pursuant to Cal. Bus. & Prof. Code § 17601(c), “clear and conspicuous” or
23 “clearly and conspicuously” means “in larger type than the surrounding text, or in
24 contrasting type, font, or color to the surrounding text of the same size, or set off from
25 the surrounding text of the same size by symbol ls or other marks, in a manner that
26 clearly calls attention to the language.”

27 16. Section 17602(b) provides: “A business making automatic renewal or
28 continuous service offers shall provide a toll-free telephone number, electronic mail

1 address, a postal address only when the seller directly bills the consumer, or another
2 cost-effective, timely, and easy-to-use mechanism for cancellation that shall be
3 described in the acknowledgment specified in paragraph (3) of subdivision (a).”

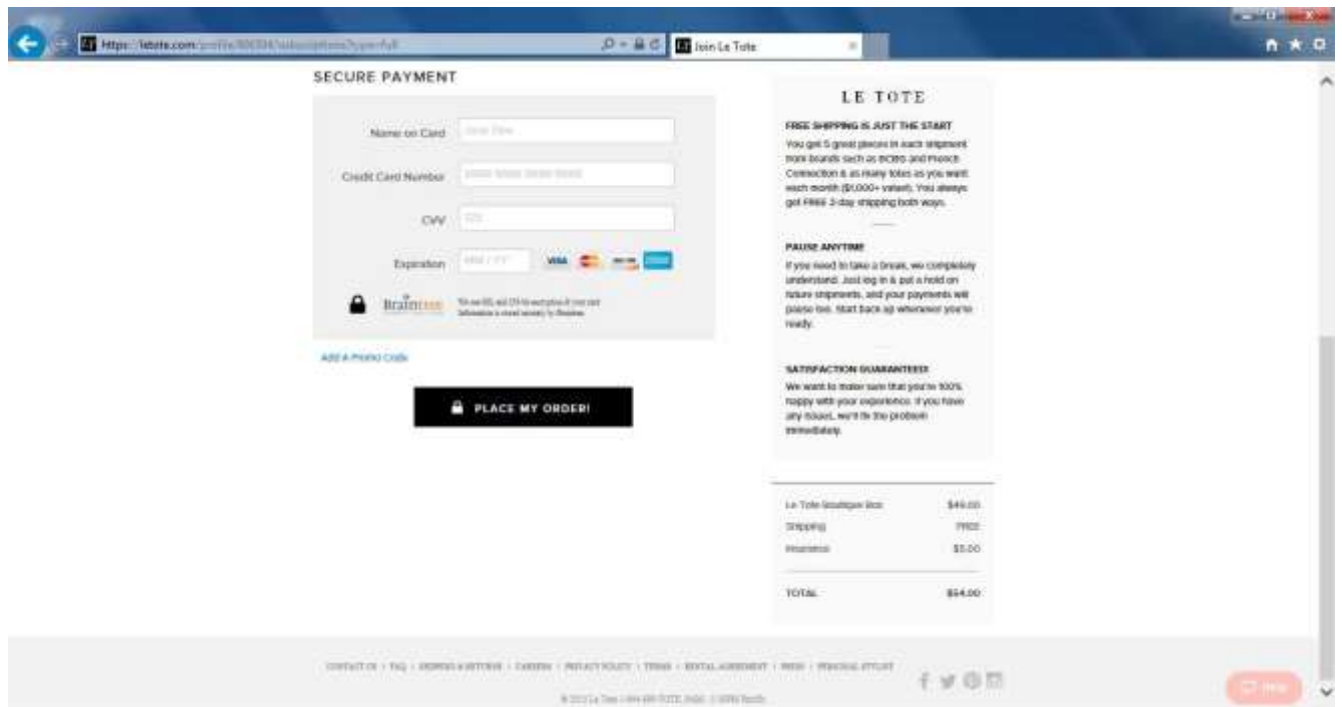
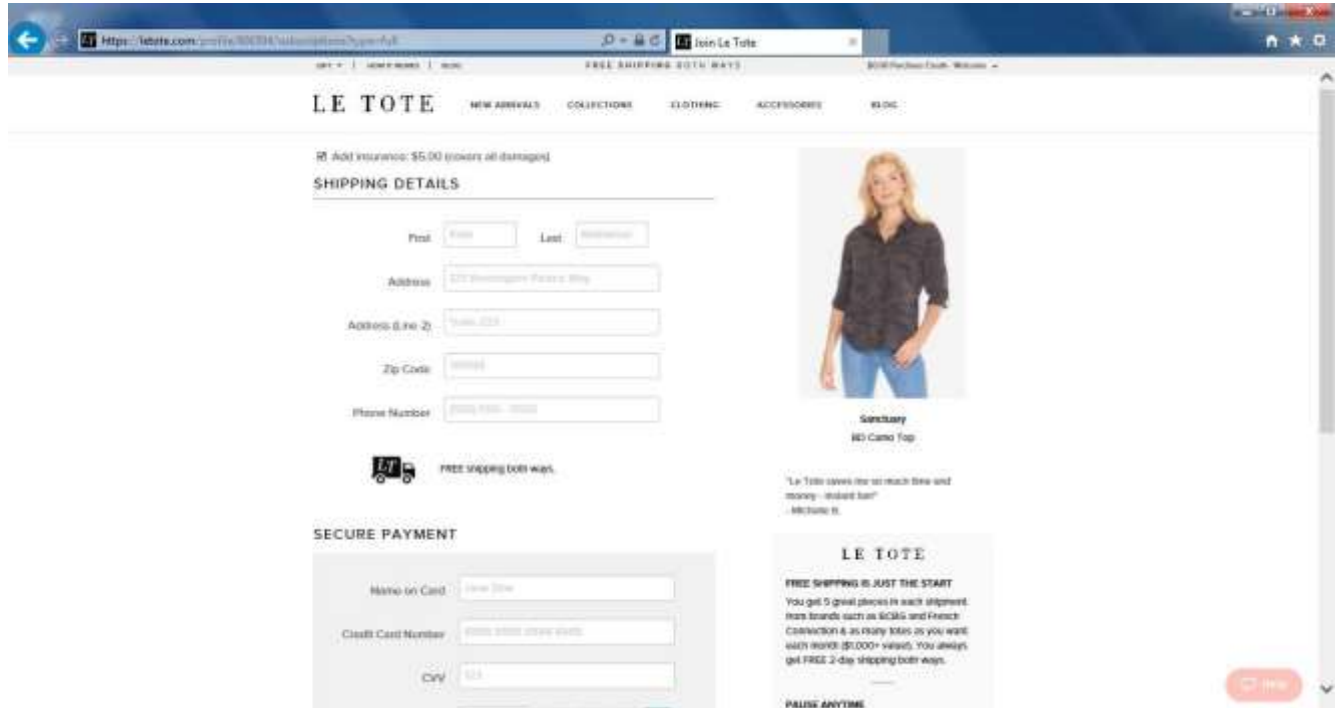
4 17. Section 17603 of Cal. Bus. & Prof. Code provides: “In any case in which a
5 business sends any goods, wares, merchandise, or products to a consumer, under a
6 continuous service agreement or automatic renewal of a purchase, without first
7 obtaining the consumer’s affirmative consent as described in Section 17602, the goods,
8 wares, merchandise, or products shall for all purposes be deemed an unconditional gift
9 to the consumer, who may use or dispose of the same in any manner he or she sees fit
10 without any obligation whatsoever on the consumer’s part to the business, including,
11 but not limited to, bearing the cost of, or responsibility for, shipping any goods, wares,
12 merchandise, or products to the business.”

13 **Defendant’s Business**

14 18. Defendant offers, at its website, found at www.theapollobox.com, various
15 subscriptions for **rental of clothing** and related **products**. Defendant’s product and
16 services plan constitutes an automatic renewal and/or continuous service plan or
17 arrangement for the purposes of Cal. Bus. & Prof. Code § 17601.

18 **Defendant Failed to Present the Automatic Renewal Offer Terms or Continuous** 19 **Service Offer Terms in a Clear and Conspicuous Manner Before the Subscription** 20 **or Purchasing Agreement was Fulfilled and in Visual Proximity to the Request for** 21 **Consent to the Offer in Violation of Cal. Bus. & Prof. Code § 17602(a)(1), (2).**

22 19. During the Class Period, Defendant made an automatic renewal offer for
23 its subscriptions plans to Consumers in the United States, including Plaintiff and Class
24 Members. The pages where a prospective subscriber finalizes a purchase do not note
25 that the subscription will be renewed automatically until canceled in a “clear and
26 conspicuous manner” as required by Section 17602(a)(1). There were statements that
27 that a subscription may be “paused,” but no description or specifications as to
28 Defendant’s cancellation policy.



20. As a result, during the class period, prior to charging Plaintiff and Class Members, Defendant failed to obtain Plaintiff's and Class Members' affirmative consent to the automatic renewal offer terms or continuous service offer terms as required by Cal. Bus. & Prof. Code § 17602(a)(1), (2).

1 21. Because of Defendant's failure to gather affirmative consent to the
2 automatic renewal terms, all goods, wares, merchandise, or products, sent to Plaintiff
3 and Class Members under the automatic renewal or continuous service agreement are
4 deemed to be an unconditional gift pursuant to Cal. Bus. & Prof. Code § 17603, and
5 Plaintiff and Class Members may use or dispose of the same in any manner they see fit
6 without any obligation whatsoever on their part to Defendant, including, but not limited
7 to, bearing the cost of, or responsibility for, shipping any goods, wares, merchandise or
8 products.

9 **Defendant Failed to Provide an Acknowledgment as Required by Cal. Bus. &**
10 **Prof. Code §§ 17602(a)(3) and 17602(b)**

11 22. Furthermore, and in addition to the above, after Plaintiff and Class
12 Members subscribed to one of Defendant's subscription plans, during the Class Period
13 Defendant sent to Plaintiff and Class Members email follow-ups to their purchases, but
14 has failed, and continues to fail, to provide an acknowledgement that includes the
15 automatic renewal or continuous service offer terms, cancellation policy, and
16 information on how to cancel in a manner that is capable of being retained by Plaintiff
17 and Class Members in violation of Cal. Bus. & Prof. Code §§ 17602(a)(3) and
18 17602(b).

19
20
21
22
23
24
25
26
27
28

----- Forwarded message -----
From: **Le Tote** <hi@style.letote.com>
Date: Fri, Mar 31, 2017 at 4:16 PM
Subject: You're in!
To:

LE TOTE

LE TOTE

ACCOUNT

MY CLOSET

TOTES

INVITE FRIENDS

ACCOUNT

MY CLOSET

TOTES

INVITE FRIENDS

Welcome to Le Tote!

How It Works



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

Your first tote will be styled soon, so get ready to look great! We'll send you a message when your tote is ready so you can make changes and confirm the items you want to get.



Borrow and wear everything as long as you want. You'll be billed on **Friday, March 31, 2017** regardless of how long you keep your current tote.



When you're ready for something new, send everything back in the pre-paid envelope. Your next tote will be styled as soon as USPS scans your return label, and we'll send you a message when it's ready for you to customize.



Find something you can't live without? Purchase any item just by keeping it. We'll automatically charge your card once we receive the rest of your returned tote. Remember, always return everything at the same time, and only hold on to what you want to buy.

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

Our Mission

Make fashion fun, accessible, and affordable for women everywhere.
We're building the world's largest closet, because we believe you shouldn't be limited by what's in your wardrobe.



CLASS ACTION ALLEGATIONS

23. Plaintiff brings this action, on behalf of herself and all others similarly situated, as a class action pursuant to Rule 23(a) of the Federal Rules of Civil Procedure. The proposed Class (the “Class”) that Plaintiff seeks to represent is composed of and defined as:

“All persons within California that, within the applicable statute of limitations period up to and including June 30, 2017 (the “Class Period”), purchased any product or service in response to an offer constituting an “Automatic Renewal” as defined by § 17601(a) of the Business and Professions Code, from Le Tote, Inc., its predecessors, or its affiliates, via the website letote.com.”

1 24. Excluded from the Class are governmental entities, Defendant, any entity
2 in which Defendant has a controlling interest, and Defendant's officers, directors,
3 affiliates, legal representatives, employees, co-conspirators, successors, subsidiaries,
4 and assigns, and individuals bound by any prior settlement. Also excluded from the
5 Class is any judge, justice, or judicial officer presiding over this matter.

6 25. This action is brought and may be properly maintained as a class action
7 pursuant to the provisions of Federal Rule of Civil Procedure 23(a)(1)-(4) and 23(b)(1)-
8 (3). This action satisfies the numerosity, typicality, adequacy, predominance and
9 superiority requirements of those provisions.

10 26. [Fed. R. Civ. P. 23(a)(1)] The Class is so numerous that the individual
11 joinder of all of its members is impractical. While the exact number and identities of
12 Class members are unknown to Plaintiff at this time and can only be ascertained
13 through appropriate discovery, Plaintiff is informed and believes the Class includes
14 hundreds of thousands of members. Plaintiff alleges that the Class may be ascertained
15 by the records maintained by Defendant.

16 27. [Fed. R. Civ. P. 23(a)(2)] Common questions of fact and law exist as to all
17 members of the Class that predominate over any questions affecting only individual
18 members of the Class. These common legal and factual questions, which do not vary
19 from class member to class member, and which may be determined without reference to
20 the individual circumstances of any class member, include, but are not limited to, the
21 following:

- 22 i. Whether during the Class Period Defendant failed to present the
23 automatic renewal offer terms, or continuous service offer terms, in
24 a clear and conspicuous manner before the subscription or
25 purchasing agreement was fulfilled and in visual proximity to the
26 request for consent to the offer in violation of Cal. Bus. & Prof.
27 Code § 17602(a)(1);

28

- 1 ii. Whether during the Class Period Defendant charged Plaintiff's and
2 Class Members' Payment Method for an automatic renewal or
3 continuous service without first obtaining the Plaintiff's and Class
4 Members' affirmative consent to the automatic renewal offer terms
5 or continuous service offer terms in violation of Cal. Bus. & Prof.
6 Code § 17602(a)(2);
- 7 iii. Whether during the Class Period Defendant failed to provide an
8 acknowledgement that included the automatic renewal or continuous
9 service offer terms, cancellation policy, and information on how to
10 cancel in a manner that is capable of being retained by Plaintiff and
11 Class Members, in violation of Cal. Bus. & Prof. Code §
12 17602(a)(3);
- 13 iv. Whether during the Class Period Defendant failed to provide an
14 acknowledgment that describes a cost-effective, timely, and easy-to-
15 use mechanism for cancellation in violation of Cal. Bus. & Prof.
16 Code § 17602(b);
- 17 v. Whether Plaintiff and the Class Members are entitled to restitution
18 of money paid in circumstances where the goods and services
19 provided by Defendant are deemed an unconditional gift in
20 accordance with Cal. Bus. & Prof. Code § 17603;
- 21 vi. Whether Plaintiff and Class Members are entitled to restitution in
22 accordance with Cal. Bus. & Prof. Code §§ 17200, 17203;
- 23 vii. Whether Plaintiff and Class Members are entitled to injunctive relief
24 under Cal. Bus. & Prof. Code § 17203;
- 25 viii. Whether Plaintiff and Class Members are entitled to attorneys' fees
26 and costs under California Code of Civil Procedure § 1021.5; and
- 27 ix. The proper formula(s) for calculating the restitution owed to Class
28 Members.

1 28. [Fed. R. Civ. P. 23(a)(3)] Plaintiff's claims are typical of the claims of the
2 members of the Class. Plaintiff and all members of the Class have sustained injury and
3 are facing irreparable harm arising out of Defendant's common course of conduct as
4 complained of herein. The losses of each member of the Class were caused directly by
5 Defendant's wrongful conduct as alleged herein.

6 29. [Fed. R. Civ. P. 23(a)(4)] Plaintiff will fairly and adequately protect the
7 interests of the members of the Class. Plaintiff has retained attorneys experienced in the
8 prosecution of class actions, including complex consumer and mass tort litigation.

9 30. [Fed. R. Civ. P. 23(b)(3)] A class action is superior to other available
10 methods of fair and efficient adjudication of this controversy, since individual litigation
11 of the claims of all Class members is impracticable. Even if every Class member could
12 afford individual litigation, the court system could not. It would be unduly burdensome
13 to the courts in which individual litigation of numerous issues would proceed.
14 Individualized litigation would also present the potential for varying, inconsistent, or
15 contradictory judgments and would magnify the delay and expense to all parties and to
16 the court system resulting from multiple trials of the same complex factual issues. By
17 contrast, the conduct of this action as a class action, with respect to some or all of the
18 issues presented herein, presents fewer management difficulties, conserves the
19 resources of the parties and of the court system, and protects the rights of each Class
20 member.

21 31. [Fed. R. Civ. P. 23(b)(1)(A)] The prosecution of separate actions by
22 thousands of individual Class members would create the risk of inconsistent or varying
23 adjudications with respect to, among other things, the need for and the nature of proper
24 notice, which Defendant must provide to all Class members.

25 32. [Fed. R. Civ. P. 23(b)(1)(B)] The prosecution of separate actions by
26 individual class members would create a risk of adjudications with respect to them that
27 would, as a practical matter, be dispositive of the interests of the other Class members
28

1 not parties to such adjudications or that would substantially impair or impede the ability
2 of such non-party Class members to protect their interests.

3 33. [Fed. R. Civ. P. 23(b)(2)] Defendant has acted or refused to act in respects
4 generally applicable to the Class, thereby making appropriate final injunctive relief with
5 regard to the members of the Class as a whole.

6 **FIRST CAUSE OF ACTION**

7 **FAILURE TO PRESENT AUTOMATIC RENEWAL OFFER TERMS OR**
8 **CONTINUOUS SERVICE OFFER TERMS CLEARLY AND**
9 **CONSPICUOUSLY AND IN VISUAL, PROXIMITY TO THE REQUEST FOR**
10 **CONSENT OFFER (CAL. BUS. & PROF. CODE§ 17602(a)(l))**

11 **(By Plaintiff, on her own behalf and on behalf of the Class, against All Defendants)**

12 34. The foregoing paragraphs are alleged herein and are incorporated herein
13 by reference.

14 35. Cal. Bus. Prof. Code§ 17602(a)(1) provides:

15
16 (a) It shall be unlawful for any business making an automatic renewal or
17 continuous service offer to a consumer in this state to do any of the
following:

18 (l) Fail to present the automatic renewal offer terms or continuous
19 service offer terms in a clear and conspicuous manner before the
20 subscription or purchasing agreement is fulfilled and in visual
proximity, or in the case of an offer conveyed by voice, in temporal
proximity, to the request for consent to the offer.

21 36. Plaintiff and Class Members purchased Defendant's online subscriptions
22 for **rental of clothing** and related **products** for personal, family or household purposes.
23 Defendant failed to present the automatic renewal offer terms, or continuous service
24 offer terms, in a clear and conspicuous manner and in visual proximity to the request
25 for consent to the offer before the subscription or purchasing agreement was fulfilled.

26 37. As a result of Defendant's violations of Cal. Bus. & Prof. Code §
27 §17602(a)(l), Defendant is subject under Cal. Bus. & Prof. Code § 17604 to all civil
28

1 remedies that apply to a violation of Article 9, of Chapter 1, of Part 3, of Division 7 of
2 the Cal. Bus. & Prof. Code.

3 38. Plaintiff, on behalf of herself and Class Members, requests relief as
4 described below.

5 **SECOND CAUSE OF ACTION**

6 **FAILURE TO OBTAIN CONSUMER'S AFFIRMATIVE CONSENT**

7 **BEFORE THE SUBSCRIPTION IS FULFILLED**

8 **(CAL BUS. & PROF. CODE §§ 17602(a)(2) and 17603)**

9 **(By Plaintiff, on her own behalf and on behalf of the Class, against All Defendants)**

10 39. The foregoing paragraphs are alleged herein and are incorporated herein
11 by reference.

12 40. Cal. Bus. & Prof. Code § 17602(a)(2) provides:

13 (a) It shall be unlawful for any business making an automatic renewal or
14 continuous service offer to a consumer in this state to do any of the
15 following:

16 (2) Charge the consumer's credit or debit card or the consumer's
17 account with a third party for an automatic renewal or continuous
18 service without first obtaining the consumer, s affirmative consent to
19 the agreement containing the automatic renewal offer terms or
20 continuous service offer terms.

21 41. Plaintiff and Class Members purchased Defendant's online subscriptions
22 for **rental of clothing** and related **products** for personal, family or household purposes.
23 During the Class Period Defendant charged Plaintiff's and Class Members' Payment
24 Method for an automatic renewal or continuous service without first obtaining
25 Plaintiff's and Class Members affirmative consent to automatic renewal offer terms or
26 continuous service offer terms.

27 42. As a result of Defendant's violations of Cal. Bus. & Prof. Code §
28 17602(a)(2), Defendant is liable to provide restitution to Plaintiff and Class Members
under Cal. Bus. & Prof. Code § 17603.

1 43. Plaintiff, on behalf of herself and Class Members, requests relief as
2 described below.

3 **THIRD CAUSE OF ACTION**

4 **FAILURE TO PROVIDE ACKNOWLEDGMENT WITH**
5 **AUTOMATIC RENEWAL TERMS AND INFORMATION REGARDING**
6 **CANCELLATION POLICY**

7 **(CAL. BUS. & PROF. CODE §§ 17602(a)(3), 17602(b))**

8 **(By Plaintiff, on her own behalf and on behalf of the Class, against All Defendants)**

9 44. The foregoing paragraphs are alleged herein and are incorporated herein
10 by reference.

11 45. Cal. Bus. & Prof. Code§ 17602(a)(3) provides:

12
13 (a) It shall be unlawful for any business making an automatic renewal or
14 continuous service offer to a consumer in this state to do any of the
following:

15 (3) Fail to provide an acknowledgment that includes the
16 automatic renewal or continuous service offer terms,
17 cancellation policy, and information regarding how to cancel in
18 a manner that is capable of being retained by the consumer. If
the offer includes a free trial, the business shall also disclose in
the acknowledgment how to cancel and allow the consumer to
cancel before the consumer pays for the goods or services.

19 46. Cal. Bus. & Prof. Code§ 17602(b) provides:

20
21 “A business making automatic renewal or continuous service
22 offers shall provide a toll-free telephone number, electronic
23 mail address, a postal address only when the seller directly bills
the consumer, or another cost-effective, timely, and easy-to-use
24 mechanism for cancellation that shall be described in the
acknowledgment specified in paragraph (3) of subdivision (a).”

25 47. Plaintiff and Class Members purchased Defendant’s online subscriptions
26 for **rental of clothing** and related **products** for personal, family or household purposes.
27 During the Class Period, Defendant failed to provide an acknowledgement that includes
28 the automatic renewal or continuous service offer terms, cancellation policy, and

1 information on how to cancel in a manner that is capable of being retained by Plaintiff
2 and Class Members.

3 48. As a result of Defendant’s violations of Cal. Bus. & Prof. Code §§
4 17602(a)(3) and 17602(b), Defendant is subject to all civil remedies under Cal. Bus. &
5 Prof. Code § 17604 that apply to a violation of Article 9, of Chapter 1 of Part 3, of
6 Division 7 of the Cal. Bus. & Prof. Code.

7 49. Plaintiff, on behalf of herself and Class Members, requests relief as
8 described below.

9 **FOURTH CAUSE OF ACTION**

10 **VIOLATION OF THE UNFAIR COMPETITION LAW**

11 **(CAL. BUS. & PROF. CODE § 17200 *et. seq.*)**

12 **(By Plaintiff, on her own behalf and on behalf of the Class, against All Defendants)**

13 50. The foregoing paragraphs are alleged herein and are incorporated herein
14 by reference.

15 51. Cal. Bus. & Prof. Code § 17200, *et seq.* (the “UCL”) prohibits unfair
16 competition in the form of any unlawful or unfair business act or practice. Cal. Bus. &
17 Prof. Code § 17204 allows “a person who has suffered injury in fact and has lost money
18 or property” to prosecute a civil action for violation of the UCL. Such a person may
19 bring such an action on behalf of himself or herself and others similarly situated who
20 are affected by the unlawful and/or unfair business practice or act.

21 52. Since December 1, 2010, and continuing during the Class Period,
22 Defendant has committed unlawful and/or unfair business acts or practices as defined
23 by the UCL, by violating Cal. Bus. & Prof. Code §§ 17602(a)(1), 17602(a)(2),
24 17602(a)(3) and 17602(b). The public policy which is a predicate to a UCL action
25 under the unfair prong of the UCL is tethered to a specific statutory provision. *See* Cal.
26 Bus. & Prof. Code §§ 17600, 17602. In addition, besides offending an established
27 public policy, Defendant’s act or practice is immoral, unethical, oppressive,
28 unscrupulous or substantially injurious to consumers. Further, the utility of

1 Defendant's conduct is outweighed by the gravity of the harm to Plaintiff and Class
2 Members.

3 53 Plaintiff has standing to pursue this claim because she suffered injury in
4 fact and has lost money or property as a result of Defendant's actions as set forth
5 herein. During the Class Period Plaintiff purchased Defendant's online subscription for
6 **rental of clothing** and related **products** for personal, family, or household purposes.

7 54. As a direct and proximate result of Defendant's unlawful and/or unfair
8 business acts or practices described herein, Defendant has received, and continues to
9 hold, unlawfully obtained property and money belonging to Plaintiff and Class
10 Members in the form of payments made for subscription agreements by Plaintiff and
11 Class Members. Defendant has profited from its unlawful and/or unfair business acts or
12 practices in the amount of those business expenses and interest accrued thereon.

13 55. Plaintiff and similarly-situated Class Members are entitled to restitution
14 pursuant to Cal. Bus. & Prof. Code § 17203 for all monies paid by Class Members
15 under the subscription agreements from December 1, 2010, to the date of such
16 restitution at rates specified by law. Defendant should be required to disgorge all the
17 profits and gains it has reaped and restore such profits and gains to Plaintiff and Class
18 Members, from whom they were unlawfully taken.

19 56. Plaintiff and similarly situated Class Members are entitled to enforce all
20 applicable penalty provisions pursuant to Cal. Bus. & Prof. Code § 17202, and to obtain
21 injunctive relief pursuant to Cal. Bus. & Prof. Code § 17203.

22 57. Plaintiff has assumed the responsibility of enforcement of the laws and
23 public policies specified herein by suing on behalf of herself and other similarly-
24 situated Class Members. Plaintiff's success in this action will enforce important rights
25 affecting the public interest. Plaintiff will incur a financial burden in pursuing this
26 action in the public interest. An award of reasonable attorneys' fees to Plaintiff is thus
27 appropriate pursuant to California Code of Civil Procedure § 1021.5.

28

1 58. Plaintiff, on behalf of herself and Class Members, request relief as
2 described below.

3 **PRAYER FOR RELIEF**

4 WHEREFORE, Plaintiff requests the following relief:

5 A. That the Court determine that this action may be maintained as a class
6 action, and define the Class as requested herein;

7 B. That the Court find and declare that Defendant has violated Cal. Bus. &
8 Prof. Code § 17602(a)(1) by failing during the Class Period to present the automatic
9 renewal offer terms, or continuous service offer terms, in a clear and conspicuous
10 manner and the visual proximity to the request for consent to the offer before the
11 subscription or purchasing agreement was fulfilled;

12 C. That the Court find and declare that Defendant violated Cal. Bus. & Prof.
13 Code § 17602(a)(2) during the Class Period by charging Plaintiff's and Class Members'
14 Payment Method without first obtaining their affirmative consent to the automatic
15 renewal offer terms or continuous service terms;

16 D. That the Court find and declare that Defendant violated Cal. Bus. & Prof.
17 Code § 17602(a)(3) during the Class Period by failing to provide an acknowledgement
18 that includes the automatic renewal or continuous service offer terms, cancellation
19 policy and information on how to cancel in a manner that is capable of being retained
20 by Plaintiff and Class Members;

21 E. That the Court find and declare that Defendant violated Cal. Bus. & Prof.
22 Code § 17602(b) during the Class Period by failing to provide an acknowledgment that
23 describes a toll-free telephone number, electronic mail address, a postal address only
24 when the seller directly bills the consumer, or another cost-effective, timely, and easy-
25 to-use mechanism for cancellation;

26 F. That the Court find and declare that Defendant has violated the UCL and
27 committed unfair and unlawful business practices by violating Cal. Bus. & Prof. Code §
28 17602;

1 G. That the Court award to Plaintiff and Class Members damages and full
2 restitution due to Defendant's UCL violations, pursuant to Cal. Bus. & Prof. Code §§
3 17200-17205 in the amount of their subscription agreement payments;

4 H. That the Court find that Plaintiff and Class Members are entitled to
5 injunctive relief pursuant to Cal. Bus. & Prof. Code § 17203;

6 I. That Plaintiff and the Class be awarded reasonable attorneys' fees and
7 costs pursuant to California Code of Civil Procedure § 1021.5, and/or other applicable
8 law; and

9 J. That the Court award such other and further relief as this Court may deem
10 appropriate.

11
12 Dated: February 22, 2019

PACIFIC TRIAL ATTORNEYS, APC

13
14 By: /s/ Scott J. Ferrell

15 Scott. J. Ferrell
16 Attorneys for Plaintiff
17
18
19
20
21
22
23
24
25
26
27
28

CERTIFICATE OF SERVICE

1 I hereby certify that on February 22, 2019, I electronically filed the foregoing
2 **CLASS ACTION COMPLAINT** with the Clerk of the Court using the CM/ECF
3 system that will send notification of such filing via electronic mail to all counsel of
4 record.
5

6 */s/ Scott J. Ferrell*
7 Scott. J. Ferrell
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28