C	ase 8:19-cv-01153 Document 1 Filed 06/1	.0/19 Page 1 of 41 Page ID #:1	
1 2 3 4 5 6 7	CARROLL, KELLY, TROTTER, FRANZEN, M MICHAEL TROTTER (SBN 139034) mitrotter@cktfmlaw.com DAVID P. PRUETT (SBN 155849) dppruett@cktfmlaw.com 111 West Ocean Boulevard, 14th Floor Post Office Box 22636 Long Beach, California 90801-5636 Telephone No. (562) 432-5855 / Facsimile No. (562 Attorneys for Plaintiff, LINDA HALL, individual on behalf of all others similarly situated	2) 432-8785	
8	UNITED STATES	DISTRICT COURT	
9	CENTRAL DISTRIC	CT OF CALIFORNIA	
10			
11	LINDA HALL, individually and on behalf of all others similarly situated,	CASE NO.: 8:19-CIV-1153	
12	Plaintiff,	CLASS ACTIONCOMPLAINT FOR:	
13	VS.	1. VIOLATIONS OF CLAIFORNIA'S UNFAIR COMPETITION LAW	
14 15	TIME, INC., a Delaware corporation; MEREDITH CORP., an Iowa corporation; and	(BUSINESS AND PROFESSIONS CODE §§ 17200-17204);	
16	DOES 1-100, inclusive	2. VIOLATIONS OF CALIFORNIA	
17	Defendants.	PENAL CODE § 496 (THEFT);	
18		3 CONVERSION	
19		ASSIGNED FOR ALL PURPOSES TO JUDGE:	
20		DEPARTMENT:	
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22		n behalf of herself and all others similarly	
23	situated, alleges:		
24		VERVIEW OF CLAIMS	
25		ction on behalf of herself and a class of	
26		Ill persons in California who, within the	
27		chased magazine subscriptions sold or	
28	marketed by Defendants and were aut	omatically enrolled for future magazine	
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subscriptions without their consent ("Class Members"). Plaintiff alleges claims for
(1) violations of California's Unfair Competition Law, California Business and
Professions Code section 17200, et seq. ("UCL"), based on Defendants' violation
of California's Automatic Renewal Law, California Business and Professions Code
section 17600, et seq. ("ARL"), (2) violations of California Penal Code section
496, and (3) conversion.

7 2. During the Class Period, Defendants made automatic renewal or
8 continuous service offers to consumers in California and in doing so, violated the
9 ARL as follows:

- (1). At the time of making the automatic renewal or continuous service
   offers, Defendants failed to present the automatic renewal offer terms
   or continuous service offer terms in visual proximity to the request
   for consent to the offer before the subscription or purchasing
   agreement was fulfilled in violation of section 17602(a)(l);
- (2). charging Plaintiffs and Class Members' credit or debit cards, or thirdparty accounts without first obtaining their affirmative consent to the
  agreement containing the automatic renewal offer terms or continuous
  service offer terms in violation of section 17602(a)(2);
- (3). failing to provide an acknowledgment that included the automatic
  renewal or continuous service offer terms, cancellation policy, and
  information explaining how to cancel in a manner that is capable of
  being retained by the consumer in violation of section 17602(a)(3);
  and
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(4). failing to provide online purchasers with the ability to terminate the purchases online.

3. Based upon Defendants' violations of the ARL, all magazines sent to
Plaintiff and Class Members under the automatic renewal or continuous service
agreements are deemed to be an unconditional gift without any obligation

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whatsoever on the part of Plaintiff and Class Members pursuant to section 17603
 of the ARL.

4. Based upon Defendants' violations of the ARL Plaintiff, on behalf of
herself and Class Members, seek damages, restitution, restitutionary disgorgement,
injunctive relief, equitable relief, treble damages, punitive damages and reasonable
attorneys' fees and costs.

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# JURISDICTION AND VENUE

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

13 6. This Court has personal jurisdiction over Defendants because
14 Defendants currently do business in this state.

7. Venue is proper in this Court pursuant to 28 U.S.C. § 1391 because
Defendants are subject to personal jurisdiction in this District.

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# **PARTIES**

18 8. Plaintiff is an individual who currently resides in the County of
19 Orange, State of California

9. Defendant Meredith Corporation ("Meredith") is, according to its
website, <u>https://www.meredith.com</u>, the largest magazine company in the world.
Meredith is an Iowa corporation with its headquarters in Des Moines, Iowa.
Meredith publishes, markets and sells magazines and magazine subscriptions in the
United States and California.

10. Defendant Time, Inc. ("Time") is a Delaware corporation with its
principal executive office and headquarters in New York and its principal office in
the State of California located in Los Angeles, California. Time is a subsidiary of
Meredith Corporation. Time publishes, markets and sells magazine subscriptions in
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1 the United States and California.

11. The true names and capacities of the Defendants sued herein as DOES
1 through 100, inclusive, are currently unknown to Plaintiff, who therefore sues
such Defendants by fictitious names. Each of the Defendants designated herein as a
DOE is legally responsible for the unlawful acts alleged herein. Plaintiff will seek
leave of Court to amend this Complaint to reflect the true names and capacities of
the DOE Defendants when such identities become known.

8 12. At all relevant times, each and every Defendant was acting as an 9 agent, co-venturer, co-conspirator, partner or facilitator of the other Defendants 10 and was acting within the course and/or scope of said relationship with the 11 knowledge or consent of each of the Defendants. The acts and/or omissions herein 12 alleged were known to, or ratified by, each of the other Defendants.

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# **CALIFORNIA'S AUTOMATIC RENEWAL LAW**

14 13. The ARL became operative on December 1, 2010. The Legislature
15 stated intent for enacting the ARL was to "end the practice of ongoing charges to
16 consumers' credit or debit cards or third-party payment accounts without the
17 consumers' explicit consent for ongoing shipments of a product or ongoing
18 deliveries of service." (ARL § 17600.)

19 14. Section 17602(a) of the ARL makes it unlawful for any business
20 making an automatic renewal or continuous service offer to a consumer in this
21 state to do any of the following:

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(1) Fail to present the automatic renewal offer terms or continuous service offer terms in a clear and conspicuous manner before the subscription or purchasing agreement is fulfilled and in visual proximity, to the request for consent to the offer.

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

agreement containing the automatic renewal offer terms or continuous service offer terms.

(3) Fail to provide an acknowledgment that includes the automatic renewal or continuous service offer terms, cancellation policy, and information regarding how to cancel in a manner that is capable of being retained by the consumer.

7 15. Section 17601(a) defines the term "Automatic renewal" as a "plan or
8 arrangement in which a paid subscription or purchasing agreement is automatically
9 renewed at the end of definite term for a subsequent term."

Pursuant to section 17603: "In any case in which a business sends any 10 16. goods, wares, merchandise, or products to a consumer, under a continuous service 11 agreement or automatic renewal of a purchase, without first obtaining the 12 consumer's affirmative consent as described in Section 17602, the goods, wares, 13 merchandise, or products shall for all purposes be deemed an unconditional gift to 14 15 the consumer, who may use or dispose of the same in any manner he or she sees fit without any obligation whatsoever on the consumer's part to the business, 16 including. But not limited to, bearing the cost of, or responsibility for, shipping 17 any goods, wares, merchandise, or products to the business." 18

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# FACTUAL BACKGROUND

20 17. On or about 2017, Plaintiff received an Instagram offering Plaintiff a
21 subscription to People Magazine. The offer stated in part:

- "People Magazine Subscription
- www.magazinestore
- 24 magazine store"

(Exh. A [Exh. B is an enlargement of Exh. A and includes color contrasts
not visible on Exh. A.].)

27 18. Time publishes People Magazine and the "magazine store" is operated28 and controlled by Meredith.

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19. 1 The subscription offer to Plaintiff included a "checkout now" prompt and immediately above the "checkout now" prompt, the screen stated, "All 2 magazine subscriptions will automatically renew annually." There is no 3 information on the screen pertaining to the acceptance or rejection of the automatic 4 5 renewal and there is no prompt or feature on the screen which operates to obtain 6 the subscriber's affirmative consent to automatic renewals. (Exh. A p. 1; Exh. B p. 2.) 7

8 20. If the "checkout now" prompt is selected, a second screen is activated
9 which requires the potential subscriber to provide sales information including
10 "YOUR ORDER INFORMATION" and "SELECT PAYMENT METHOD."
11 (Exh. A pp. 2-3; Exh. B pp. 3-4.)

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21. Near the end of the second screen on a yellow background, the screen states:

"Automatic Renewal Notice. After your initial term your magazine
subscription will automatically renew annually until you tell us to stop. You
will receive a reminder of the renewal approximately 30 days in advance.
Your credit card or method of payment will be charged at the time of
purchase and before the start of each new annual term at the rate stated in the
notice. You can contact customer service or cancel at any time."

20 || (Exh. A p. 4; Exh. B p. 5.)

21 22. There is no information on the second screen pertaining to the
22 acceptance or rejection of the automatic renewal and there is no prompt or feature
23 on the second screen which operates to obtain the subscriber's affirmative consent
24 to automatic renewals.

25 23. At the end of the second screen and below the automatic renewal
26 notice, the subscriber is provided with a prompt to "REVIEW YOUR ORDER"
27 and below that a prompt to "submit order." (Exh. A p. 4; Exh. B pp. 5-6.)

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Plaintiff submitted her order for People Magazine and her account 1 24. was debited for her initial subscription. 2 In or about September of 2018, near the end of Plaintiff's initial 3 25. subscription, Plaintiff received a postcard from the Defendants. On the front side 4 of the postcard in bold or capitalized print and contrasting colors, the postcard 5 stated: 6 "Here's something to remember about your PEOPLE magazine service. 7 Less time at the newsstand means more time enjoying your favorite 8 9 magazine. Subscriber information on reverse. GET HUGE SAVINGS off the newsstand!" 10 (Exh. C p. 1.) 11 The "subscriber information" on the reverse side of the postcard 26. 12 stated: 13 "Important Advance Notice For Subscribers. 14 "We guarantee a hassle-free subscription. You'll never miss an issue. 15 No renewal notices and no telemarketing calls. We do the work for 16 you by automatically extending your subscription each year for as 17 long as you want your selections. 18 19 "Your service includes convenient home delivery and huge savings 20 off the newsstand price. 21 22 "We will send you a notice every year about your next subscription 23 period and rates. We will send a notice that spells out: your low rate, 24 your number of issues and when your account will be charged. If you 25 don't wish to continue, you can simply cancel before your new term 26 begins. 27 /// 28 E:\100\2536-04\PLD\COMPLAINT.Docx

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"We guarantee you outstanding savings. As a Valued Subscriber, enjoy substantial savings off the cover price.

"Thank you for being a valued customer. We hope you have been enjoying your magazine service, as your complete satisfaction is our ultimate goal.

"For your convenience, we will continue to ensure that you don't receive extra unwanted mail - the multiple renewal notices that normally come with a subscription.

"Your PEOPLE subscription will continue for the next term of issues using the account number you agreed to be billed. You will be billed or charged \$67.50 for a total of 54 issues, which will run from 12/10/18-11/26/19. If you wish to discontinue, call 1-800-541-9000 by 10/2/18 and no charge will appear. Cancel any time after you have been charged and receive a refund of unserved issues based on your total term of service. As long as you are satisfied, your subscription will continue through our open-ended, customer-friendly subscription method - automatic renewal. Of course, we will always send you a courtesy reminder before the start of a new term. Remember, you can always look for the expiration date of your current term on your magazine label.

We hope you enjoy PEOPLE and look forward to serving you in the future. Please keep this notice as a reminder for upcoming charges."

27 || (Exh. C p. 2.)

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27. On October 14, 2018, Time debited Plaintiff's account in the amount
 of\$67.50. The point of sale on Plaintiff's bank account statement states:
 "TME\*PEOPLE MAGAZINE" (spelling original) 800-541-9000 NY."

# **DEFENDANTS' AUTOMATIC RENEWAL PROGRAM**

5 28. The automatic renewal program implemented by Defendants is a 6 computerized program which operates uniformly in violation of California's automatic renewal law which requires Defendants to (1) request the purchaser's 7 8 consent to an automatic renewal and (2) to obtain the purchaser's affirmative 9 consent to an automatic renewal or continuous service offer. The Defendants' uniform computer program does neither, as illustrated by the following allegations: 10 (1).Plaintiff's initial subscription was solicited through an Instagram on 11 Plaintiffs iPhone. Exhibit A represents the actual size of Plaintiff's 12 iPhone and Defendants' offer. Exhibit B is an enlargement of Exhibit 13 A with color contrasts that are not visible on Exhibit A. On the first 14 15 page of Exhibit A (Exh. B p. 2), the purchaser is told that "All magazine subscriptions will automatically renew annually." There is 16 no request for consent to the automatic renewal as required by section 17 1 7602(a)(1) and the automatic renewal does not require the 18 purchaser's affirmative consent as required by section 17602(a)(2). 19 The only prompt is the "checkoutnow" prompt which, if selected, 20 takes the consumer to a second screen. 21 22

(2). The second screen also includes an automatic renewal on a yellow background which states:

24 "Automatic Renewal Notice. After your initial term your magazine
25 subscription will automatically renew annually until you tell us to
26 stop. You will receive a reminder of the renewal approximately 30
27 days in advance. Your credit card or method of payment will be
28 charged at the time of purchase and before the start of each new

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annual term at the rate stated in the notice. You can contact customer service or cancel at any time."

There is no request for consent to the automatic renewal on the second screen as required by section 17602(a)(l) and the automatic renewal notice does not include a feature whereby the Defendants obtain the consumer's affirmative consent as required by section 17602(a)(2).

- (3). After the automatic renewal notice on the second screen, the solicitation contains a "submit order" prompt which, if selected, completes the consumer's order and implements the automatic renewal. Below the submit order prompt, the program also tells the consumer "[w]elcometo the Magazine.store".
- The "Magazine.store" is not a business entity. It is a name, (4).12 designation and websitedomain created by Meredith to market and 13 sell magazine subscriptions and to enroll consumers in automatic 14 15 renewal programs in violation of California's automatic renewal law pursuant to a uniform and systematic computerized program designed, 16 implemented and controlled by Meredith which enrolls consumers in 17 automatic renewal programs without requesting their consent and 18 19 without obtaining their affirmative consent in violation of sections 17602(a)(1) and 17602(a)(2) of the ARL and thereafter debiting or 20 charging their bank, credit or third-party accounts in violation of 21 section 17603. Defendants have implemented and maintained these 22 practices on a uniform and ongoing basis. 23
- (5). A Google search for magazines published by Time or Meredith link to
  the Magazine.store and a Google search for Time or Meredith
  contains links to magazines and those links connect the user to the
  Magazine.store. Irrespective of the links used, the computerized
  program implemented by Defendants includes an automatic renewal

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1		for every magazine published by Defendants without requesting the
2		consumer's consent and without obtaining the consumer's affirmative
3		consent. (An example of the automatic renewals implemented by
4		Meredith as viewed on a computer screen is attached as Exhibit D.)
5		With respect to the ARL, all subscription solicitations violate sections
6		17601(a)(l) and 17601(a)(2) because they do not request the
7		consumer's consent and obtain the consumer's affirmative consent.
8	29.	The Defendants' automatic renewal of Plaintiff's subscription was
9	unlawful, ir	ncluding the following violations of the ARL:
10	(1).	Defendants failed to "present the automatic renewal offer in visual
11		proximity to the request for consent to the offer" as required by
12		section 17602(a)(l) because Defendants did not request Plaintiff's
13		consent to the offer;
14	(2).	Defendants failed to obtain Plaintiff's affirmative consent to the
15		automatic renewal in violation of section 17602(a)(2);
16	(3).	Defendants unlawfully debited Plaintiff's account because
17		Defendants' violations of sections 17602(a)(l) and (a)(2) resulted in
18		an "unconditional gift" of future publications to Plaintiff without "any
19		obligation whatsoever" on her part pursuant to section 17603;
20	(4).	Defendants' postcard to Plaintiff violated § 17602(a)(3) because
21		Plaintiff did not affirmatively consent to an automatic renewal and
22		Defendants could not send Plaintiff an acknowledgement of an
23		obligation which did not exist; and
24	(5).	Defendants' acknowledgement failed to provide Plaintiff with the
25		ability to cancel the automatic renewal online.
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		CLASS ACTION COMPLAINT

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# **CLASS ACTION ALLEGATIONS**

30. 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 who, within the applicable statute of limitations period, purchased a subscription to any magazine published, marketed or sold by Defendants which included an "Automatic Renewal" as defined by§ 17601(a)."

31. Excluded from the Class are governmental entities, Defendants, any
entity in which Defendants have a controlling interest, and Defendant's officers,
directors, affiliates, legal representatives, employees, co-conspirators, successors,
subsidiaries, assigns, individuals bound by any prior settlement, and any judge,
justice, or judicial officer presiding over this matter.

32. This action is brought as a class action pursuant to the provisions of
Federal Rule of Civil Procedure 23(a)(1)-(4) and 23(b)(1)-(3). This action satisfies
the numerosity, typicality, adequacy, predominance and superiority requirements
of those provisions.

33. The Class is so numerous that the individual joinder of all of its
members is impractical. While the exact number and identities of Class members
are unknown to Plaintiff at this time, Plaintiff is informed and believes the Class
includes hundreds of thousands of members. Plaintiff alleges that the Class may
be ascertained by the records maintained by Defendants. (Fed. 2 R. Civ. P.
23(a)(l))

34. Common questions of fact and law exist as to all members of the
Class that predominate over any questions affecting only individual members of
the Class. These common legal and factual questions, which do not vary from

class member to class member, and which may be determined without reference to
 the individual circumstances of any class member, include, but are not limited to,
 the following:

i. Whether during the Class Period Defendants failed to present the
automatic renewal offer terms, or continuous service offer terms, in a clear and
conspicuous manner before the subscription was purchased and in visual proximity
to the request for consent to the offer in violation of Cal. Bus. & Prof Code§
17602(a)(l);

9 ii. Whether during the Class Period Defendants enrolled Plaintiff and
10 Class Members in an automatic renewal or continuous service program without
11 first obtaining their affirmative consent to the automatic renewal offer terms or
12 continuous service offer terms in violation of Cal. Bus. & Prof. Code §17602(a)(2);

iii. Whether during the Class Period Defendants failed to provide an
acknowledgement that included the automatic renewal or continuous service offer
terms, cancellation policy, and information on how to cancel in a manner that is
capable of being retained by Plaintiff and Class Members, in violation of Cal. Bus.
& Prof. Code § 17602(a)(3);

iv. Whether Plaintiff and the Class Members are entitled to restitution or
disgorgement of money paid in accordance with the unconditional gift provision in
section 17603;

v. Whether Plaintiff and Class Members are entitled to restitution
pursuant to the UCL;

vi. Whether Plaintiff and Class Members are entitled to injunctive relief
under the UCL;

vii. Whether Plaintiff and Class Members are entitled to attorneys' fees
and costs; and

viii. Whether Plaintiff and Class Members are entitled to punitive
damages. (Fed. R. Civ. P. 23(a)(2))

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- 35. Plaintiff's claims are typical of the claims of the members of the
   Class. Plaintiff and all members of the Class have sustained injury arising out of
   Defendants' common course of conduct. (Fed. R Civ. P. 23(a)(3).)
- 36. Plaintiff will fairly and adequately protect the interests of the
  members of the Class. Plaintiff has retained attorneys experienced in the
  prosecution of class actions. (Fed. R. Civ. P. 23(a)(4).)

7 37. A class action is superior to other available methods of fair and
8 efficient adjudication of this controversy, since individual litigation of the claims
9 of all Class members is impracticable and unduly burdensome. Individualized
10 litigation would also present the possibility of varying, inconsistent, or
11 contradictory judgments and would delay and increase the expense to all parties
12 and to the court system resulting from multiple trials of the same factual issues.
13 (Fed. R. Civ. P. 23(b)(3).)

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

39. The prosecution of separate actions by individual class members
would create a risk of adjudications with respect to them that would, as a practical
matter, be dispositive of the interests of the other Class members not parties to
such adjudications or that would substantially impair or impede the ability of such
non-party Class members to protect their interests. (Fed. R. Civ. P. 23(b)(l)(B).)

40. Defendants have acted or refused to act in respects generally
applicable to the Class, thereby making appropriate final injunctive relief with
regard to the members of the Class as a whole. (Fed. R. Civ. P. 23(b)(2))

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	CLASS ACTION COMPLAINT	

# **FIRST CAUSE OF ACTION** VIOLATION OF THE UNFAIR COMPETITION LAW (UNLAWFUL OR UNFAIR BUSINESS PRACTICES)

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

Paragraphs 1-40 are alleged and incorporated herein by reference. 41.

42. During the Class Period, Defendants committed unlawful and/or 7 unfair business acts or practices by violating sections 17602(a)(1), 17602(a)(2) and 8 17602(a)(3) of the ARL. 9

Plaintiff has standing to pursue this claim because she suffered injury 43. 10 in fact and has lost money or property as a result of Defendants' action. As alleged 11 herein, when Defendants violated the ARL, future magazines shipped to Plaintiff 12 pursuant to the automatic renewal were "deemed an unconditional gift" to Plaintiff 13 by Defendants and Plaintiff was entitled to receive the magazines from Defendants 14 "without any obligation whatsoever" pursuant to section 17604 of the ARL. 15 Defendants violated section 17604 and Plaintiff lost money as a result of 16 Defendants' unlawful or unfair conduct when Defendants debited Plaintiffs 17 18 account.

19 44. As a direct and proximate result of Defendants' unlawful and/or unfair business acts or practices described herein. Defendants have received, and continue 20to hold, unlawfully obtained money belonging to Plaintiff and Class Members in 21 the form of payments made for subscriptions which were automatically renewed. 22

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45. Plaintiff and similarly-situated Class Members are entitled to restitution and disgorgement of all monies paid by Class Members under the 24 automatic renewals during the Class period. 25

46. Plaintiff and Class Members are entitled to injunctive relief enjoining 26 Defendants from violating the ARL. 27

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	CLASS ACTION COMPLAINT	

1	1 47. Plaintiff has assume	d the responsibility of enforcement of the laws
2	2 and public policies specified he	rein by suing on behalf of herself and Class
3	3 Members. Plaintiff's success in th	his action will enforce important rights affecting
4	4 the public interest and an award of	Freasonable attorneys' fees is requested.
5	5 48. Plaintiff, on behalf of	f herself and Class Members, requests relief as
6	6 described in the Prayer for Relief.	
7	7	ND CAUSE OF ACTION
8	8 VIOLATION OF THE C	CALIFORNIA PENAL CODE SECTION 496
9	9 (THEFT BY FALSE AN	D FRAUDULENT REPRESENTATION(S)
10	0	R PRETENSE)
11	1 (By Plaintiff, on her own	behalf and on behalf of the Class, against All
12	2	Defendants)
13	3 49. Paragraphs 1-48 are a	lleged and incorporated herein by reference.
14	4 50. Penal Code section 4	96 states in part:
15	5 "(a) Every person w	ho receives any property that has
16	6 been obtained in any	manner constituting theft knowing the
17	7 property to be so	. obtained, or who withholds, or aids in.
18	8 withholding any prop	erty from the owner, knowing the property
19	9 to be so obtained,	shall be punished [description of criminal
20	0 punishments].	
21	1 "(c) Any person w	ho has been injured by a violation of
22	2 subdivision may b	ring an action for three times the amount
23	3 of actual damages	. costs of suit, and reasonable attorney's
24	4 fees."	
25	5 51. Theft, as described in	penal code section 484, subdivision (a) includes
26	6 the following:	
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28	8 ///	
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	CLAS	S ACTION COMPLAINT

"Every person ... who shall knowingly and designedly, by any false or fraudulent representation or pretense, defraud any other person of money ... is guilty of theft."

52. Plaintiff alleges that her property and the property of class members was obtained by Defendants in a manner constituting theft or was withheld from Plaintiff and the class members by Defendants with the knowledge that the property had been obtained in a manner constituting theft.

8 53. Defendants created, implemented and/or participated in a systematic
9 and uniform scheme to obtain money by unlawful means through a series of
10 unlawful acts based upon false representations or pretenses based upon the
11 following allegations in their entirety or in part:

 Defendants unlawfully enrolled consumers in their automatic renewal program without requesting their consent or obtaining their affirmative consent in violation of section 17602 of the ARL;

(2) In furtherance of their violation of section 17602 of the ARL,
Defendants created and implemented the false pretense to consumers
that consumers were obligated to pay for all magazines shipped prior
to cancellation contrary to section 17603 of the ARL which provides
that all merchandise sold pursuant to an unlawful automatic renewal
"shall for all purposes be deemed an unconditional gift to the
consumer." (Italics added.);

(3) In furtherance of their violation of section 17602 of the ARL and in
furtherance of and as part of their scheme to unlawfully enroll
consumers in their automatic renewal program and to obtain money
from consumers, Defendants debited or charged consumer accounts
on the false pretense that consumers were validly enrolled in the
Defendants' automatic renewal program and the consumer's
enrollment in the automatic renewal program legally allowed

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Defendants to debit or charge their accounts;

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- (4) In furtherance of their violation of sections 17602 and 17603 of the ARL, Defendants refused to return money to consumers for merchandise shipped prior to cancellation based on the false pretense that consumers were legally obligated to pay for merchandise shipped by Defendants prior to cancellation.
- (5) Defendants' collection of money from consumers for merchandise 7 shipped prior to the consumer's request for cancellation was a 8 systematic practice applied uniformly to all consumers and was based 9 upon the Defendants' uniform and false pretense to all consumers that 10 Defendants were entitled to keep the money debited for magazines 11 shipped prior to cancellation, even though Defendants knew that upon 12 cancellation, all consumers were entitled to a complete refund of all 13 monies pursuant to the ARL. 14
- (6) Those consumers who requested cancellation and were not given a
  full refund are an identifiable sub-class which satisfies the numerosity,
  typicality, adequacy, predominance and superiority requirements of
  the Federal Rules of Civil Procedure.

19 54. As a result of Defendants' unlawful conduct, Plaintiff and class
20 members who did not cancel their subscriptions prior to Defendants' shipment of
21 merchandise were damaged by their loss of money obtained or withheld by
22 Defendants in furtherance of a scheme and artifice to obtain and withhold money
23 based upon false representations and pretenses.

24	THIRD CAUSE OF ACTION
25	CONVERSION
26	(By Plaintiff, on her own behalf and on behalf of the Class, against All
27	Defendants)
28	55. Paragraphs 1-54 are alleged and incorporated herein by reference.
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	CLASS ACTION COMPLAINT

56. With respect to consumers who were unlawfully enrolled in 1 Defendants' automatic renewal programs and who were debited or charged and did 2 not cancel prior to Defendants' shipment of magazines and were therefore 3 unlawfully charged, Defendants' collection and retention of money resulted in the 4 wrongful exercise of dominion over property belonging to Plaintiff and Class 5 Members. 6

57. 7 As a result of Defendants' conduct, Plaintiff and class members lost money and were therefore damaged. 8

**PRAYER FOR RELIEF** 

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WHEREFORE, Plaintiff requests the following relief:

1. That the Court determine that this action may be maintained as a class 11 action, and define the Class as requested herein or upon other definitions that may 12 be proposed; 13

2. That the Court find and declare that Defendants have violated section 14 1 7602(a)(1) by failing to present the automatic renewal offer terms, or continuous 15 16 service offer terms, in a clear and conspicuous manner and in visual proximity to the request for consent to the offer before the subscription was purchased; 17

3. That the Court find and declare that Defendants have violated section 18 17602(a)(2) by enrolling and charging Plaintiff and Class Members without first 19 obtaining their affirmative consent to the automatic renewal offer terms or 20 continuous service terms; 21

4. That the Court find and declare that Defendants have violated section 22 17602(a)(3) by failing to provide an acknowledgement that includes the automatic 23 renewal or continuous service offer terms, cancellation policy and information on 24 how to cancel in a manner that is capable of being retained by Plaintiff and Class 25 Members; 26

5. That the Court find and declare that Defendants have violated the 27 UCL and committed unfair and unlawful business practices by violating the ARL; 28

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E:\100\2536-04\PLD\COMPLAINT.Docx CLASS ACTION COMPLAINT 6. That pursuant to the UCL, the Court award to Plaintiff and Class
 Members restitution and disgorgement of all monies received by Defendants
 pursuant to automatic renewals of all magazines published, sold or marketed by
 Defendants during the Class Period;

- 7. That the Court find that Plaintiff and Class Members are entitled to
  injunctive relief, including a permanent injunction restraining Defendants from
  enrolling California consumers in an automatic renewal or continuous service
  program without first requesting and obtaining their affirmative consent;
  - 8. For damages on the Second and, Third Causes of Action;
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- 9. For treble damages on the Second Cause of Action;
- 10. For punitive damages on the Third Cause of Action;
- 12 11. That Plaintiff and the Class be awarded reasonable attorneys' fees and
  13 costs pursuant to California Code of Civil Procedure§ 1021.5, and/or other
  14 applicable law;
  - 12. For interest; and
- 16 13. That the Court award such other and further relief as this Court may17 deem appropriate.
- <sup>18</sup> DATED: June 7, 2019

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CARROLL, KELLY, TROTTER, FRANZEN, McBRIDE & PEABODY

By:

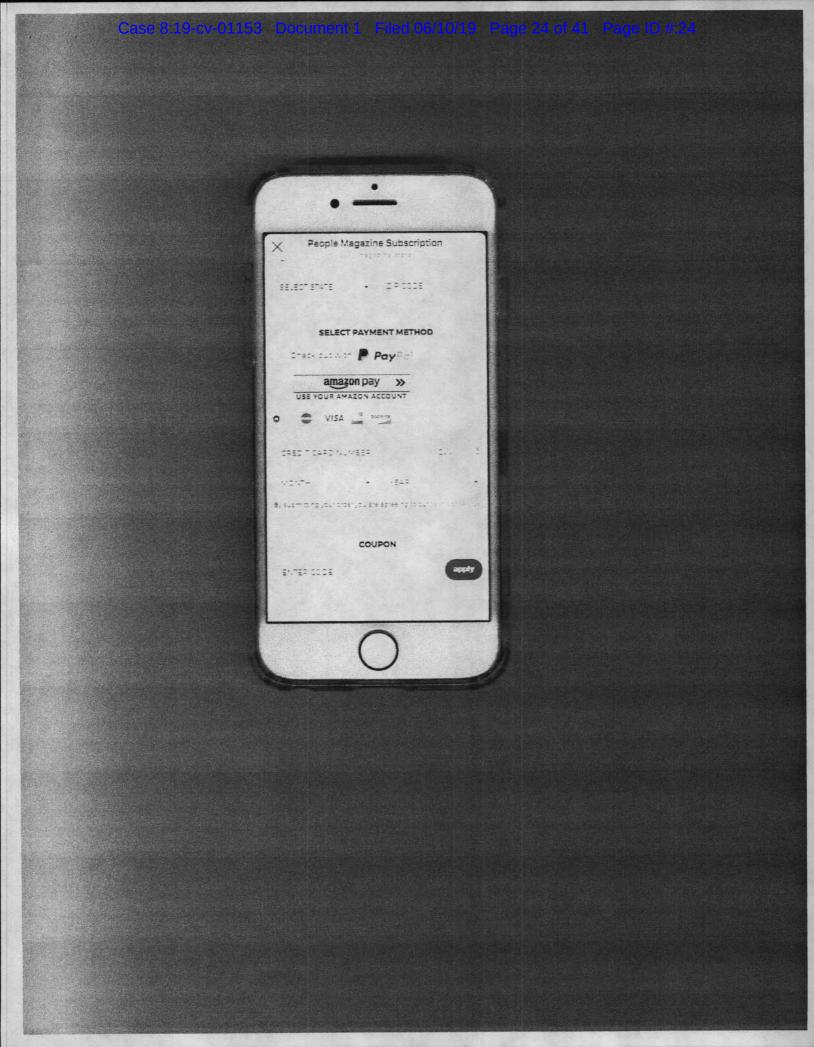
MICHAEL TROTTER DAVID P. PRUETT Attorneys for Plaintiff, LINDA HALL, individually and behalf of all others similarly situated

Case 8:19-cv-01153 Document 1 Filed 06/10/19 Page 21 of 41 Page ID #:21

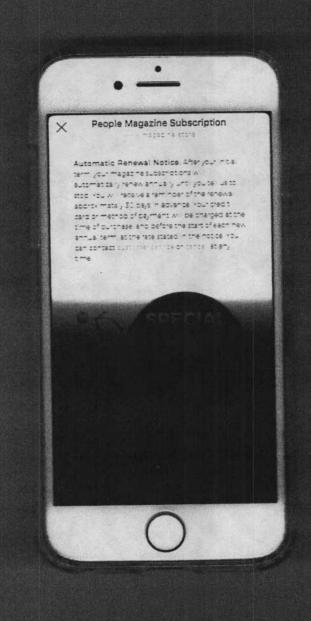


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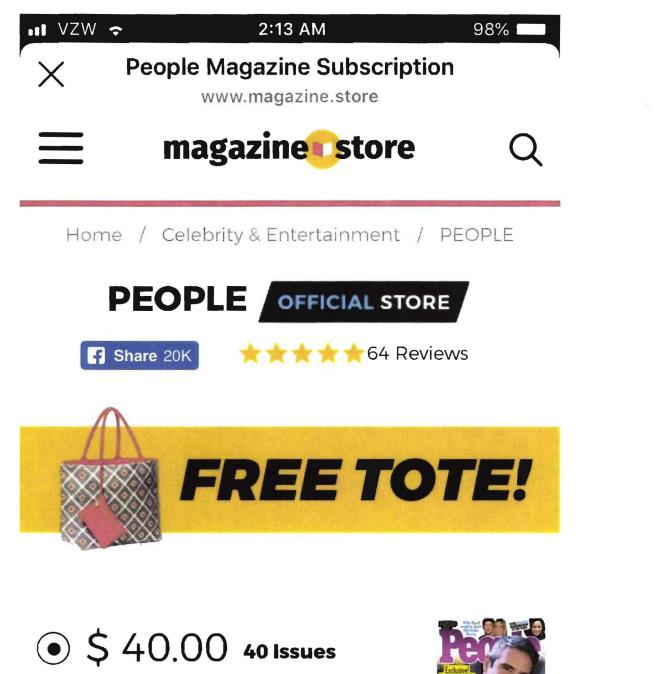
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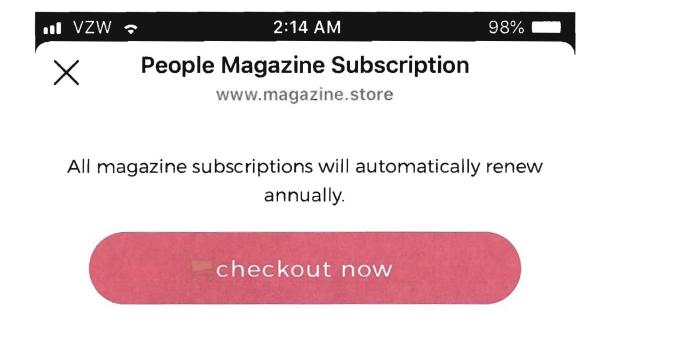


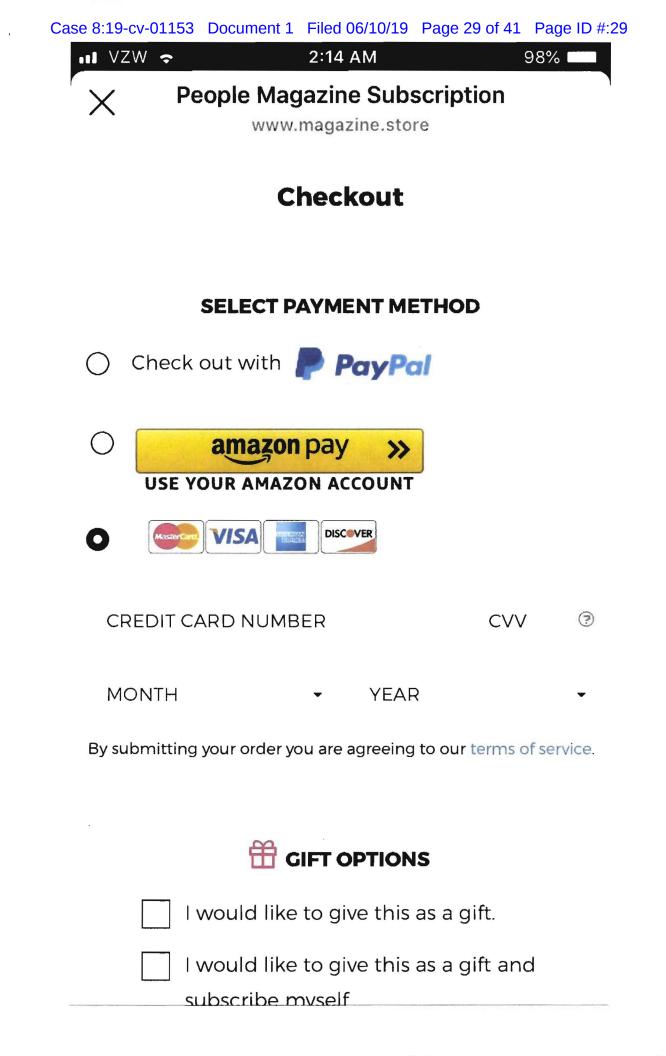
Case 8:19-cv-01153 Document 1 Filed 06/10/19 Page 26 of 41 Page ID #:26



Gift Options Available weekly print subscription







Case 8:19-cv-01153 Document	t 1 Filed 06/1	L0/19 Page 30 of 41	Page ID #:30
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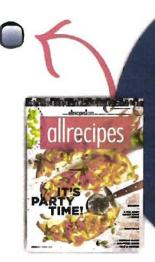
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www.magazine.store

Automatic Renewal Notice: After your initial term, your magazine subscriptions will automatically renew annually until you tell us to stop. You will receive a reminder of the renewal approximately 30 days in advance. Your credit card or method of payment will be charged at the time of purchase, and before the start of each new annual term, at the rate stated in the notice. You can contact customer service or cancel, at any time.



SPECIAL INTRODUCTORY OFFER

Check this box to receive 1 year (6 issues) of AllRecipes® for just \$3 more!

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# **REVIEW YOUR ORDER:**

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# SUBTOTAL: \$40.00



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# EXHIBIT C



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### Important Advance Notice For Subscribers

We guarantee a hassle-free subscription. You'll never miss an issue. No renewal subscription each year for as long as you want your selections.

Your service includes convenient home delivery and huge savings off the newsstand price.

We will send you a notice every year about your next subscription period and rates. We will send a notice that spells out: your low rate, your number of issues and when your account will be charged. If you don't wish to continue, you can simply cancel before your new term begins.

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> We hope you enjoy PEOPLE and look forward to serving you in the future. Please keep this notice as a reminder for upcoming charges.

look for the expiration date of your current term on your magazine label.

Account number: 3460904992

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Case 8:19-cv-01153 Document 1 Filed 06/10/19 Page 36 of 41 Page ID #:36

Case 8:19-cv-01153 Document 1 Filed 06/10/19 Page 37 of 41 Page ID #:37

UPTO

12 Issues \$9.98

allrecipes

# ALL OF YOUR FAVORITE MAGAZINES in one place!

For

Select the magazines you would like to receive for the introductory rate of up to 66% off the cover price by checking the boxes below.

Title	Term	Price
Allrecipes Magazine	6 Issues	\$9.98
American Patchwork & Quilting	6 Issues	\$14.98
Better Homes & Gardens	12 Issues	\$9.98
Country Gardens	4 Issues	\$9.98
Country Home	4 Issues	\$20.00
Diabetic Living	4 issues	\$9.99
Do it Yourself	4 Issues	\$9.99
EstingWell	10 Issues	\$9.98
Entertainment Weekly	46 issues	\$25.00
Fet This Not That	4 158085	\$19.98

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magazine store

Solect the megazines you would like to receive for the introductory rate of up to 66% off the cover price by checking the boxes below.

	Tim Price
Allrecipes Magazine	6 Issues \$9.98
American Patchwork & Quilting	6 Issues \$14.9
Better Homes & Gardens	12 Issues \$9.98
Country Gardens	4 Issues \$9.98
Country Home	4 issues \$20.00
Diabetic Living	4 issues \$9.99
Do It Yourself	4 Issues \$9.99
EatingWell	10 Issues \$9.98
Entertainment Weekly	46 Issues \$25.00
Eat This, Not That!	4 Issues \$19.98
Family Circle	12 Issues \$9.98
Food & Wine	12 Issues \$19.95
Fortune	14 Issues \$19.99
Health	10 Issues \$10.00
InStyle	12 Issues \$19.50
Martha Stewart Living	10 Issues \$9.98
Midwest Living	6 issues \$9.99
Monoy	11 Issues \$14.95
	12 Issues \$5.99

of 41 Page ID #38
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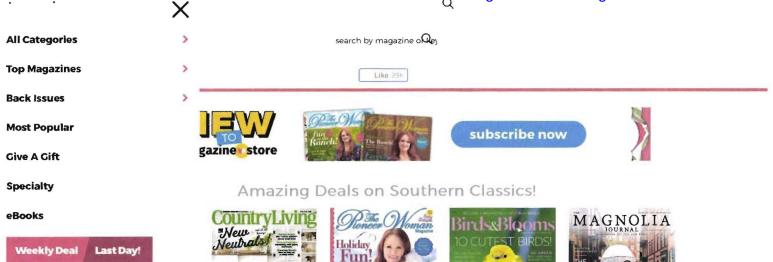
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To fulfill subscriptions we will share your information with publishers of magazines purchased. Click here for publisher list.

Automatic Renewal Notice: After your initial term, your magazine subscriptions will automatically renew annually until you tell us to stop. You will receive a reminder of the renewal approximately 30 days in advance. Your credit card or method of payment will be charged at the time of purchase, and before the start of each new annual term, at the rate stated in the notice. You can contact customer service or cancel, at any time.

YES, sign me up to get deals and updates Magazine, Store plus offers from the Mercan of sites via email,

# Case 8:19-cv-01153 Document 1 Filed 06/10/19 Page 40 of 41 Page ID #:40



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### **Unbeatable Magazine Subscriptions & Deals**

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### 

I. (a) PLAINTIFFS (Check box if you are representing yourself	) <b>DEFENDANTS</b> (Check box if you are representing yourself )
<ul> <li>(b) County of Residence of First Listed Plaintiff</li> <li>(EXCEPT IN U.S. PLAINTIFF CASES)</li> <li>(c) Attorneys (Firm Name, Address and Telephone Number) If you are</li> </ul>	County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY) Attorneys (Firm Name, Address and Telephone Number) If you are
representing yourself, provide the same information.	representing yourself, provide the same information.
II. BASIS OF JURISDICTION (Place an X in one box only.)	III. CITIZENSHIP OF PRINCIPAL PARTIES-For Diversity Cases Only (Place an X in one box for plaintiff and one for defendant)
1. U.S. Government3. Federal Question (U.S.PlaintiffGovernment Not a Party)	PTF       DEF       Incorporated or Principal Place       PTF       4       DEF         Citizen of Another State       2       2       Incorporated and Principal Place       5       5
2. U.S. Government4. Diversity (Indicate CitizenshipDefendantof Parties in Item III)	Citizen or Subject of a Foreign Country33Foreign Nation66
	leinstated or 5. Transferred from Another 6. Multidistrict 8. Multidistrict eopened District (Specify) Transfer Direct File
V. REQUESTED IN COMPLAINT: JURY DEMAND: Yes	No (Check "Yes" only if demanded in complaint.)
CLASS ACTION under F.R.Cv.P. 23: Yes No	MONEY DEMANDED IN COMPLAINT: \$

VI. CAUSE OF ACTION (Cite the U.S. Civil Statute under which you are filing and write a brief statement of cause. Do not cite jurisdictional statutes unless diversity.)

VII. NATURE OF SUIT (Place an X in one box only).						
OTHER STATUTES	CONTRACT	REAL PROPERTY CONT.	IMMIGRATION	PRISONER PETITIONS	PROPERTY RIGHTS	
375 False Claims Act	110 Insurance	240 Torts to Land	462 Naturalization	Habeas Corpus:	820 Copyrights	
376 Qui Tam (31 USC 3729(a))	120 Marine	245 Tort Product Liability	465 Other	463 Alien Detainee 510 Motions to Vacate	830 Patent 835 Patent - Abbreviated	
- 400 State	130 Miller Act	290 All Other Real Property	Immigration Actions	Sentence	New Drug Application	
	140 Negotiable Instrument	TORTS	PERSONAL PROPERTY	535 Death Penalty	840 Trademark	
410 Antitrust	150 Recovery of	PERSONAL INJURY	370 Other Fraud	Other:	SOCIAL SECURITY	
430 Banks and Banking	Overpayment & Enforcement of	310 Airplane	371 Truth in Lending	540 Mandamus/Other	861 HIA (1395ff)	
450 Commerce/ICC Rates/Etc.	Judgment	315 Airplane Product Liability	380 Other Personal	550 Civil Rights	862 Black Lung (923)	
460 Deportation	151 Medicare Act	320 Assault, Libel & Slander	Property Damage	555 Prison Condition	863 DIWC/DIWW (405 (g))	
470 Racketeer Influ- enced & Corrupt Org.	152 Recovery of Defaulted Student	330 Fed. Employers' Liability	385 Property Damage Product Liability	Conditions of	864 SSID Title XVI 865 RSI (405 (g))	
480 Consumer Credit	Loan (Excl. Vet.)	340 Marine	BANKRUPTCY	Confinement		
490 Cable/Sat TV	153 Recovery of Overpayment of	345 Marine Product	422 Appeal 28 USC 158	<b>FORFEITURE/PENALTY</b>	FEDERAL TAX SUITS	
850 Securities/Com- modities/Exchange	Vet. Benefits	Liability	423 Withdrawal 28 USC 157	Seizure of Property 21	870 Taxes (U.S. Plaintiff or Defendant)	
890 Other Statutory Actions	160 Stockholders' Suits	355 Motor Vehicle Product Liability	CIVIL RIGHTS	690 Other	871 IRS-Third Party 26 USC 7609	
891 Agricultural Acts	190 Other Contract	360 Other Personal	440 Other Civil Rights	LABOR 710 Fair Labor Standards		
893 Environmental	195 Contract	□ Injury □ 362 Personal Injury-	441 Voting	Act		
☐ Matters ☐ 895 Freedom of Info.	Product Liability	Med Malpratice	442 Employment	720 Labor/Mgmt. Relations		
Act	196 Franchise	365 Personal Injury- Product Liability	443 Housing/ Accommodations	740 Railway Labor Act		
896 Arbitration	REAL PROPERTY	367 Health Care/	445 American with	751 Family and Medical		
899 Admin. Procedures	210 Land Condemnation	Pharmaceutical Personal Injury Product Liability	Disabilities- Employment 446 American with	Leave Act		
Agency Decision	220 Foreclosure	368 Asbestos	Disabilities-Other	Litigation		
950 Constitutionality of State Statutes	230 Rent Lease & Ejectment	Personal Injury Product Liability	448 Education	791 Employee Ret. Inc. Security Act		

### FOR OFFICE USE ONLY:

# Case 8:19-0) NOTED STATES DISTINCT COURT, CENTRAL DISTRICT COURT, COURT,

VIII. VENUE: Your answers to the questions below will determine the division of the Court to which this case will be initially assigned. This initial assignment is subject to change, in accordance with the Court's General Orders, upon review by the Court of your Complaint or Notice of Removal.

QUESTION A: Was this case removed from state court?	STATE CASE WAS PENDING IN THE COUNTY OF: INITIAL DIVISION IN CACD IS:						
Yes No	Los Angeles, Ventura, Santa Barbara, or San Luis Obispo Western				Vestern		
If "no, " skip to Question B. If "yes," check the box to the right that applies, enter the	f "no, " skip to Question B. If "yes," check the			So	Southern		
corresponding division in response to Question E, below, and continue from there.	Riverside or San Bernardino			E	Eastern		
QUESTION B: Is the United States, or one of its agencies or employees, a PLAINTIFF in this action?				will initially be assigned to the Southern Division. " in response to Question E, below, and continue			
Yes No			🗌 NO. Contin	ue to Question B.2.	Question B.2.		
If "no, " skip to Question C. If "yes," answer Question B.1, at right.	<b>B.2.</b> Do 50% or more of the defendants who the district reside in Riverside and/or San Berr Counties? (Consider the two counties togeth	nardino			vill initially be assigned to the Eastern Division. n response to Question E, below, and continue		
	check one of the boxes to the right $\longrightarrow$				e will initially be assigned to the Western Division. n" in response to Question E, below, and continue		
QUESTION C: Is the United States, or	<b>C.1.</b> Do 50% or more of the plaintiffs who res district reside in Orange Co.?	ide in the			d to the Southern Division.		
one of its agencies or employees, a DEFENDANT in this action?	check one of the boxes to the right $\rightarrow$			Enter "Southern" in response to Question E, below, and continue from there.			
🗌 Yes 🗌 No			NO. Continue to Question C.2.				
If "no, " skip to Question D. If "yes," answer Question C.1, at right.	"no, " skip to Question D. If "yes," answer district reside in Riverside and/or San Bernardino		YES. Your case will initially be assigned to the Eastern Division. Enter "Eastern" in response to Question E, below, and continue from there.				
	check one of the boxes to the right 🛛 🖚		NO. Your case will initially be assigned to the Western Division.  Enter "Western" in response to Question E, below, and continue from there.				
			Α.	<b>B.</b> Riverside or San	<b>C.</b> Los Angeles, Ventura,		
QUESTION D: Location of plaintiff	s and defendants?	Oran	ge County	Bernardino County	Santa Barbara, or San Luis Obispo County		
Indicate the location(s) in which 50% or reside. (Check up to two boxes, or leave	more of <i>plaintiffs who reside in this district</i> blank if none of these choices apply.)						
Indicate the location(s) in which 50% or I district reside. (Check up to two boxes, o apply.)	more of <i>defendants who reside in this</i> r leave blank if none of these choices						
D.1. Is there at least one	answer in Column A?		D.2. Is there a	t least one answer in C	Column B?		
Yes	No	Yes No					
If "yes," your case will initia	, 5	If "yes," your case will initially be assigned to the					
SOUTHERN DIVISION.		EASTERN DIVISION.					
Enter "Southern" in response to Question E, below, and continue from there.		Enter "Eastern" in response to Question E, below. If "no," your case will be assigned to the WESTERN DIVISION.					
				n" in response to Question			
QUESTION E: Initial Division?			INI	TAL DIVISION IN CACD			
Enter the initial division determined by C	Question A, B, C, or D above: 🛶						
QUESTION F: Northern Counties?							
Do 50% or more of plaintiffs or defendar	nts in this district reside in Ventura, Santa	Barbara, c	or San Luis Obis	po counties?	Yes 🗌 No		

### 

IX(a). IDENTICAL CASES: Has this action been previously filed in this court?	NO	YES			
If yes, list case number(s):					
IX(b). RELATED CASES: Is this case related (as defined below) to any civil or criminal case(s) previously filed in t	his court?				
	NO	YES			
If yes, list case number(s):					
<b>Civil cases</b> are related when they (check all that apply):					
A. Arise from the same or a closely related transaction, happening, or event;					
B. Call for determination of the same or substantially related or similar questions of law and fact; or					
C. For other reasons would entail substantial duplication of labor if heard by different judges.					
Note: That cases may involve the same patent, trademark, or copyright is not, in itself, sufficient to deem ca	ses related.				
A civil forfeiture case and a criminal case are related when they (check all that apply):					
A. Arise from the same or a closely related transaction, happening, or event;					
B. Call for determination of the same or substantially related or similar questions of law and fact; of	or				
C. Involve one or more defendants from the criminal case in common and would entail substanti- labor if heard by different judges.	al duplication of				
X. SIGNATURE OF ATTORNEY					

X. SIGNATURE OF ATTORNEY	
(OR SELF-REPRESENTED LITIGANT):	DATE:

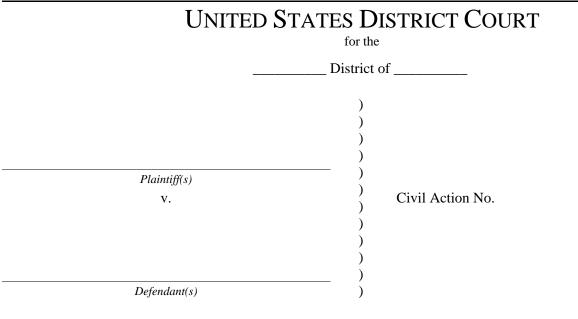
**Notice to Counsel/Parties:** The submission of this Civil Cover Sheet is required by Local Rule 3-1. This Form CV-71 and the information contained herein neither replaces nor supplements the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. For more detailed instructions, see separate instruction sheet (CV-071A).

### Key to Statistical codes relating to Social Security Cases:

Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action
861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g))
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405 (g))
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405 (g))

### Case 8:19-cv-01153 Document 1-2 Filed 06/10/19 Page 1 of 2 Page ID #:45

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



### SUMMONS IN A CIVIL ACTION

To: (Defendant's name and address)

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:

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

# Case 8:19-cv-01153 Document 1-2 Filed 06/10/19 Page 2 of 2 Page ID #:46

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

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 (nam	ne of individual and title, if any)			
was re	ceived 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 pers	on of suitable age and discretion who res	sides the	re,
	on (date)	, and mailed a copy to	the individual's last known address; or		
	$\Box$ I served the summa	ons on (name of individual)			, who is
	designated by law to a	accept service of process on be	half of (name of organization)		_
			on (date)	; or	
	$\Box$ I returned the summ	nons unexecuted because			; or
	<b>Other</b> ( <i>specify</i> ):				
	My fees are \$	for travel and \$	for services, for a total of \$		
	I declare under penalty	of perjury that this information	n is true.		
Date:					
			Server's signature		
			Printed name and title		

Server's address

Additional information regarding attempted service, etc:

NAME, ADDRESS, AND TELEPHONE NUMBER OF ATTORNEY(S) OR OF PARTY APPEARING IN PRO PER

ATTORNEY(S) FOR:

# UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

		CASE NUMBER:
Plaint v.	iff(s),	
		CERTIFICATION AND NOTICE OF INTERESTED PARTIES
Defend	ant(s)	(Local Rule 7.1-1)

### TO: THE COURT AND ALL PARTIES OF RECORD:

The undersigned, counsel of record for

or party appearing in pro per, certifies that the following listed party (or parties) may have a pecuniary interest in the outcome of this case. These representations are made to enable the Court to evaluate possible disqualification or recusal.

(List the names of all such parties and identify their connection and interest. Use additional sheet if necessary.)

PARTY

### **CONNECTION / INTEREST**

Date

Signature

Attorney of record for (or name of party appearing in pro per):

CV-30 (05/13)