UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION

Eric Berger and Jason Lond-
rigan, individually and on be-
half of all others similarly sit-
uated,

Case No.

Plaintiffs,

 \mathbf{v} .

JURY TRIAL DEMANDED

The Home Depot U.S.A., Inc.,

Defendant.

CLASS ACTION COMPLAINT

Plaintiffs Eric Berger and Jason Londrigan, individually and on behalf of all others similarly situated, bring this action against The Home Depot U.S.A., Inc. ("Home Depot"). In support, they allege as follows.

I. Introduction

1. This is an action against Home Depot for false-reference pricing on its website, www.homedepot.com (the "Website"). False-reference pricing occurs when a seller advertises a fictitious or outdated "original" price for a product while offering that product at a

substantially lower price under the guise of a sale. The resulting artificial price disparity misleads consumers into believing that the product they are buying has a higher market value than the price offered, thereby inducing them into purchasing the product at what appears to be a "bargain." This conduct artificially increases demand for the deceptively priced products and induces customers to pay more based on a false impression of their value. False-reference pricing schemes thereby enable retailers like Home Depot to sell products above their true market price and value—to the detriment of consumers.

2. Home Depot has perpetrated, and continues to perpetrate, a false-reference pricing scheme on a massive scale. Georgia and federal law specifically prohibit this type of false advertising. Georgia's Fair Business Practices Act prohibits "mak[ing] false or misleading statements of fact concerning the reasons for, existence of, or amounts of price reductions." The Georgia Attorney General's Consumer Protection Division notes that "[u]nlawful activities that are prohibited by the Fair Business Practices Act include . . . [m]aking false or misleading statements about sale prices," such as advertising an item for sale when

¹ O.C.G.A. § 10-1-393(b)(11).

that item "has been offered at that price for the past month." Similarly, the Federal Trade Commission's Guide Against Deceptive Pricing states that "where an artificial, inflated price was established for the purpose of enabling the subsequent offer of a large reduction[,] the 'bargain' being advertised is a false one; the purchaser is not receiving the unusual value he expects."

3. Home Depot willfully violated the Georgia Code by advertising items as discounted despite the fact these items had not been readily available for purchase at the purported original price for more than three months or, in many cases, had *never* been offered at the purported original price. The Plaintiffs, Eric Berger and Jason Londrigan, purchased such products in reliance on Home Depot's misleading advertising, motivated by the false belief that they were getting bargains. Numerous other Home Depot customers did the same. The Plaintiffs therefore bring this action on behalf of themselves and all other natural persons similarly situated who have purchased one or more products

² Georgia Attorney General's Consumer Protection Division, *Statutes We Enforce*, available at: https://consumer.georgia.gov/organization/about-us/statutes-we-enforce.

³ 16 C.F.R. § 233.1.

through the Website that were deceptively represented as discounted from a false-reference price.

II. Parties

- 4. Plaintiff Eric Berger is an individual citizen of the State of Texas and resident of Harris County, Texas.
- 5. Plaintiff Jason Londrigan is an individual citizen of the State of Texas and resident of Tarrant County, Texas.
- 6. Defendant Home Depot is a Delaware corporation with its headquarters in Atlanta, Georgia.

III. Jurisdiction & Venue

- 7. This Court has original jurisdiction over this action pursuant to the Class Action Fairness Act.⁴ The amount in controversy, exclusive of interest and costs, exceeds the sum of \$5,000,000.00 and at least some members of the proposed class (defined below) have a different citizenship than the Defendant. The proposed class consists of at least 100 members and none of the exceptions under § 1332 apply to this claim.
- 8. Home Depot has its corporate headquarters in Atlanta, Georgia, and is thus subject to general personal jurisdiction in this

⁴ 28 U.S.C. § 1332(d)(2).

district. This district is an appropriate venue for this action because a substantial part of the events giving rise to the claims at issue occurred at Home Depot's headquarters here.⁵

IV. Factual Allegations

- 9. Home Depot is the world's largest home-improvement retailer, operating more than 2,000 physical stores across North America. Its 2022 revenue from sales to United States consumers was \$1.53 billion. Approximately fourteen percent of those revenues were attributable to online purchases on the Website.
- 10. As detailed below, Home Depot has engaged in a massive consumer-deception campaign through its use of false-reference pricing practices, to the detriment of the Plaintiffs and the proposed class. Home Depot listed numerous products on its website at false-reference prices for many months on end, creating the false impression of bargains and artificially inflating the prices of its products.

A. Home Depot's Motivations

11. False-reference pricing schemes are highly profitable. Consumers frequently lack fundamental information about a product and as a result often rely on information from sellers to make purchasing

⁵ 28 U.S.C. § 1391(b)(1)-(2).

decisions, especially when a product's value or quality is otherwise difficult to discern.

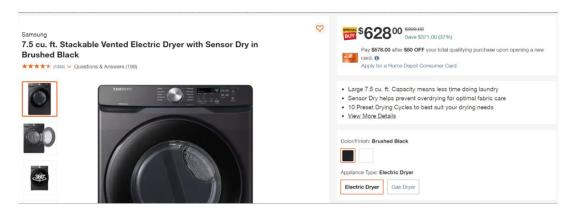
- 12. False-reference pricing schemes take advantage of several well-document aspects of consumer psychology. First, consumers view a product's price as an indicator of that product's quality. Accordingly, advertising a product at a fictitious or outdated "false reference" price creates an artificially inflated impression of the product's quality, causing consumers to believe they are purchasing a higher-grade product.
- 13. Second, an indication that a product is being sold at a price lower than a higher "reference price" creates the impression that there is a "bargain" or "deal" to be had. Studies have repeatedly shown that the *experience* of obtaining a product at a perceived bargain is valuable to consumers—and that the fleeting nature of such bargains creates a sense of urgency, causing consumers to make purchases that they would not otherwise make.
- 14. Third, it is well-known that consumer demand can be influenced by both "internal" and "external" reference prices. Internal-reference prices are prices stored in a consumer's memory, while external-reference prices are provided by the observed stimuli in the purchase environment. Researchers report that consumers' internal reference prices adjust toward external reference prices when valuing a product.

This is especially true for products purchased infrequently, like the large appliances purchased by the Plaintiffs and numerous members of the proposed class. Because consumers have relatively few internal price references for these products, the deceptive potential of false-reference prices is much greater.

15. Home Depot understood that for all these reasons, consumers are vulnerable to perceived bargains. It thus had substantial financial interest in exploiting these tendencies by inducing consumers into believing they were receiving bargains even when they were not. It did so on a large scale by engaging in false-reference pricing on the Website.

B. Home Depot's False-Reference Pricing Scheme

16. On the Website, Home Depot advertises purportedly "discounted" items for sale. Product listings display the purportedly "discounted" price on the left in black and the original price on the right, crossed out, and in a small font. The total "savings" appear below the crossed-out original price, in green. An example is as follows.



- 17. Investigation has revealed that Home Depot advertised numerous products with misleading "strikethrough" false-reference prices on its website for months on end. Numerous products were *never* sold at their purported original price—while others were listed at false-reference "discount" prices for many months on end. Documentation of nine such product listings is set out in Appendix 1 to this Complaint.⁶
- 18. Plaintiff Eric Berger purchased one of the products that Home Depot listed with a misleading false-reference price. Mr. Berger purchased a Samsung Front Load Gas Dryer from the Website in November 2023 at a price of \$798.00. The unit was advertised at a purported thirty-three percent discount from its "strikethrough" price of \$1,199.00. But the dryer Mr. Berger purchased had been listed at various "sale" prices far below the \$1,199.00 strikethrough price since at least September 2023. The long-advertised "discount" on the dryer Mr. Berger purchased induced him to purchase the product, and the artificial demand created by Home Depot's false-reference pricing scheme caused him to pay more than he would have otherwise.

⁶ The product listings reflected in Appendix 1 are expressly made a part of this Complaint's factual allegations, as if fully set out in this section.

- 19. Plaintiff Jason Londrigan purchased another of the products that Home Depot listed with a misleading false-reference price. Mr. Londrigan purchased a Samsung Top-Load Washer from the Website in September 2023 at a price of \$578.00. The unit was advertised at a purported thirty-five percent discount from its "strikethrough" price of \$899.00. But, on information and belief, the washer Mr. Londrigan purchased had been listed at various "sale" prices far below the \$899.00 strikethrough price for many months prior. In the seven months since Mr. Londrigan's purchase, this washer has never been sold at its "original" price—with "discount" prices ranging from \$550.00 to just over \$800.00. The long-advertised "discount" on the dryer Mr. Londrigan purchased induced him to purchase the product, and the artificial demand created by Home Depot's false-reference pricing scheme caused him to pay more than he would have otherwise.
- 20. The only plausible explanation for Home Depot's false-reference pricing practices is to drive sales, artificially inflate the price at which consumers are willing to buy its products, and, as a result, artificially inflate the price at which consumers are willing to buy their products. Home Depot has, and without intervention will continue to, increase sales by creating the illusion of short-lived bargains by purporting to offer products on sale from false original prices.

V. Class Allegations

21. Plaintiffs bring this action on behalf of themselves and all other similarly situated class members pursuant to Federal Rules of Civil Procedure 23(a), (b)(2), and (b)(3). They seek certification of the following Class in this matter:

All persons who, within the applicable statutory period (the "Class Period"), purchased from www.thehomedepot.com one or more products at discounts from an advertised reference price and who have not received a refund or credit for their purchase(s).

- 22. Excluded from the Class are Home Depot, as well as its officers, employees, agents or affiliates, parent companies and/or subsidiaries, and each of their respective officers, employees, agents or affiliates, and any judge who presides over this action. Plaintiffs reserve the right to expand, limit, modify, or amend this Class definition, including the addition of one or more subclasses, in connection with her motion for class certification, or at any other time, based upon, inter alia, changing circumstances and/or new facts obtained during discovery.
- 23. <u>Numerosity</u>. Members of the Class are so numerous that joinder of all members is impracticable. Plaintiffs are informed and believe that the proposed Class contains at least thousands of individuals who have been damaged by Defendants' conduct as alleged herein. The precise number of Class members is unknown to Plaintiffs at this time,

but Plaintiffs expect it can readily be established through Defendants' records.

- 24. <u>Commonality & Predominance</u>. This action involves common questions of law and fact, which predominate over any questions affecting individual Class members. These common legal and factual questions include, but are not limited to, the following:
 - a. whether, during the Class Period, Home Depot used advertised false reference prices on products sold through the Website;
 - b. whether, during the Class Period, the original price advertised by Home Depot was the prevailing market price for the products in question during the three months period preceding the dissemination and/or publication of the advertised former prices;
 - whether Home Depot's alleged conduct constitutes violations of the laws asserted;
 - d. whether Home Depot engaged in unfair, unlawful and/or fraudulent business practices under the laws asserted;
 - e. whether Home Depot engaged in false or misleading advertising;

- f. whether Plaintiffs and Class members are entitled to damages and/or restitution and the proper measure of that loss;
- g. whether an injunction is necessary to prevent Home Depot from continuing to use false, misleading or illegal price comparison, and;
- h. whether Plaintiffs and the Class are entitled to an award of reasonable attorneys' fees, interest, and costs of suit.
- 25. **Typicality**. Plaintiffs' claims are typical of the claims of the Class members because, inter alia, all Class members have been deceived (or were likely to be deceived) by Home Depot's false and deceptive price advertising scheme, as alleged herein. Plaintiffs are advancing the same claims and legal theories on behalf of themselves and all Class members.
- 26. Adequacy. Plaintiffs will fairly and adequately protect the interests of the members of the Class. Plaintiffs have retained counsel experienced in complex consumer class action litigation, and Plaintiffs intend to prosecute this action vigorously. Plaintiffs have no antagonistic or adverse interest to those of the Class.
- 27. **Superiority**. The nature of this action and the nature of laws available to Plaintiffs and the Class make the use of the class action format a particularly efficient and appropriate procedure to afford

relief to them and the Class for the wrongs alleged. The damages or other financial detriment suffered by individual Class members is relatively modest compared to the burden and expense that would be entailed by individual litigation of their claims against Home Depot. It would thus be virtually impossible for Plaintiffs and Class members, on an individual basis, to obtain effective redress for the wrongs done to them. Absent the class action, Class members and the public would not likely recover, or would not likely have the chance to recover, damages, restitution, or injunctive relief, and Home Depot will be permitted to retain the proceeds of its fraudulent and deceptive misdeeds.

28. All Class members, including Plaintiffs, were exposed to one or more of Home Depot's misrepresentations or omissions of material fact in advertising false reference prices. Due to the scope and extent of Home Depot's consistent false sale prices, advertising scheme, disseminated in a constant years-long campaign to consumers, it can be reasonably inferred that such misrepresentations or omissions of material fact were uniformly made to all members of the Class. In addition, it can be reasonably presumed that all members of the Class, including Plaintiffs, affirmatively acted in response to the representations contained in Home Depot's false advertising scheme when purchasing products sold through Home Depot's e-commerce website.

29. Ascertainability. Home Depot keeps extensive records of its customers through their online sales data, as well as through, inter alia, general marketing programs. Home Depot has one or more databases through which all, or a significant majority of, Class members may be identified and ascertained, and they maintain contact information, including email and home address, through which notice of this action could be disseminated in accordance with due-process requirements.

VI. Causes of Action

30. Plaintiffs hereby bring the following causes of action against Home Depot. All the preceding allegations are incorporated into each cause of action as if fully restated therein.

COUNT ONE

VIOLATION OF GEORGIA FAIR BUSINESS PRACTICES ACT ("FBPA") O.C.G.A. § 10-1-393

- 31. Plaintiffs bring this claim individually and on behalf of the members of the proposed Class against Home Depot for violations of the Georgia Fair Business Practices Act ("FBPA").⁷
- 32. Plaintiffs bring this action as members of the consuming public who have suffered damages because of Home Depot's deceptive

⁷ O.C.G.A. § 10-1-393.

acts and practices. These practices have had and have the potential to have a harmful effect on the general consuming public.

- 33. Under the FBPA, unfair or deceptive acts or practices in the conduct of consumer transactions and consumer acts or practices in trade or commerce are unlawful.
 - 34. Home Depot is an entity that can be sued under the FBPA.
- 35. The Plaintiffs, and the members of the proposed Class, are natural persons and thus "consumers" within the meaning of the statute.
 - 36. Plaintiffs have satisfied the statute's demand requirement.
- 37. Home Depot's false-reference pricing scheme described above is a practice intended to encourage consumer transactions—*i.e.*, the sale of goods for household purposes—and is thus a "consumer act or practice" within the meaning of the statute.
- 38. The FBPA provides a list of deceptive trade practices giving rise to liability under the statute, but also provides that the scope of unfair and deceptive trade practices under the statute is not limited to the specific practices listed. Home Depot's false-reference pricing scheme described above violates at least one of the specifically prohibited practices because, in perpetrating this scheme, Home Depot has repeatedly "ma[de] false or misleading statements concerning the

reasons for, existence of, [and] amounts of price reductions."8 In addition, by perpetrating the false-reference pricing scheme described above, Home Depot engaged in a course of deceptive trade practices under the statute's general definition of such practices.9

- 39. Home Depot engaged in the deceptive false-reference pricing scheme described above intentionally, motivated by its desire to increase its sales and artificially inflate the prices of its products at the expense of consumers.
- 40. Home Depot's deceptive false-reference pricing scheme did in fact artificially inflate the prices of its products and thereby caused financial damage to the Plaintiffs and the members of the proposed Class.
- 41. Home Depot continues to engage in false-reference pricing as of the date of the filing of this Complaint.

VII. Relief Sought

42. Plaintiffs, on behalf of themselves and all other members of the proposed Class, request that the Court award relief against Home Depot as follows:

⁸ O.C.G.A. § 10-1-393(b)(11).

⁹ *Id.* § 10-1-393(a).

- a. An order certifying the Class and designating Plaintiffs as the Class Representatives and their counsel as the Class Counsel;
- b. An award of actual, statutory, and punitive damages to the Plaintiffs and the members of the Class, including triple damages as authorized by statute in light of Home Depot's intentional conduct as described herein;
- c. An award of declaratory and injunctive relief, as permitted by law or equity, enjoining Home Depot from continuing the unlawful practices described herein, and directing Home Depot to identify, with Court supervision, victims of its misconduct and compensate them for the damages suffered;
- d. An order directing Home Depot to engage in a corrective advertising and notice campaign;
- e. An award of attorneys' fees and costs, and;
- f. Such other and further relief as the Court may deem necessary or appropriate.

VIII. Demand for Jury Trial

43. Plaintiffs demand a jury trial for all the claims so triable.

	Side by Side Refrigerator in Fingerprint Resistant teel, Standard Depth	Original Price - \$1799
Date	Discount Price	Original Price - \$1799
12/25/23	\$1,198	
12/19/2023	\$1,198	
12/13/2023	\$1,198	
	· ·	
12/3/2023	\$1,198	
10/31/2023	\$1,198	
10/23/2023	\$1,198	
10/14/2023	\$1,198	
9/29/2023	\$1,198	
9/22/2023	\$1,198	
9/5/2023	\$1,098	
8/21/2023	\$1,098	_
7/31/2023	\$1,198	
7/24/2023	\$1,198	
	igh-Efficiency Front Load Washer with Self-Clean+ in	0
Brushed Bl		Original Price - \$999
Date	Discount Price	
12/25/23	\$628	
12/12/2023	\$628	
12/5/2023	\$628	
11/29/2023	\$548	
11/22/2023	\$598	
11/15/2023	\$628	
11/8/2023	\$628	
10/17/2023	\$628	
10/10/2023	\$628	
10/3/2023	\$628	
9/28/2023	\$628	
9/21/2023	\$628	
9/14/2023	\$628	
9/7/2023	\$628	
24 in. Finge	rprint Resistant Stainless Steel Top Control	
Dishwashe	r	Original Price - \$829
Date	Discount Price	
12/27/23	\$611	
12/19/2023	\$448	
12/12/2023	\$448	
12/5/2023	\$398	
11/28/2023	\$398	
	\$398	
11/21/2023		
11/21/2023 11/14/2023 11/7/2023	\$398 \$398	

18.7 cu. ft. I	Bottom Freezer Refrigerator in Stainless Steel	Original Price - \$648
Date	Discount Price	
12/25/23	\$648	
12/18/23	\$648	
12/11/2023	\$648	
11/27/2023	\$678	
11/20/2023	\$678	
11/13/2023	\$678	
11/7/2023	\$678	
1.7 cu. ft. O	ver the Range Microwave in Stainless Steel with	
Electronic '	Touch Controls	Original Price - \$399
Date	Discount Price	
12/26/23	\$359	
12/19/2023	\$228	
12/12/2023	\$228	
12/5/2023	\$198	
11/28/2023	\$198	
11/21/2023	\$198	
11/14/2023	\$198	
11/7/2023	\$198	
11/1/2023	\$198	
11/1/4040	ψ130	
5.0 cu. ft. H	igh-Efficiency Smart Diamond Gray Top Load	Original Price - \$999
5.0 cu. ft. Hi Washer wit		Original Price - \$999
5.0 cu. ft. Hi Washer wit Date	igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23	gh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023	gh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023	igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023	igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023	igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023 11/15/2023	igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628 \$628 \$628	Original Price - \$999
5.0 cu. ft. His Washer with Date 12/25/23 12/12/2023 11/29/2023 11/22/2023 11/15/2023 11/8/2023	### Igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR	Original Price - \$999
5.0 cu. ft. His Washer with Date 12/25/23 12/12/2023 11/29/2023 11/22/2023 11/15/2023 11/8/2023 11/1/2023 11/1/2023	### Igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR	Original Price - \$999
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5.0 cu. ft. His Washer with Date 12/25/23 12/12/2023 11/29/2023 11/22/2023 11/8/2023 11/1/2023 11/1/2023 10/19/2023 10/12/2023	### Igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR	Original Price - \$999
5.0 cu. ft. His Washer with Date 12/25/23 12/12/2023 11/29/2023 11/22/2023 11/15/2023 11/1/2023 11/1/2023 10/19/2023 10/12/2023 10/5/2023	### Igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/15/2023 11/15/2023 11/1/2023 10/19/2023 10/12/2023 10/5/2023	Igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$698	Original Price - \$999
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5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023 11/15/2023 11/1/2023 11/1/2023 10/12/2023 10/5/2023 9/28/2023 9/21/2023	Igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$698	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023 11/15/2023 11/1/2023 10/19/2023 10/12/2023 10/5/2023 9/28/2023 9/14/2023 9/7/2023	### Igh-Efficiency Smart Diamond Gray Top Load ### Microban Technology, ENERGY STAR Discount Price	Original Price - \$999
5.0 cu. ft. H	Igh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$628 \$698	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023 11/15/2023 11/1/2023 10/19/2023 10/19/2023 10/5/2023 9/28/2023 9/21/2023 9/14/2023 9/7/2023 8/31/2023	gh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628 \$628 \$628 \$628 \$628 \$628 \$698 \$698 \$698 \$698 \$698 \$698 \$698 \$69	Original Price - \$999
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023 11/15/2023 11/1/2023 10/19/2023 10/12/2023 10/5/2023 9/21/2023 9/21/2023 9/7/2023 8/31/2023	### Igh-Efficiency Smart Diamond Gray Top Load ### Microban Technology, ENERGY STAR Discount Price	
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023 11/15/2023 11/1/2023 10/19/2023 10/5/2023 9/28/2023 9/21/2023 9/14/2023 9/7/2023 8/31/2023	### Induction Touch Control Cooktop in Black with 5	
5.0 cu. ft. Hi Washer wit Date 12/25/23 12/12/2023 12/5/2023 11/29/2023 11/22/2023 11/15/2023 11/1/2023 10/19/2023 10/19/2023 10/5/2023 9/28/2023 9/21/2023 9/14/2023 9/7/2023 8/31/2023	gh-Efficiency Smart Diamond Gray Top Load h Microban Technology, ENERGY STAR Discount Price \$698 \$698 \$628 \$628 \$628 \$628 \$628 \$628 \$698 \$698 \$698 \$698 \$698 \$698 \$698 \$69	Original Price - \$999 Original Price - \$2665

12/18/2023	\$2,098	
12/11/2023	\$2,098	
12/5/2023	\$1,998	
11/28/2023	\$1,998	
11/21/2023	\$1,998	
11/14/2023	\$1,998	
11/7/2023	\$1,998	
10/31/2023	\$2,098	
30 in. 5.0 cu	. ft. Freestanding Gas Range in Stainless Steel with	
Griddle		Original Price - \$949
Date	Discount Price	
12/25/23	\$648	
12/19/2023	\$648	
12/12/2023	\$648	
12/4/2023	\$648	
11/28/2023	\$648	
11/21/2023	\$648	
11/14/2023	\$648	
11/7/2023	\$648	
11/1/2023	\$648	
9/29/2023	\$648	
9/22/2023	\$648	
9/15/2023	\$648	
9/8/2023	\$648	
9/1/2023	\$648	
8/25/2023	\$648	
36 in. Smart	Induction Touch Control Cooktop in Black with 5	
Elements		Original Price - \$2665
Date	Discount Price	
12/26/23	\$2,098	
12/18/2023	\$2,098	
12/11/2023	\$2,098	
12/5/2023	\$1,998	
11/28/2023	\$1,998	
11/21/2023	\$1,998	
11/14/2023	\$1,998	
11/7/2023	\$1,998	
10/31/2023	\$2,098	

Dated: April 4, 2024

Respectfully submitted,

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CROSS KINCAID LLC

/s/ Meredith C. Kincaid

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CERTIFICATE OF COMPLIANCE

Pursuant to Local Rule 7.1(D), the undersigned certifies that this document has been prepared in Century Schoolbook 13-point font in accordance with Local Rule 5.1(C).

This 4th day of April, 2024.

/s/ Meredith C. Kincaid Meredith C. Kincaid Georgia Bar No. 148549 Case 1:24-cv-01435-VMC Document 1-1 Filed 04/04/24 Page 1 of 2

The JS44 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 is required for the use of the Clerk of Court for the purpose of initiating the civil docket record. (SEE INSTRUCTIONS ATTACHED)

I. (a) PLAINTIFF(S)			DEFENDANT(S)	
(b) COUNTY OF RESIDENCE OF FIRST LISTED PLAINTIFF (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 THE TRACT OF LAND INVOLVED
(c) ATTORNI	EYS (FIRM NAME, A E-MAIL ADDR	DDRESS, TELEPHONE NUN ESS)	MBER, AND	ATTORNEYS (IF KNOWN)
H. BASIS OF I		ON		TENGUID OF BRINGIBAL BARTIES
II. BASIS OF J		ON		ZENSHIP OF PRINCIPAL PARTIES AN "X" IN ONE BOX FOR PLAINTIFF AND ONE BOX FOR DEFENDANT) (FOR DIVERSITY CASES ONLY)
			PLF DEF	PLF DEF
1 U.S. GOVERNMENT PLAINTIFF	3 FEDERAL QUI (U.S. GOVERN	ESTION MENT NOT A PARTY)	1 1 CI	ITIZEN OF THIS STATE 4 4 INCORPORATED OR PRINCIPAL PLACE OF BUSINESS IN THIS STATE
2 U.S. GOVERNMENT DEFENDANT	4 DIVERSITY (INDICATE CIT IN ITEM III)	FIZENSHIP OF PARTIES	3 3 CI	ITIZEN OF ANOTHER STATE 5 5 INCORPORATED AND PRINCIPAL PLACE OF BUSINESS IN ANOTHER STATE ITIZEN OR SUBJECT OF A 6 6 FOREIGN NATION OREIGN COUNTRY
IV. ORIGIN (PL				OALINI, COC. TRI
	2 REMOVED FROM STATE COURT	3 REMANDED FROM APPELLATE COURT	4 REINSTATED REOPENED	TRANSFERRED FROM MULTIDISTRICT APPEAL TO DISTRICT JUDGE 5 ANOTHER DISTRICT 6 LITIGATION - 7 FROM MAGISTRATE JUDGE (Specify District) TRANSFER JUDGMENT
MULTIDISTRICT 8 LITIGATION - DIRECT FILE				
V. CAUSE OF	ACTION (CITE JURISI	THE U.S. CIVIL STATUTE DICTIONAL STATUTES UNI	UNDER WHICH YOU LESS DIVERSITY)	U ARE FILING AND WRITE A BRIEF STATEMENT OF CAUSE - DO NOT CITE
(IF COMPLEX, CH	ECK REASON B	ELOW)		
1. Unusually la	arge number of par	ties.	6. Prob	blems locating or preserving evidence
		7. Pend	ding parallel investigations or actions by government.	
3. Factual issue	es are exceptionally	y complex	8. Mul	Itiple use of experts.
4. Greater than normal volume of evidence. 9. Need		9. Nee	ed for discovery outside United States boundaries.	
5. Extended dis	scovery period is n	eeded.	10. Exis	stence of highly technical issues and proof.
		C		ON DEVEDSE

CONTINUED ON REVERSE					
FOR OFFICE USE ONLY					
RECEIPT#	AMOUNT \$	APPLYING IFP	MAG. JUDGE (IFP)		
JUDGE	MAG. JUDGE (Referral)	NATURE OF SUIT	CAUSE OF ACTION		

VI. NATURE OF SUIT (PLACE AN "X" IN ONE BOX ONLY)

CONTRACT - "0" MONTHS DISCOVERY TRACK

150 RECOVERY OF OVERPAYMENT & ENFORCEMENT OF JUDGMENT

152 RECOVERY OF DEFAULTED STUDENT

LOANS (Excl. Veterans)

153 RECOVERY OF OVERPAYMENT OF VETERAN'S BENEFITS

CONTRACT - "4" MONTHS DISCOVERY TRACK 110 INSURANCE

120 MARINE

130 MILLER ACT

140 NEGOTIABLE INSTRUMENT

151 MEDICARE ACT 160 STOCKHOLDERS' SUITS

190 OTHER CONTRACT

195 CONTRACT PRODUCT LIABILITY 196 FRANCHISE

REAL PROPERTY - "4" MONTHS DISCOVERY

TRACK

210 LAND CONDEMNATION

220 FORECLOSURE

230 RENT LEASE & EJECTMENT

240 TORTS TO LAND

245 TORT PRODUCT LIABILITY

290 ALL OTHER REAL PROPERTY

TORTS - PERSONAL INJURY - "4" MONTHS DISCOVERY TRACK 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 PRODUCT LIABILITY

360 OTHER PERSONAL INJURY

362 PERSONAL INJURY - MEDICAL

MALPRACTICE

365 PERSONAL INJURY - PRODUCT LIABILITY 367 PERSONAL INJURY - HEALTH CARE/

PHARMACEUTICAL PRODUCT LIABILITY

368 ASBESTOS PERSONAL INJURY PRODUCT LIABILITY

TORTS - PERSONAL PROPERTY - "4" MONTHS DISCOVERY TRACK 370 OTHER FRAUD

371 TRUTH IN LENDING

380 OTHER PERSONAL PROPERTY DAMAGE

385 PROPERTY DAMAGE PRODUCT LIABILITY

BANKRUPTCY - "0" MONTHS DISCOVERY TRACK 422 APPEAL 28 USC 158

JURY DEMAND

423 WITHDRAWAL 28 USC 157

CIVIL RIGHTS - "4" MONTHS DISCOVERY TRACK 440 OTHER CIVIL RIGHTS

441 VOTING

442 EMPLOYMENT

443 HOUSING/ ACCOMMODATIONS

445 AMERICANS with DISABILITIES - Employment

446 AMERICANS with DISABILITIES - Other

448 EDUCATION

IMMIGRATION - "0" MONTHS DISCOVERY TRACK

462 NATURALIZATION APPLICATION

465 OTHER IMMIGRATION ACTIONS

PRISONER PETITIONS - "0" MONTHS DISCOVERY

463 HABEAS CORPUS- Alien Detainee 510 MOTIONS TO VACATE SENTENCE

530 HABEAS CORPUS

535 HABEAS CORPUS DEATH PENALTY 540 MANDAMUS & OTHER

550 CIVIL RIGHTS - Filed Pro se

555 PRISON CONDITION(S) - Filed Pro se

560 CIVIL DETAINEE: CONDITIONS OF CONFINEMENT

PRISONER PETITIONS - "4" MONTHS DISCOVERY TRACK

550 CIVIL RIGHTS - Filed by Counsel 555 PRISON CONDITION(S) - Filed by Counsel

FORFEITURE/PENALTY - "4" MONTHS DISCOVERY

625 DRUG RELATED SEIZURE OF PROPERTY

21 USC 881 690 OTHER

LABOR - "4" MONTHS DISCOVERY TRACK

710 FAIR LABOR STANDARDS ACT

720 LABOR/MGMT. RELATIONS

740 RAILWAY LABOR ACT

751 FAMILY and MEDICAL LEAVE ACT 790 OTHER LABOR LITIGATION

791 EMPL. RET. INC. SECURITY ACT

PROPERTY RIGHTS - "4" MONTHS DISCOVERY TRACK

820 COPYRIGHTS

840 TRADEMARK

880 DEFEND TRADE SECRETS ACT OF 2016 (DTSA)

PROPERTY RIGHTS - "8" MONTHS DISCOVERY

TRACK

830 PATENT

835 PATENT-ABBREVIATED NEW DRUG APPLICATIONS (ANDA) - a/k/a

Hatch-Waxman cases

SOCIAL SECURITY - "0" MONTHS DISCOVERY TRACK

861 HIA (1395ff)

862 BLACK LUNG (923)

863 DIWC (405(g)) 863 DIWW (405(g))

864 SSID TITLE XVI 865 RSI (405(g))

FEDERAL TAX SUITS - "4" MONTHS DISCOVERY

TRACK

870 TAXES (U.S. Plaintiff or Defendant) 871 IRS - THIRD PARTY 26 USC 7609

OTHER STATUTES - "4" MONTHS DISCOVERY

375 FALSE CLAIMS ACT

376 Qui Tam 31 USC 3729(a)

400 STATE REAPPORTIONMENT

430 BANKS AND BANKING 450 COMMERCE/ICC RATES/ETC.

460 DEPORTATION

470 RACKETEER INFLUENCED AND CORRUPT ORGANIZATIONS

480 CONSUMER CREDIT

485 TELEPHONE CONSUMER PROTECTION ACT 490 CABLE/SATELLITE TV

890 OTHER STATUTORY ACTIONS

891 AGRICULTURAL ACTS

893 ENVIRONMENTAL MATTERS 895 FREEDOM OF INFORMATION ACT 899

899 ADMINISTRATIVE PROCEDURES ACT / REVIEW OR APPEAL OF AGENCY DECISION

950 CONSTITUTIONALITY OF STATE STATUTES

OTHER STATUTES - "8" MONTHS DISCOVERY TRACK

410 ANTITRUST

850 SECURITIES / COMMODITIES / EXCHANGE

OTHER STATUTES - "0" MONTHS DISCOVERY TRACK

ARBITRATION (Confirm / Vacate / Order / Modify)

* PLEASE NOTE DISCOVERY TRACK FOR EACH CASE TYPE. SEE LOCAL RULE 26.3

VII. REQUESTED IN COMPLAINT:

CHECK IF CLASS ACTION UNDER F.R.Civ.P. 23 DEMAND \$_

NO (CHECK YES ONLY IF DEMANDED IN COMPLAINT)

VIII. RELATED/REFILED CASE(S) IF ANY

DOCKET NO.

- CIVIL CASES ARE DEEMED RELATED IF THE PENDING CASE INVOLVES: (CHECK APPROPRIATE BOX)
 - 1. PROPERTY INCLUDED IN AN EARLIER NUMBERED PENDING SUIT. 2. SAME ISSUE OF FACT OR ARISES OUT OF THE SAME EVENT OR TRANSACTION INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
 - 3. VALIDITY OR INFRINGEMENT OF THE SAME PATENT, COPYRIGHT OR TRADEMARK INCLUDED IN AN EARLIER NUMBERED PENDING SUIT. 4. APPEALS ARISING OUT OF THE SAME BANKRUPTCY CASE AND ANY CASE RELATED THERETO WHICH HAVE BEEN DECIDED BY THE SAME
 - BANKRUPTCY JUDGE.
 - 5. REPETITIVE CASES FILED BY PRO SE LITIGANTS. 6. COMPANION OR RELATED CASE TO CASE(S) BEING SIMULTANEOUSLY FILED (INCLUDE ABBREVIATED STYLE OF OTHER CASE(S)):
 - 7. EITHER SAME OR ALL OF THE PARTIES AND ISSUES IN THIS CASE WERE PREVIOUSLY INVOLVED IN CASE NO. DISMISSED. This case IS IS NOT (check one box) SUBSTANTIALLY THE SAME CASE.

. WHICH WAS