1 **FILED** 2 2025 JUL 02 02:45 PM KING COUNTY 3 SUPERIOR COURT CLERK E-FILED 4 CASE #: 25-2-19436-1 SEA 5 6 7 SUPERIOR COURT OF THE STATE OF WASHINGTON 8 **COUNTY OF KING** 9 10 MARC JERDE, individually and on behalf of Case No .: 11 all others similarly situated, 12 CLASS ACTION COMPLAINT FOR Plaintiff, **DAMAGES** 13 14 BYLT, LLC, a California Company, 15 16 Defendant. 17 18 19 20 21 22 23 24 25 26 27 CROSNER LEGAL, P.C. 28 92 Lenora Street, #179 CLASS ACTION COMPLAINT Page 1

Seattle, WA 98121 Tel. (866) 276-7637 Fac. (310) 510-6429

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Plaintiff Marc Jerde ("Plaintiff"), by and through Plaintiff's undersigned attorneys and on behalf of Plaintiff and all others similarly situated is informed and believes, and thereon alleges as follows:

NATURE OF THE ACTION

- This is a class action pursuant to Wash. Super. Ct. Civ. R. 23 against Defendant 1. BYLT, LLC, a California Company ("BYLT" or "Defendant") for violations of the Washington Consumer Electronic Mail, RCW § 19.190.020(1)(b) Act ("CEMA"), and Washington's Consumer Protection Act, RCW §§ 19.86.010, et seq. ("CPA").
- 2. Defendant advertises and sells clothing, shoes, and accessories through its retail stores and online, including in the State of Washington.
- 3. When a customer signs up for Defendant's mailing list or purchases clothes from Defendant online, they begin to receive emails from Defendant. These emails are designed to appeal to customers so they will purchase more from Defendant, thus driving money and interest to Defendant.
- 4. BYLT takes this opportunity to mislead its customers via the subject lines of emails, particularly regarding the timing of sales. BYLT often emails customers, including Plaintiff, regarding a sale that it says is time limited (i.e., "ENDS TODAY" or "Final Hours") in the subject line, in an attempt to utilize the ephemeral nature of the sale to drive consumer interest in purchasing products. However, the sales are either not, in fact, time limited, or are not time limited to the extent BYLT says it is.
- 5. For example, BYLT will tout that a sale ends on a certain day in a subject line, but after it purportedly has expired, sends another email saying that the sale has been "extended", thus making the initial subject line misleading as the sale is still ongoing.
- 6. This conduct violates CEMA, which outlaws sending commercial emails that contain false or misleading information in their subject lines. A violation of CEMA is also a per se violation of the CPA.

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CLASS ACTION COMPLAINT Page 3

7. Plaintiff, who received emails from BYLT in the state of Washington, was deceived by Defendant's unlawful conduct and brings this action on her own behalf and on behalf of Washington consumers to remedy Defendant's unlawful acts.

JURISDICTION & VENUE

- 8. This Court has jurisdiction over this action to recover money damages pursuant to RCW § 2.08.010.
- 9. This Court has jurisdiction over Plaintiff's and Class Members' claims under RCW §§ 19.190.020(1)(b) and 19.86.010.
- 10. Venue is proper in King County, pursuant to RCW 4.12.025(1)(a)-(c), (3)(b), because Defendant transacts business in King County and Plaintiff received the violating emails at issue while residing in in the State of Washington and King County.

THE PARTIES

- 11. Plaintiff is, and at all relevant times, was an individual domiciled in the State of Washington and a citizen of the State of Washington. Plaintiff is a resident of King County, Washington. Plaintiff received emails from BYLT while residing in King County, Washington.
- 12. Defendant BYLT, LLC is a California company that at all relevant times, was authorized to do business in the state of Washington and is doing business in the State of Washington. At all times during the class period, Defendant sent commercial emails to individuals it knew or had reason to believe lived in the State of Washington.

CLASS ALLEGATIONS

13. Plaintiff brings this action on behalf of Plaintiff, and all others similarly situated as a class action pursuant to CR 23. The Class Plaintiff seeks to represent is defined as follows and referred to as the "Class" or "Class Members":

> All persons who received commercial emails from BYLT that contained a false or misleading subject line while residing in Washington within the applicable statute of limitations until the date

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- 14. Excluded from the Class are: (i) Defendant and its officers, directors, and employees; (ii) any person who files a valid and timely request for exclusion; and (iii) judicial officers and their immediate family members and associated court staff assigned to the case.
- 15. Plaintiff reserves the right to amend or otherwise alter the class definition presented to the Court at the appropriate time, or to propose or eliminate subclasses, in response to facts learned through discovery, legal arguments advanced by Defendant, or otherwise.
- 16. The Class is appropriate for certification because Plaintiff can prove the elements of the claims on a classwide basis using the same evidence as would be used to prove those elements in individual actions alleging the same claims.
- 17. Class Members are so numerous that joinder of all members is impracticable. Plaintiff believes that there are thousands of consumers who are Class Members described above who have been damaged by Defendant's deceptive and misleading practices. For example, BYLT boasted around \$19 million in annual revenue for 2024.
- 18. Plaintiff is a member of the Class that Plaintiff seeks to represent. Plaintiff's claims are typical of the claims of each Class Member in that every member of the Class was susceptible to the same deceptive, misleading conduct and purchased the Products. Plaintiff is entitled to relief under the same causes of action as the other Class Members.
- 19. Plaintiff is an adequate Class representative because Plaintiff's interests do not conflict with the interests of the Class Members Plaintiff seeks to represent; the consumer fraud claims are common to all other members of the Class, and Plaintiff has a strong interest in vindicating the rights of the Class; Plaintiff has retained counsel competent and experienced in complex class action litigation and Plaintiff intends to vigorously prosecute this action. Plaintiff has no interests which conflict with those of the Class. The Class Members' interests will be fairly and adequately protected by Plaintiff and proposed Class Counsel. Defendant has acted in a manner generally applicable to the Class, making relief appropriate with respect to Plaintiff and

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a risk of inconsistent and varying adjudications20. There is a well-defined community of interest in the common questions of law and

the Class Members. The prosecution of separate actions by individual Class Members would create

- 20. There is a well-defined community of interest in the common questions of law and fact affecting all Class Members. The questions of law and fact common to the Class Members which predominate over any questions which may affect individual Class Members include, but are not limited to:
 - a. Whether Defendant is responsible for the conduct alleged herein which was uniformly directed at all consumers who received commercial emails from Defendant;
 - b. Whether Defendant's misconduct set forth in this Complaint demonstrates that Defendant engaged in unfair, fraudulent, or unlawful business practices with respect to its marketing communications sent to consumers via subject lines in its commercial electronic mail messages;
 - c. Whether Defendant made statements in the marketing email subject lines of its commercial electronic mail messages that were likely to deceive the Washington residents;
 - d. Whether Plaintiff and Class Members are entitled to injunctive relief; and
 - e. Whether Plaintiff and Class Members are entitled to money damages and/or restitution under the same causes of action as the other Class Members.
- 21. The Class is properly brought and should be maintained as a class action because a class action is superior to traditional litigation of this controversy. A class action is superior to the other available methods for the fair and efficient adjudication of this controversy because:
 - a. The joinder of hundreds of individual Class Members is impracticable,

- cumbersome, unduly burdensome, and a waste of judicial and/or litigation resources;
- b. The individual claims of the Class Members may be relatively modest compared with the expense of litigating the claim, thereby making it impracticable, unduly burdensome, and expensive to justify individual actions;
- c. When Defendant's liability has been adjudicated, all Class Members' claims can be determined by the Court and administered efficiently in a manner far less burdensome and expensive than if it were attempted through filing, discovery, and trial of all individual cases;
- d. This class action will promote orderly, efficient, expeditious, and appropriate adjudication and administration of Class claims;
- e. Plaintiff knows of no difficulty to be encountered in the management of this action that would preclude its maintenance as a class action;
- f. This class action will assure uniformity of decisions among Class Members;
- g. The Class is readily definable and prosecution of this action as a class action will eliminate the possibility of repetitious litigation; and
- h. Class Members' interests in individually controlling the prosecution of separate actions are outweighed by their interest in efficient resolution by single class action.
- Additionally, or in the alternative, the Class may be certified because Defendant has acted or refused to act on grounds generally applicable to the Class thereby making final declaratory and/or injunctive relief with respect to the members of the Class as a whole, appropriate.
- 23. Plaintiff seeks preliminary and permanent injunctive and equitable relief on behalf of the Class, on grounds generally applicable to the Class, to enjoin and prevent Defendant from engaging in the acts described, and to require Defendant to provide full restitution to Plaintiff and the Class members.

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24. Unless the Class is certified, Defendant will retain monies that were taken from Plaintiff and Class Members as a result of Defendant's wrongful conduct. Unless a classwide injunction is issued, Defendant will continue to commit the violations alleged and the members of the Class and the general public will continue to be misled

FACTUAL AND LEGAL ALLEGATIONS

WASHINGTON'S CONSUMER ELECTRONIC MAIL ACT

- 25. Enacted in 1998, Washington introduced CEMA to address consumer complaints about commercial emails, including emails that misrepresent the sender's identity or contain false or misleading information in the subject line.¹
- 26. CEMA makes it unlawful to "initiate the transmission, conspire with another to initiate the transmission, or assist the transmission, of a commercial electronic mail message from a computer located in Washington or to an electronic mail address that the sender knows, or has reason to know, is held by a Washington resident that . . . (b) contains false or misleading information in the subject line." RCW § 19.190.020 et seq.
- 27. The Office of Attorney General of Washington has released guidance for consumers about its anti-spam laws, such as CEMA.² It identified several questions consumers should ask themselves when reading subject lines and emails to identify whether emails are deceptive, including:
 - a. Does it accurately describe what is contained in the email? For example, does a subject line describing "important news about your taxes" contain a message with information about a get-rich-quick scheme?
 - b. Does the subject line create a false sense of urgency?
 - c. Does it misrepresent the identity of the sender of the message?³

¹ See Prohibiting Unsolicited Electronic Mail, 1998 Wash. Sess. Laws, ch. 149, § 1.

² Washington's Law, WASH. STATE OFF. OF THE ATT'Y GEN., https://www.atg.wa.gov/washingtons-law

³ Id

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BYLT VIOLATES WASHINGTON'S CONSUMER ELECTRONIC MAIL ACT

- 28. BYLT violated CEMA by initiating (or conspiring to initiate) the transmission of commercial electronic mail messages with false or misleading subject lines to Plaintiff and Class Members.
- 29. Specifically, BYLT has violated CEMA by transmitting emails to consumers such as Plaintiff and Class Members that contain information in the subject line about a time limited sale, when that sale was not actually time limited for the referenced time in the subject line of the email.
- 30. In these examples, the subject line describes in plain English that a sale would be expiring at a certain time, when in fact it did not expire at the time BYLT said it would in the subject line. This is because the sale was "extended", or that BYLT simply planned for the sale to last longer than they admitted to in the subject line of the email.
- 31. These emails are commercial electronic messages, as they were all sent by BYLT to consumers' email addresses. The emails were commercial in nature because they were intended to inform consumers of BYLT's offerings and convince them to take advantage of the purported time limited sales.
- 32. BYLT transmitted these emails, assisted in transmitting these emails, or conspired to do so. It was BYLT's intent that these emails reach Plaintiff and Class Members.
 - 33. Under the Washington AG's guidance, these emails create a false sense of urgency.
- 34. A table of examples of false or misleading time limited sale email subject lines sent to consumers are below, along with the reasons why the subject lines are misleading.

	BYLT's 2024	End of Year 30% Off Sale
Date	Subject Line	Nature of the Email
12/18/2024	30% OFF Ends Tonight !!	The body of email said that the "30% OFF SITEWIDE sale ends tonight." However, the sale never had a definitive end, as the email stated in fine print at the bottom that the promotion is "valid from 10:00am PST 10/28/24 until promotion lasts."

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12/19/2024	SALE EXTENDED - 24	The sale was extended for 24 hours. The body of email had the same fine print message as above.
	Hours - Go	

BYLT's 2025 New Year's Sale			
Date	Subject Line	Nature of the Email	
1/4/2025	6 Hours Left - Sale Ends Tonight *	The body of email said that the "New Year's Sale is ending tonight." However, the sale never had a definitive end, as the email stated in fine print at the bottom that the promotion is "valid from 12:00pm PST 12/20/24 until promotion lasts."	
1/5/2025	SALE EXTENDED, Just	The sale was extended for 24 hours. The body of email had the same fine print message as above.	
	for You 🗩		

	BYLT's 202	25 Start of Summer Sale
Date	Subject Line	Nature of the Email
5/25/2025	© ENDS TODAY: 30% OFF Sitewide	The body of email said "LAST CHANCE Sale Ends Tonight" with a timer counting down how much time was left for the sale. However, the sale never had a definitive end, as the email stated in fine print at the bottom that the promotion is "valid from 10:00am PST 5/14/25 until promotion lasts."
5/25/2025	Final Hours for 30% OFF	The body of email said "FINAL HOURS" with the same timer counting down how much time was left for the sale. The body of email had the same fine print message as above.
5/26/2025	30% OFF SALE EXTENDED, Just for You	The sale was extended for 24 hours. The body of email had the same timer counting down how much time was left for the sale and had the same fine print message as above.
5/27/2025	30% OFF EXTENDED!!	The sale was extended for another 24 hours. This time, the fine print message was excluded from the email.

35. In sending the above email subject lines to consumers, BYLT has deliberately misrepresented the exclusivity and urgency of its sales by saying that a sale would be offered for a specific period, when in fact the sale either did not expire at all or would not be expiring when BYLT said it would be. Sometimes, this is even confirmed by the fine print in the body of the

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emails, which reveals that there is no definitive end to the sales, directly contradicting the subject lines.

- 36. This tactic specifically misrepresents the timing of promotions in an attempt to deceive customers about the urgency of shopping at Defendant's stores before the sale expires, or that if they do not shop right away, they are missing a deal. The fine print of the emails evidences the fact that BYLT has always planned for its sales to last for more time than the subject line conveys, meaning that the subject lines of both the initial emails notifying consumers of an ending sale and the later emails extending the sales are misleading.
- 37. Consumers that are presented with discounts are substantially more likely to make a purchase. For example, "two-thirds of consumers have made a purchase they weren't originally planning to make solely based on finding a coupon or discount," while "80% [of consumers] said they feel encouraged to make a first-time purchase with a brand that is new to them if they found an offer or discount."
- 38. Studies of consumer behavior show that the timing of price promotion acts as an effective purchase trigger.⁵
- 39. Limited time offers are simple but powerful tools to turn undecided buyers into customers.⁶
- 40. By sending these emails, BYLT is intending to mislead consumers about the timing of their sales in the subject lines, leading consumers to purchasing from them when they would not have otherwise.
 - 41. The subject lines of these emails are thus false and misleading related to the timing

⁴ RetailMeNot, Inc., *RetailMeNot Survey: Deals and Promotional Offers Drive Incremental Purchases Online, Especially Among Millennial Buyers*, PR NEWSWIRE (Apr. 25, 2018), https://www.prnewswire.com/news-releases/retailmenot-survey-deals-and-promotional-offers-drive-incremental-purchases-online-especially-among-millennial-buyers-300635775.html.

⁵ Utpal Dholakia, Why Limited-Time Offers Entice Shoppers to Buy, PSYCH. TODAY (June 3, 2019), https://www.psychologytoday.com/us/blog/the-science-behind-behavior/201906/why-limited-time-offers-entice-shoppers-buy.

⁶ James Sowers, *Limited Time Offers: How to Drive Conversions with Scarcity Marketing*, THE GOOD, https://thegood.com/insights/limited-time-offers (May 29, 2024).

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of BYLT's sales in an attempt to drive purchases using consumer psychology, violating CEMA.

BYLT SENDS COMMERCIAL EMAILS TO CONSUMERS IT KNOWS OR SHOULD KNOW RESIDE IN THE STATE OF WASHINGTON

- 42. BYLT sent the violating emails to email addresses belonging to consumers it knew or should have known resided in Washington.
- 43. BYLT is a nationwide business that ships to the whole country. It knows that it has customers receiving emails in the state of Washington.
- 44. Additionally, many consumers receiving emails from BYLT provided an address for shipping and/or billing in the state of Washington when making an order on byltbasics.com BYLT knows or should know that all of those individuals reside in Washington, given that it billed and shipped to consumers in Washington and maintains databases with the information of its customers.
- 45. Upon information and belief, BYLT receives the IP Addresses of the visitors to its site. For a user that signed up to be on a BYLT email list on BYLT.com but did not make an order and type in a physical address, BYLT has access to their IP Address. IP Addresses can provide general location data, such as city or state, so BYLT has or should have access to the location of all the browsers of its site who provided emails for their email list.⁷
- 46. Additionally, upon information and belief, BYLT employs more sophisticated tracking methods on its website that lead to more precise geolocation data for the consumers who have not specifically inputted an address.

PLAINTIFF'S EXPERIENCE

- 47. Plaintiff Jerde has resided in Washington for all times relevant to this matter.
- 48. In May 2025, Plaintiff Jerde received emails from BYLT with false or misleading subject lines announcing the end of a sale followed by emails extending those sales.
 - 49. Plaintiff received the following emails with false or misleading subject lines while

⁷ Crissy Joshua, *What Can Someone Do with Your IP Address?*, NORTON (Sept. 30, 2024), https://us.norton.com/blog/privacy/what-can-someone-do-with-ip-address

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in Washington:

	BYLT's 202	25 Start of Summer Sale
Date	Subject Line	Nature of the Email
5/25/2025	© ENDS TODAY: 30% OFF Sitewide	The body of email said "LAST CHANCE Sale Ends Tonight" with a timer counting down how much time was left for the sale. However, the sale never had a definitive end, as the email stated in fine print at the bottom that the promotion is "valid from 10:00am PST 5/14/25 until promotion lasts."
5/25/2025	Final Hours for 30% OFF	The body of email said "FINAL HOURS" with the same timer counting down how much time was left for the sale. The body of email had the same fine print message as above.
5/26/2025	30% OFF SALE EXTENDED, Just for You	The sale was extended for 24 hours. The body of email had the same timer counting down how much time was left for the sale and had the same fine
5/27/2025	© 30% OFF EXTENDED!!	The sale was extended for another 24 hours. This time, the fine print message was excluded from the email.

- 50. BYLT knows or should know that Plaintiff Jerde is a Washington resident and thus the email that he provided was held by a Washington resident. So, BYLT knows that it is sending misleading emails to Plaintiff, a resident of the state of Washington.
- 51. Plaintiff Jerde would like to keep receiving emails from BYLT, as long as the subject lines are not false and misleading. Plaintiff Jerde continues to receive emails from BYLT, and BYLT is aware and has records of all emails it has sent to Plaintiff Jerde and Class Members.

FIRST CAUSE OF ACTION

Violation of Washington's Commercial Electronic Mail Act, RCW § 19.190 et seq

- 52. Plaintiff re-alleges and incorporates by reference each and every allegation set forth in the preceding paragraphs.
- 53. Plaintiff brings this claim under the CEMA individually and on behalf of the Class against Defendant.
 - 54. CEMA states that "[n]o person may initiate the transmission, conspire with another

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to initiate the transmission, or assist the transmission, of a commercial electronic mail message
from a computer located in Washington or to an electronic mail address that the sender knows, or
has reason to know, is held by a Washington resident that [c]ontains false or misleading
information in the subject line." RCW § 19.190.020 et sea.

- 55. CEMA defines "Person" as "an individual, corporation, business trust, estate, trust, partnership, limited liability company, association, joint venture, government, governmental subdivision, agency or instrumentality, public corporation, or any other legal or commercial entity." RCW § 19.190.010(11). Defendant is a person within this meaning.
- 56. Defendant initiated the transmission, assisted the transmission of, or conspired to initiate the transmission of one or more commercial electronic mail messages to Plaintiff and Class Members with false or misleading information in the subject line.
- 57. Defendant knew or should have known that Plaintiff and Class Members were residents of Washington when transmitting the commercial electronic mail messages to them.
- 58. Defendant's acts and omissions in doing so violated RCW § 19.190.020(1)(b) as the subject lines contained false or misleading information and they were sent to persons that Defendant knew or should have known were Washington residents, injuring Plaintiff and Class Members.
- 59. Plaintiff and Class Members will continue to be injured absent injunctive relief against Defendant to force them to cease their actions violating CEMA. Defendant's actions are ongoing as of the date of this filing. Defendant's behavior will not cease absent a permanent injunction.

SECOND CAUSE OF ACTION

Violation of the Washington Consumer Protection Act RCW § 19.86.010, et seq.

60. Plaintiff re-alleges and incorporates by reference each and every allegation set forth in the preceding paragraphs.

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- 61. The Washington Consumer Protection Act ("CPA") makes it unlawful to commit "[u]nfair methods of competition and unfair or deceptive acts or practices in the conduct of any trade or commerce." Rev. Code Wash. Ann. § 19.86.020. The CPA provides a private right of action for "[a]ny person who is injured in his or her business or property" by violations of the Act. Rev. Code Wash. Ann. 19.86.090. Plaintiff and Class Members are "persons" within the meaning of the CPA.
- 62. CEMA makes it "a violation of the consumer protection act, chapter 19.86 RCW, to conspire with another person to initiate the transmission or to initiate the transmission of a commercial electronic mail message that . . . [c]ontains false or misleading information in the subject line." RCW § 19.190.030 et seq.
- 63. Because Defendant has violated CEMA by initiating the transmission, assisting the transmission of, or conspiring to initiate the transmission of one or more commercial electronic mail messages to Plaintiff and Class Members with false or misleading information in the subject line, it has also violated the CPA in a per se manner, establishing all five elements of the CPA.
- 64. The CEMA violations by Defendant are unfair or deceptive acts or practices that occur in trade or commerce under the CPA, vitally affecting the public interest and thus impacting the public interest for purposes of applying the CPA. RCW § 19.190.100.
- 65. The damages for each violating message sent to Plaintiff and Class Members constitutes the greater of \$500 or actual damages under CEMA. RCW § 19.19.040(1). This establishes the injury and causation elements of a CPA claim. Plaintiff and Class Members are entitled to \$500 in statutory damages for each individual email that violated CEMA.
- 66. Further, Defendant's misleading subject lines contained it its commercial marketing emails have wasted Plaintiff and other putative class members' time and memory storage on their devices. No one wants to waste time reading and opening an email that is unlawful and deceptive. Plaintiff and putative class members lost valuable storage space on their computers, tablets, smart phones, and other electronic devices by storing the unlawful and deceptive emails

from Defendant. This storage takes up valuable memory space which has a monetary value.

- 67. Plaintiff seeks an award of statutory damages, attorney's fees and costs as permitted by the CPA. REV. CODE WASH. ANN. § 19.86.090.
- 68. Plaintiff and Class Members also seek injunctive relief to enjoin Defendant from violating the CPA in the future.
- 69. Pursuant to WASH. REV. CODE. ANN. § 19.86.095, Plaintiff will serve the Washington Attorney General with a copy of this complaint as Plaintiff seeks injunctive relief.

PRAYER FOR RELIEF

Wherefore Plaintiff, on behalf of Plaintiff and Class Members, prays for judgment against Defendant as follows:

- A. An Order that this action may proceed and be maintained as a class action, and certifying the Class as defined above for the Class period defined above, including appointing Plaintiff as Class Representative and undersigned counsel as Class Counsel;
- B. An Order for restitution and disgorgement of all profits and unjust enrichment that Defendant obtained from Plaintiff and the Class Members as a result of Defendant's unlawful, unfair, and fraudulent business practices;
- C. An award of actual damages or statutory damages in the amount of five hundred dollars per violation pursuant to RCW 19.190.040(1), and treble damages pursuant to RCW 19.86.090;
- D. An Order granting injunctive relief as permitted by law to ensure that Defendant will not continue to engage in the unlawful conduct described in this Complaint;
- E. An award of attorneys' fees and litigation costs to Plaintiff and the other members of the Class;
- F. An award of pre- and post-judgment interest on any amounts awarded; and
- G. All other relief this Court deems proper.

H.

1 TRIAL BY JURY 2 Plaintiff demands a trial by jury of all claims in this Complaint so triable. 3 4 Dated: July 2, 2025 **CROSNER LEGAL, PC** 5 6 By: Zachary M. Crosner (WSBA No. 61644) Craig W. Straub (*Pro Hac Vice Forthcoming*) 7 Crosner Legal, P.C. 92 Lenora Street, #179 8 Seattle, WA 98121 9 Telephone: (866) 276-7637 Facsimile: (310) 510-6429 10 zach@crosnerlegal.com craig@crosnerlegal.com 11 Attorneys for Plaintiff, 12 MARC JERDE 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 CROSNER LEGAL, P.C. 28 92 Lenora Street, #179 CLASS ACTION COMPLAINT

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