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**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA**

REBEKA RODRIGUEZ, individually and
on behalf of all others similarly situated,

Plaintiffs,

v.

THE LOOT COMPANY LLC, a Delaware
entity, d/b/a WWW.LOOTCRATE.COM,

Defendants.

Case No.: **'25CV2320 WQHSBC**

**CLASS ACTION COMPLAINT FOR:
(1) VIOLATION OF CONSUMERS
LEGAL REMEDIES ACT, CAL.
CIVIL CODE § 1750 *ET SEQ.*; (2)
VIOLATION OF CAL. BUS. & PROF.
CODE § 17500 *ET SEQ.*; AND (3)
VIOLATION OF CAL. BUS. & PROF.
CODE § 17200 *ET SEQ.***

Plaintiff Rebeka Rodriguez (“Plaintiff”) alleges as follows:

I. NATURE OF ACTION

1. Plaintiff brings this action on behalf of herself for her purchase of an automatically renewing paid subscription from The Loot Company LLC (“Defendant”) via its website at: <https://www.lootcrate.com/> (the “Website”), which caused Plaintiff to incur unlawful charges from Defendant related to an automatic renewal or continuous service. Defendant made unlawful automatic renewal and/or continuous service offers to consumers in California in violation of California’s Automatic Renewal Law (the “ARL”), Cal. Bus. & Prof. Code § 17600 *et seq.*, by: (1) failing to provide “clear and conspicuous” disclosures mandated by California law; and (2) failing to provide an

1 acknowledgment to consumers that includes the automatic renewal or continuous service
2 offer terms, the cancellation policy, and information regarding how to cancel in a manner
3 that is capable of being retained by the consumer. The ARL imposed a statutory duty
4 upon Defendant to disclose such information to consumers who purchased subscriptions
5 from Defendant or entered into continuous service agreements with Defendant. The
6 foregoing violations of the ARL by Defendant likewise constitute violations of
7 California's Consumers Legal Remedies Act (the "CLRA"), California Civil Code § 1750
8 *et seq.*, California's Unfair Competition Law (the "UCL"), California's False Advertising
9 Law (the "FAL"), California Business & Professions Code § 17500 *et seq.*, and
10 California's Unfair Competition Law (the "UCL"), California Business & Professions
11 Code § 17200 *et seq.*

12 2. Plaintiff seeks to enjoin Defendant from the ongoing violations of California
13 law, as well as seek damages, punitive damages, restitution, and reasonable attorneys'
14 fees and costs.

15 **II. JURISDICTION AND VENUE**

16 3. Plaintiff is and was at all times mentioned herein a citizen of the State of
17 California.

18 4. Plaintiff is informed and believes and based thereon alleges that Defendant
19 is a corporation incorporated under the laws of the State of Delaware having its principal
20 place of business in the State of California.

21 5. This Court has subject matter jurisdiction of this action pursuant to the Class
22 Action Fairness Act of 2005 ("CAFA"), 28 U.S.C. § 1332(d)(2), because: (i) there are
23 100 or more class members, (ii) there is an aggregate amount in controversy exceeding
24 \$5,000,000, exclusive of interest and costs, and (iii) there is at least minimal diversity
25 because at least one Plaintiff and Defendant are citizens of different states.

26 6. Defendant is subject to jurisdiction under California's "long-arm" statute
27 because the exercise of jurisdiction over Defendant is not "inconsistent with the
28 Constitution of this state or the United States."

1 7. Defendant is an online retailer that sells products nationwide and in
2 California. Defendant has substantial contacts with and receives substantial benefits and
3 income from and through the state of California. Defendant made, and continues to make,
4 automatic renewal or continuous service offers to consumers in California. Defendant
5 operates the Website, which markets and sells boxes of pop culture/fandom apparel,
6 novelties, and related items.

7 8. Defendant engaged in intentional acts by operating its Website and making
8 it available to California residents, deceptively advertising its products via its Website to
9 California residents including Plaintiff, expressly aiming its conduct toward California
10 residents by conducting substantial business with residents of the State of California via
11 its Website, and causing economic harm to California residents that Defendant knew
12 would be likely to be suffered in California. Plaintiff is informed and believes and
13 thereon alleges that Defendant generates a minimum of eight percent of its revenues from
14 its Website based upon interactions with Californians, such that the Website “is the
15 equivalent of a physical store in California.” *Thurston v. Fairfield Collectibles of*
16 *Georgia*, 53 Cal. App. 5th 1231, 1235 (2020), *review denied*, No. S264780 (Dec. 9,
17 2020). Plaintiff is informed and believes and thereon alleges that Defendant sells
18 products to Plaintiff and other California residents as part of its regular course of business.
19 Plaintiff is informed and believes and thereon alleges that Defendant sells thousands of
20 products to California residents each year. Plaintiff is informed and believes and thereon
21 alleges that Defendant exercises at least some level of control over the ultimate
22 distribution of its products sold via its Website to the end consumer including products
23 shipped into California.

24 9. Pursuant to 28 U.S.C. § 1391, venue is proper because a substantial part of
25 the acts and events giving rise to the claims occurred in this District, because plaintiff
26 lives in this District, and plaintiff made the purchase in this District.

III. FACTUAL ALLEGATIONS

A. The Automatic Renewal Law, Cal. Business & Prof. Code §§ 17600-17606

10. On December 1, 2010, the Automatic Renewal Law (“ARL”) at sections 17600-17606 of the Cal. Bus. & Prof. Code came into effect. The Legislature’s stated intent for this Article was to end the practice of ongoing charges to consumers without consumers’ explicit consent for ongoing shipments of a product or ongoing deliveries of service. *See* Cal. Bus. & Prof. Code § 17600.

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

(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, or in the case of an offer conveyed by voice, in temporal 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. If the offer includes a free trial, the business shall also disclose in the acknowledgment how to cancel and allow the consumer to cancel before the consumer pays for the goods or services.

12. Cal. Bus. & Prof. Code § 17601(a)(1) defines the term “Automatic renewal” as a “plan, arrangement, or provision of a contract that contains a free-to0pay conversion or in which a paid subscription or purchasing agreement is automatically renewed at the end of a definite term for a subsequent term.”

1 13. Cal. Bus. & Prof. Code § 17601(a)(2) requires that all “Automatic renewal
2 offer terms” and “continuous service offer terms” contain the following “clear and
3 conspicuous” disclosures: (A) “That the subscription or purchasing agreement will
4 continue until the consumer cancels. (B) The description of the cancellation policy that
5 applies to the offer. (C) The recurring charges that will be charged to the consumer’s
6 credit or debit card or payment account with a third party as part of the automatic renewal
7 plan or arrangement, and that the amount of the charge may change, if that is the case,
8 and the amount to which the charge will change, if known. (D) The length of the
9 automatic renewal term or that the service is continuous, unless the length of the term is
10 chosen by the consumer. (E) The minimum purchase obligation, if any.”

11 14. Pursuant to Cal. Bus. & Prof. Code § 17601(a)(3), “[c]lear and conspicuous”
12 or “clearly and conspicuously” means “in larger type than the surrounding text, or in
13 contrasting type, font, or color to the surrounding text of the same size, or set off from
14 the surrounding text of the same size by symbols or other marks, in a manner that clearly
15 calls attention to the language.”

16 15. Cal. Bus. & Prof. Code § 17602(c)(1) provides: “A business that makes an
17 automatic renewal offer or continuous service offer shall provide a toll-free telephone
18 number, email address, a postal address if the seller directly bills the consumer, or it shall
19 provide another cost-effective, timely, and easy-to-use mechanism for cancellation that
20 shall be described in the acknowledgment specified in paragraph (3) of subdivision (a).”

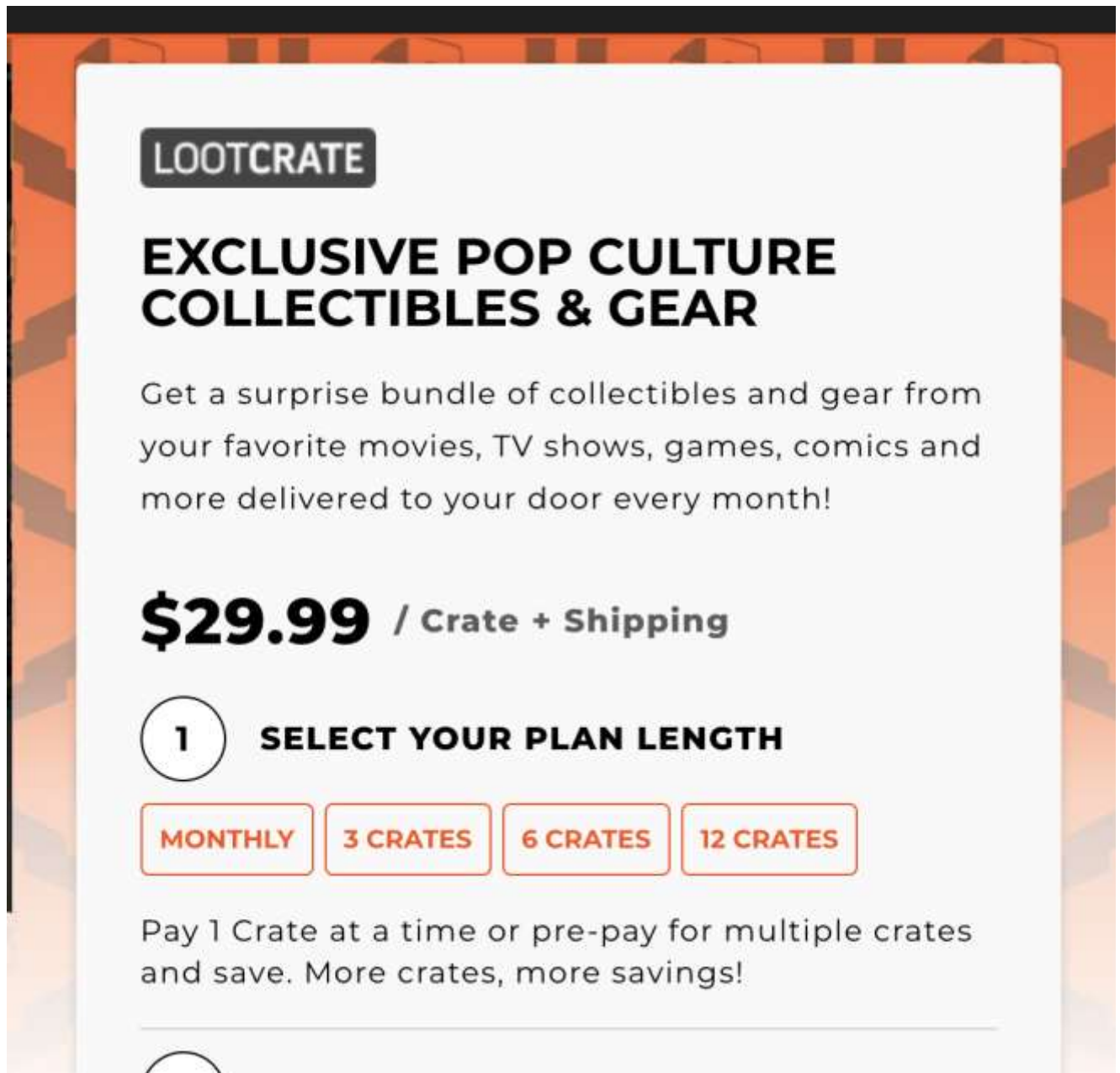
21 16. Cal. Bus. & Prof. Code § 17603 provides: “In any case in which a business
22 sends any goods, wares, merchandise, or products to a consumer, under a continuous
23 service agreement or automatic renewal of a purchase, without first obtaining the
24 consumer’s affirmative consent as described in Section 17602, the goods, wares,
25 merchandise, or products shall for all purposes be deemed an unconditional gift to the
26 consumer, who may use or dispose of the same in any manner he or she sees fit without
27 any obligation whatsoever on the consumer’s part to the business, including, but not
28

1 limited to, bearing the cost of, or responsibility for, shipping any goods, wares,
2 merchandise, or products to the business.”

3 **B. Defendant’s Pre-Transaction Violations of the ARL**

4 17. Defendant offers through the Website various subscriptions for products to
5 consumers. Defendant’s offerings constitute an “automatic renewal” because such
6 offerings comprise of plans, arrangements, or provisions of a contract that contains a free-
7 to-pay conversion or in which a paid subscription or purchasing agreement is
8 automatically renewed at the end of a definite term for a subsequent term for the purposes
9 of Cal. Bus. & Prof. Code § 17601(a)(1).

10 18. At relevant times, an example of Defendant’s plan presented on its Website
11 is as follows:



<https://lootcrate.com/collections/all/products/loot-crate> (last visited Aug. 26, 2025).

19. At relevant times, Defendant's final checkout page in its order flow process is presented on its Website as follows:

LOOTCRATE

shop ashleyhopkins1985@gmail.com

Ship to
Ashley Hall, 20 Flagstone Cove, Dunlap TN 37327, US

Shipping method
Standard Shipping - \$8.50

Payment method

☐ Sign me up for news and offers from this store

Pay now

One or more items in your cart is a deferred or recurring purchase. By continuing with your payment, you agree that your payment method will automatically be charged at the price and frequency listed on this page until it ends or you cancel. All cancellations are subject to the cancellation policy.

[Check out as guest](#)

[Return policy](#) [Shipping](#) [Privacy policy](#) [Terms of service](#) [Cancellations](#) [Contact](#)

Wizarding World \$39.99
Business monthly on the 15th

Discount code **Apply**

Subtotal \$39.99
Shipping \$8.50
Total USD **\$48.49**

Recurring subtotal \$39.99 every 2 months

https://shop.app/checkout/32687292547/cn/hWN2GLkFmsmG07GDazeFuozA/shoppay?_cs=3PAM.S&redirect_source=checkout_automatic_redirect&tracking_unique=7e4cd4f6-be65-4204-8756-2b4080146156&tracking_visit=b8653912-3984-466a-92fb-b0da3e3740f4 (last visited Aug. 26, 2025).

20. Defendant's final checkout page presented to consumers violates the ARL. In particular, such page violates Section 17602(a)(1) by failing to describe the "cancellation policy that applies to the offer" as set forth in section 17601(a)(2)(B) via "clear and conspicuous" disclosures in compliance with section 17601(a)(3) by failing to include the automatic renewal offer terms and continuous service offer terms in a "clear and conspicuous" manner, *i.e.*, with "larger type than the surrounding text, or in contrasting type, font, or color to the surrounding text of the same size, or set off from

1 the surrounding text of the same size by symbols or other marks, in a manner that clearly
2 calls attention to the language.”

3 21. Although Defendant’s checkout page sets forth its purported automatic
4 renewal offer terms and continuous service offer terms below a large “Pay now” button,
5 Plaintiff’s investigation has determined that such textual disclosure statements are in a
6 comparatively small 10.5 point type size in the System UI font in a light gray color against
7 a black background.

8 22. Although Defendant’s textual disclosure statement contains a hyperlink
9 named “cancellation policy,” with an underline beneath it, all such text is in a light gray
10 color including the name of the hyperlink as well as the underline beneath such hyperlink
11 making such hyperlink difficult to distinguish from the surrounding text.

12 23. Other elements on that same checkout webpage are in comparatively larger
13 size such as the “Total” and price of \$48.48 that are in bold 14.5point type size. Such
14 other elements direct the user’s attention everywhere else besides the Website’s textual
15 disclosure statement on its final checkout page. *Berman v. Freedom Financial Network,*
16 *LLC*, 30 F.4th 849, 857 (9th Cir. 2022) (determining that “comparatively larger font used
17 in all of the surrounding text naturally directs the user’s attention everywhere else”);
18 *Dawson v. Target Corp.*, 2025 WL 1651940, at *3 (N.D. Cal. June 11, 2025) (finding
19 screenflows failed to provide reasonable notice of defendant’s hyperlinked terms and
20 preceding disclaimers because of “overwhelming inconspicuousness created by its small
21 font size and placement that otherwise causes the Terms & Conditions to blend into the
22 screen”); *Strehl v. Guitar Center, Inc.*, 2023 WL 9700041, at *7 (C.D. Cal. Nov. 3, 2023)
23 (Kronstadt, J.) (noting that textual disclosure statement on final order flow webpage “is
24 in a smaller font” “relative to” other text on same webpage and “Complete Order” button
25 intended to manifest user’s assent); *Farmer v. Barkbox, Inc.*, 2023 WL 8522984, at *2
26 (C.D. Cal. Oct. 6, 2023) (Sykes, J.) (holding that website design did not satisfy objective
27 reasonableness standard because textual disclosure notice was “printed small” “with other
28 graphics and text more likely to attract the user’s attention”); *Chabolla v. ClassPass, Inc.*,

2023 WL 4544598, at *4 n.3 (N.D. Cal. June 22, 2023) (denying motion to compel arbitration in sign-in wrap agreement even where terms were hyperlinked in blue font because “this [color] alone does not make the text notice of the Terms conspicuous in light of the other deficits identified” such as the tiny font size), *aff’d*, 129 F.4th 1147, 1154 (9th Cir. 2025).

24. Although the “cancellation policy” hyperlink, if clicked, takes the user to a window that describes a portion of Defendant’s cancellation policy, such window fails to describe such policy sufficiently in a manner that would allow a user to easily cancel the user’s subscription. For example, such window states in relevant part, “If you don’t want to renew a subscription you can cancel it. If you want to cancel or change your subscription, you can do it at any time. Your order confirmation emails have links to your order. You can manage your subscription from there or contact us at support@lootcrate.com.” By stark comparison, Defendant’s Website sets forth in a different location a more full version of its cancellation policy. That is, on its FAQ webpage, Defendant informs its users:

“To cancel a subscription, log in to your account, and head over to your My Subscriptions page [here](#). Next, locate the subscription you would like to cancel. After locating your subscription, select the Cancel Subscription option, which will provide you with the prompt to process your cancellation.”

<https://lootcrate.gorgias.help/en-US/how-do-i-cancel-my-subscription-1236186> (last visited Aug. 26, 2025).

25. The foregoing irrefutably demonstrates that the “cancellation policy” hyperlink below the large “Pay now” button is missing critical information regarding how users can cancel their subscriptions via the Website.

26. In short, Defendant fails to properly present consumers with its automatic renewal offers or continuous service offer terms prior to a consumer completing a purchase.

1 **C. Defendant's Post-Transaction Violations of the ARL**

2 27. Defendant similarly violated the ARL by failing to provide to consumers the
3 post-transaction acknowledgement required by section 17602(a)(3). Consumers receive
4 a post-transaction email from Defendant presumably intended by Defendant to constitute
5 Defendant's acknowledgment in purported compliance with section 17602(a)(3). An
6 excerpt of such post-transaction email from Defendant, which has been redacted
7 regarding the customer's name and address only, is as follows:

Confirm subscription order



1

Loot Crate

Renews monthly on the 1st

\$29.99

Subtotal

\$29.99

Standard Shipping

\$8.50

Total

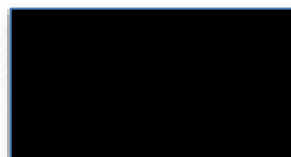
\$38.49

Customer Information

Shipping Address



Billing Address



Next order date

July 1st, 2025

Payment Method

Shop Pay - ending in 1430

Order frequency

Renews monthly on the 1st

If you have any questions, reply to this email or contact us at do-not-reply@lootcrate.com

28. Defendant violates the following sections with its post transaction email to consumers:

- (1) Section 17602(a)(3) by failing 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.”

D. Plaintiff's Transaction on the Website and Subsequent Recurring Charges

29. On June 4, 2025, Plaintiff purchased a product named Loot Crate (the "Product") from Defendant via the Website at a price of \$41.66. On July 1, 2025, Plaintiff's credit card account was charged by Defendant \$41.66 for the Product as part of a recurring monthly charge. After discovering such second charge to Plaintiff's credit card account by Defendant, Plaintiff cancelled the subscription shortly thereafter.

E. Plaintiff's Legal Remedy Is an Inadequate Remedy at Law

30. Plaintiff seeks damages and, in the alternative, restitution. Plaintiff is permitted to seek equitable remedies in the alternative because Plaintiff has no adequate remedy at law. *Coleman v. Mondelez Int'l Inc.*, 554 F. Supp. 3d 1055, 1065 n.9 (C.D. Cal. 2021) (Olguin, J.) (holding that alternative pleading at the pleading stage is acceptable) (citing cases).

31. A legal remedy is not adequate if it is not as certain as an equitable remedy. *Coleman v. Mondelez Int'l Inc.*, 554 F. Supp. 3d 1055, 1065 (C.D. Cal. 2021) (holding that "plaintiff has sufficiently established at this stage that she lacks an adequate remedy at law with respect to her claims for equitable relief" because "the court is persuaded that" "her allegations sufficiently plead that 'restitution under the CLRA or UCL would be more certain, prompt, or efficient' than the monetary damages she seeks, but may ultimately not attain"). In particular, the elements of Plaintiff's equitable claims are different and do not require the same showings as Plaintiff's legal claim under the CLRA. *See Ostrovskaya v. St. John Knits, Inc.*, 2022 WL 2102895, at *5 (C.D. Cal. Mar. 31, 2022) (Gee, J.) ("The FAL and the UCL provide for only restitutionary and injunctive relief, whereas the CLRA also provides for monetary damages. In many cases, liability under the three statutes will involve the same facts and elements. But here, Plaintiff predicates her FAL claim largely on a specific statutory provision.... Plaintiff may be able to prove these more straightforward factual elements, and thus prevail under the FAL, while still being unable to convince a jury of the more subjective claim that 'members of the public are likely to be deceived,' and therefore fail with respect to her

1 CLRA claim. Plaintiffs alleges as much in her pleading. Thus, she has shown how
2 restitution—her only available remedy under the FAL—‘would be more certain, prompt,
3 or efficient than the legal remedies’ available under the CLRA.”) (internal citations
4 omitted); *Farmer v. BarkBox, Inc.*, 2023 WL 8522984, at *6 (C.D. Cal. Oct. 6, 2023)
5 (“Plaintiff’s CLRA claim includes more ‘stringent elements’ than her UCL claim, such
6 that she may demonstrate her right to restitution under the UCL but fall short of
7 establishing her right to damages under the CLRA.”).

8 32. For example, Plaintiff’s claims under the UCL and FAL (equitable claims
9 seeking restitution) are predicated on specific statutory provisions under the ARL, which
10 prohibit the failure to include certain clear and conspicuous disclosures about automatic
11 renewal offer terms including cancellation policy before and after a transaction for such
12 purchase occurs. (Cal. Bus. & Prof. Code § 17602(a)(1) & (3).) Plaintiff may be able to
13 prove these more straightforward factual elements, and thus prevail under the UCL and
14 FAL, while not being able to prove one or more elements of Plaintiff’s legal claim under
15 the CLRA seeking damages governed by the reasonable consumer test.

16 33. Finally, legal damages are inadequate to remedy the imminent threat of
17 future harm that Plaintiff faces. Only an injunction can remedy this threat of future harm.
18 Plaintiff would purchase either the product or other products from Defendant again in the
19 future if Plaintiff could feel sure that Defendant’s checkout flow screens accurately
20 reflected the true nature of Defendant’s offers. But, without an injunction, Plaintiff has
21 no realistic way to know which—if any—of Defendant’s offers are not misleading
22 especially whether such offers include all material facts or omit some of them. Thus,
23 Plaintiff is unable to rely on Defendant’s checkout flow screens in the future, and so
24 Plaintiff cannot purchase products that Plaintiff would like to purchase.

25 **IV. CLASS ACTION ALLEGATIONS**

26 34. Plaintiff brings this action on behalf of all persons similarly situated, and
27 seeks certification of the following class:
28

1 All persons who, while in California, purchased any product or service from
2 Defendant's Website in response to an offer constituting an "Automatic renewal"
3 as defined by § 17601(a)(1) of the California Business and Professions Code within
4 the statute of limitations period.

5 35. The above-described class of persons shall hereafter be referred to as the
6 "Class." Excluded from the Class are any and all past or present officers, directors, or
7 employees of Defendant, any judge who presides over this action, and any partner or
8 employee of Class Counsel. Plaintiff reserves the right to expand, limit, modify, or
9 amend this class definition, including the addition of one or more subclasses, in
10 connection with his motion for class certification, or at any other time, based upon, *inter*
11 *alia*, changing circumstances and/or new facts obtained during discovery.

12 36. **Numerosity.** The Class is so numerous that joinder of all members in one
13 action is impracticable. The exact number and identities of the members of the Class is
14 unknown to Plaintiff at this time and can only be ascertained through appropriate
15 discovery, but Plaintiff is informed and believes, and thereon, alleges that there are at
16 least 100 members of the Class.

17 37. **Typicality.** Plaintiff's claims are typical of those of other members of the
18 Class, all of whom have suffered similar harm due to Defendant's course of conduct as
19 described in this Complaint.

20 38. **Adequacy of Representation.** Plaintiff is an adequate representative of the
21 Class and will fairly and adequately protect the interests of the Class. Plaintiff has
22 retained attorneys who are experienced in the handling of complex litigation and class
23 actions, and Plaintiff and Plaintiff's counsel intend to prosecute this action vigorously.

24 39. **Predominance of Common Questions of Law or Fact.** Common
25 questions of law and fact exist as to all members of the Class that predominate over any
26 questions affecting only individual members of the Class. These common legal and
27 factual questions, which do not vary among members of the Class, and which may be
28

determined without reference to the individual circumstances of any member of the Class, include, but are not limited to, the following:

- A) Whether, during the Class period, Defendant failed to present the automatic renewal offer terms, or continuous service offer terms, in a clear and conspicuous manner before the subscription or purchasing agreement was fulfilled and in visual proximity to the request for consent to the offer in violation of Cal. Bus. & Prof. Code § 17602(a)(1);
- B) Whether, during the Class period, Defendant 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);
- C) Whether Defendant's order flow screens and post-transaction acknowledgment constitute unfair business practices in violation of the UCL under Business & Professions Code § 17200 *et seq.*;
- D) Whether Defendant's order flow screens and post-transaction acknowledgment constitute false advertising in violation of the FAL under California Business & Professions Code § 17500 *et seq.*;
- E) Whether Defendant's order flow screens and post-transaction acknowledgment constitute violations of the CLRA under California Civil Code § 1750 *et seq.*;
- F) Whether Plaintiff and Class members are entitled to injunctive relief under Cal. Bus. & Prof. Code §§ 17203, 17535 and Cal. Civil Code § 1780(a)(2);
- G) Whether Plaintiff and the Class members are entitled to monetary relief insofar as the goods or services provided by Defendant are deemed an unconditional gift in accordance with Cal. Bus. & Prof. Code § 17603;

1 H) Whether Plaintiff and Class members are entitled to restitution in accordance
2 with Cal. Bus. & Prof. Code §§ 17203, 17535 and Cal. Civil Code §
3 1780(a)(3);

4 I) The proper formula(s) for calculating the restitution owed to Class members;

5 J) Whether Plaintiff and Class members are entitled to damages under Cal. Civil
6 Code § 1780(a)(1);

7 K) Whether Plaintiff and the Class members are entitled to total damages of at
8 least \$1,000 in accordance with Cal. Civil Code § 1780(a)(1);

9 L) Whether Plaintiff and Class members are entitled to punitive damages under
10 Cal. Civil Code § 1780(a)(4) and Cal. Civil Code § 3294(a);

11 M) Whether Plaintiff and Class members are entitled to any other relief that the
12 Court deems proper in accordance with Cal. Civil Code § 1780(a)(5); and

13 N) Whether Plaintiff and Class members are entitled to attorneys' fees and costs
14 under Cal. Civil Code § 1780(e) and California Code of Civil Procedure §
15 1021.5.

16 40. **Superiority.** A class action is superior to other available methods for the
17 fair and efficient adjudication of this controversy because individual litigation of the
18 claims of all members of the Class is impracticable.

19 41. **Ascertainability.** Defendant keeps computerized records of its sales and
20 customers through, among other things, databases storing customer orders, customer
21 order histories, customer profiles, customer loyalty programs, and general marketing
22 programs. Defendant has one or more databases through which a significant majority of
23 members of the Class may be identified and ascertained, and they maintain contact
24 information, including email addresses and home addresses (such as billing, mailing, and
25 shipping addresses), through which notice of this action is capable of being disseminated
26 in accordance with due process requirements.
27
28

V. CLAIMS FOR RELIEF

FIRST CLAIM FOR RELIEF

Violation of Consumers Legal Remedies Act

Cal. Civ. Code § 1750 *et seq.*

(By Plaintiff, on Plaintiff's own behalf and on behalf of the Class, against All Defendants)

42. Plaintiff incorporates by reference the foregoing paragraphs as if set forth hereinafter.

43. The CLRA prohibits certain “unfair methods of competition and unfair or deceptive acts or practices” in connection with the sale of goods or services to any consumer. (Cal. Civ. Code § 1770(a).)

44. The practices described herein, specifically Defendant's advertising and sale of its products, were intended to result and did result in the sale of such products to the consuming public and violated and continues to violate: (i) section 1770(a)(5) of the Civil Code by “[r]epresenting that goods or services have ... characteristics ... that they do not have”; and (ii) section 1770(a)(9) of the Civil Code by “[a]dvertising goods ... with intent not to sell them as advertised....”

45. “Courts have found that violations of the ARL are actionable under CLRA subdivisions (a)(5) and (a)(9).” *Zeller v. Optavia LLC*, 2024 WL 1207461, at *6 (S.D. Cal. Mar. 14, 2024) (Sabraw, C.J.) (citing *Farmer v. BarkBox, Inc.*, 2023 WL 8522984, at *4 (C.D. Cal. Oct. 6, 2023) (holding that ARL violation was actionable under subdivision (a)(5)); *Leventhal v. Streamlabs LLC*, 2022 WL 17905111, at *4, *6-*7 (N.D. Cal. Dec. 23, 2022) (holding that ARL violation actionable under subdivisions (a)(5) and (9); and *Morrell v. WW Int'l, Inc.*, 551 F. Supp. 3d 173, 182-83 (S.D.N.Y. 2021) (same)). *Zeller* held, “Plaintiffs adequately state claims against Optavia under CLRA subdivisions (a)(5) and (a)(9), Cal. Civ. Code § 1770(a)(5), (9), predicated on Optavia's violation of the ARL....” *Zeller*, 2024 WL 1207461, at *5; *see also Zeichner v. Nord Security Inc.*, 2024 WL 4951261, at *6 (N.D. Cal. Dec. 2, 2024) (holding that allegations of ARL

1 violations plausibly stated a CLRA claim based upon unlawful practices particularly
2 sections 1770(a)(5) and (9)) (“Plaintiff alleges Defendants advertised their product as
3 though it did not automatically renew without consumer consent, when in actuality, the
4 subscription did renew, and Defendants intended as much. These alleged violations of the
5 ARL constitute material omissions by Defendants arising from a statutorily prescribed
6 duty.”); *Price v. Synapse Group, Inc.*, 2017 WL 3131700, at *8 (S.D. Cal. July 24, 2017)
7 (“Plaintiffs allege that Defendants advertised discounted magazine subscriptions without
8 adequately disclosing the terms of the automatic renewal features attached to those
9 subscriptions. Put another way, Plaintiffs allege that by not adequately disclosing the
10 automatic renewal features tied to the subscriptions, Defendants represented that the
11 subscriptions had a characteristic they did not have—namely, the absence of an automatic
12 renewal feature. The Court finds these allegations sufficient to state a claim under §
13 1770(a)(5).”) (denying motion to dismiss CLRA claim under sections 1770(a)(5) and
14 (9)).

15 46. Plaintiff is an individual who acquired, by purchase, the Product, which is a
16 “good[,]” *i.e.*, a tangible chattel bought for use primarily for personal, family, or
17 household purposes within the meaning of Civil Code § 1761(a).

18 47. “A duty to disclose a material fact can arise if ... it is imposed by statute....”
19 *Zeichner*, 2024 WL 4951261, at *6 (quoting *Rattagan v. Uber Techs., Inc.*, 17 Cal. 5th 1,
20 40 (2024)). Here, the ARL imposed upon Defendant multiple duties to disclose certain
21 material facts. Under the ARL, Defendant owed Plaintiff a statutory duty to present
22 automatic renewal offer terms and continuous service offer terms in a clear and
23 conspicuous manner before fulfilling the subscription or purchasing agreement in visual
24 proximity to the request for consent to the offer under section 17602(a)(1) of the
25 California Business and Professions Code. In addition, under the ARL, Defendant owed
26 Plaintiff a statutory duty to provide an acknowledgment that includes automatic renewal
27 offer terms or continuous service offer terms, cancellation policy, and information
28

1 regarding how to cancel in a manner that is capable of being retained by the consumer
2 under California Business and Professions Code § 17602(a)(3).

3 48. Defendant violated the foregoing ARL requirements under subdivisions
4 (a)(1) and (3) of section 17602 by failing to disclose key details of its cancellation policy
5 and how to cancel in the fine print on the Website at the time of the consumer online
6 checkout process and in its post-transaction acknowledgment. Such violations of the
7 ARL constitute material omissions by Defendant arising from a statutorily prescribed
8 duty.

9 49. In addition, Defendant's textual disclosure statements on the final order flow
10 screen of its checkout process are misleading because they omit statutorily-required
11 information about Defendant's cancellation policy, including how to cancel, in a clear
12 and conspicuous manner before the subscription or purchasing agreement is fulfilled and
13 in visual proximity to the request for consent to the offer. In addition, Defendant's post-
14 transaction acknowledgment is misleading because it omits statutorily-required
15 information about Defendant's automatic renewal offer terms or continuous service offer
16 terms including Defendant's cancellation policy and information regarding how to cancel
17 in a manner that is capable of being retained by the consumer in a clear and conspicuous
18 manner. Thus, the automatic-renewal process on the Website and post-transaction
19 acknowledgment create the misleading impression that the amount paid by a consumer is
20 a one-time charge, rather than an automatically recurring monthly charge, and, thus, are
21 unlawful misrepresentations in violation of the CLRA. Put differently, Defendant
22 advertised the Product as though it did not automatically renew without consumer consent
23 even though, in actuality, the subscription to the Product did renew, which is what
24 Defendant intended.

25 50. In doing so, Defendant intentionally misrepresented and concealed material
26 facts from Plaintiff and Class members. Said misrepresentations and concealment were
27 done with the intention of deceiving Plaintiff and Class members, and depriving Plaintiff
28 and Class members of their rights and money.

1 51. Defendant knew that the advertising of its products on the order flow screens
2 on its Website and in its post-transaction acknowledgment were misleading, deceptive,
3 and omitted material information. Defendant also knew that its post-transaction
4 acknowledgment of products advertised on its Website were misleading, deceptive, and
5 omitted material information.

6 52. Defendant's advertising of the Product was a material factor in Plaintiff's
7 decision to purchase the Product. Based on Defendant's advertising of the Product,
8 Plaintiff reasonably believed that Plaintiff was making a stand-alone purchase of the
9 Product for a one-time fee instead of an automatically renewing subscription with an
10 automatic monthly fee. Had Plaintiff known the truth of the matter, *i.e.*, that Defendant
11 failed to comply with the ARL's requirements by disclosing its automatic renewal offer
12 terms or continuous service offer terms in a clear and conspicuous manner, Plaintiff
13 would not have purchased the Product.

14 53. Plaintiff and Class members have suffered injury in fact and have lost money
15 as a result of Defendant's deceptive, unfair, and unlawful conduct.

16 54. Punitive damages are also sought herein based upon Defendant's deceptive
17 conduct, which indicates that Defendant is guilty of oppression, fraud, or malice.

18 55. Prior to the commencement of this action, Plaintiff sent a letter to Defendant
19 at its principal place of business notifying Defendant of the particular wrongdoing that
20 violates the CLRA and demanded that Defendant appropriately correct its advertising
21 and/or provide another appropriate remedy of the violations to the putative Class of
22 California consumers.

23 56. More than 30 days have elapsed since Plaintiff sent such demand letter to
24 Defendant, but Defendant failed to respond by either correcting its conduct and/or
25 otherwise providing an appropriate remedy of the violations or offering to do so within a
26 reasonable time to the entire putative Class.

27 **SECOND CLAIM FOR RELIEF**

28 **Violation of False Advertising Law**

Cal. Bus. & Prof. Code § 17500 *et seq.*

(By Plaintiff, on Plaintiff's own behalf and on behalf of the Class, against All Defendants)

57. Plaintiff incorporates by reference the foregoing paragraphs as if set forth hereinafter.

58. Section 17500 of the California Business and Professions Code states in relevant part, "It is unlawful for any person, firm, corporation or association, or any employee thereof with *intent directly or indirectly to dispose of* real or *personal property* or to perform services, professional or otherwise, or anything of any nature whatsoever or *to induce the public to enter into any obligation relating thereto, to make or disseminate or cause to be made or disseminated before the public in this state*, or to make or disseminate or cause to be made or disseminated from this state before the public in any state, in any newspaper or other publication, or *any advertising device*, or by public outcry or proclamation, or *in any other manner or means whatever, including over the Internet, any statement*, concerning that real or *personal property* or those services, professional or otherwise, or *concerning any circumstance or matter of fact connected with the proposed* performance or *disposition thereof, which is untrue or misleading, and which is known, or which by the exercise of reasonable care should be known, to be untrue or misleading, or for any person, firm, or corporation to so make or disseminate or cause to be so made or disseminated any such statement as part of a plan or scheme with the intent not to sell that personal property* or those services, professional or otherwise, *so advertised at the price stated therein, or as so advertised.*" (Cal. Bus. & Prof. Code § 17500) (emphasis added).

59. By committing the acts alleged in this operative Complaint, Defendant has violated Business and Professions Code §§ 17500 *et seq.* In particular, Defendant's textual disclosure statements on the final order flow screen of its checkout process are misleading because they omit statutorily-required information about Defendant's cancellation policy, including how to cancel, in a clear and conspicuous manner before

1 the subscription or purchasing agreement is fulfilled and in visual proximity to the request
2 for consent to the offer. In addition, Defendant's post-transaction acknowledgment is
3 misleading because it omits statutorily-required information about Defendant's automatic
4 renewal offer terms or continuous service offer terms including Defendant's cancellation
5 policy and information regarding how to cancel in a manner that is capable of being
6 retained by the consumer in a clear and conspicuous manner.

7 60. As a direct and proximate result of Defendant's misleading order flow
8 screens on its Website and misleading post-transaction acknowledgment, which contain
9 omissions prohibited by the ARL, Plaintiff and members of the Class have suffered injury
10 in fact and have lost money.

11 61. Plaintiff is entitled to restitution pursuant to Cal. Bus. & Prof. Code § 17535
12 for all monies paid by Plaintiff under the subscription agreement or purchasing
13 agreement. Defendant should be required to disgorge all the profits and gains it has
14 reaped and restore such profits and gains to Plaintiff and Class members, from whom
15 they were unlawfully taken.

16 **THIRD CLAIM FOR RELIEF**

17 **Violation of Unfair Competition Law**

18 **Cal. Bus. & Prof. Code § 17200 *et seq.***

19 **(By Plaintiff, on Plaintiff's own behalf and on behalf of the Class, against All**
20 **Defendants)**

21 62. Plaintiff incorporates by reference the foregoing paragraphs as if set forth
22 hereinafter.

23 63. The UCL prohibits unfair competition in the form of any unlawful, unfair,
24 or fraudulent business act or practice, any unfair, deceptive, untrue or misleading
25 advertising, and any act prohibited by the FAL. Cal. Bus. & Prof. Code § 17204 allows
26 "a person who has suffered injury in fact and has lost money or property" to prosecute a
27 civil action for violation of the UCL. Such a person may bring such an action on behalf
28

1 of himself or herself and others similarly situated who are affected by the unlawful and/or
2 unfair business practice or act.

3 64. During the Class period, Defendant committed unlawful business acts or
4 practices as defined by the UCL by violating sections 17601 and 17602 of the California
5 Business and Professions Code.

6 65. As a direct and proximate result of Defendant's deceptive, unfair, and
7 unlawful acts or practices described herein, including its misleading and incomplete order
8 flow screens on its Website and misleading and incomplete post-transaction
9 acknowledgment, Plaintiff and members of the Class have suffered injury in fact and have
10 lost money.

11 66. Defendant has received, and continues to hold, unlawfully obtained property
12 and money belonging to Plaintiff in the form of payments made for the insufficiently
13 disclosed subscription agreement by Plaintiff. Defendant has profited from its unlawful
14 acts or practices in the amount of those business expenses and interest accrued thereon.

15 67. Plaintiff is entitled to restitution pursuant to Cal. Bus. & Prof. Code § 17203
16 for all monies paid by Plaintiff under the subscription agreement. Defendant should be
17 required to disgorge all the profits and gains it has reaped and restore such profits and
18 gains to Plaintiff and Class members, from whom they were unlawfully taken.

19 **PRAYER FOR RELIEF**

20 WHEREFORE, Plaintiff seeks judgment against Defendant as follows:

- 21 a. For an order certifying that the action be maintained as a class action, that
22 Plaintiff be designated as the class representative, and that undersigned counsel
23 be designated as class counsel;
- 24 b. For all available declaratory, legal, and equitable relief including injunctive
25 relief;
- 26 c. For statutory damages;
- 27 d. For punitive damages;
- 28 e. For attorneys' fees and costs as allowed by law; and

1 f. For any and all other relief at law or equity that may be appropriate.

2
3 Dated: September 5, 2025

PACIFIC TRIAL ATTORNEYS, APC

4
5 By: /s/ Scott J. Ferrell

6 Scott J. Ferrell

7 Attorneys for Plaintiff and the Proposed Class
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CIVIL COVER SHEET
of 2

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS

REBEKA RODRIGUEZ, individually and on behalf of all others similarly situated,

(b) County of Residence of First Listed Plaintiff _____
(EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number)

Pacific Trial Attorneys, APC, 4100 Newport Place Dr.,
Suite 800, Newport Beach, CA 92660; 949-706-6464

DEFENDANTS

THE LOOT COMPANY LLC, a Delaware entity, d/b/a
WWW.LOOTCRATE.COM,

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.

Attorneys (If Known)

'25CV2320 WQHSBC

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

- ☐ 1 U.S. Government Plaintiff ☐ 3 Federal Question (U.S. Government Not a Party)
- ☐ 2 U.S. Government Defendant ☒ 4 Diversity (Indicate Citizenship of Parties in Item III)

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

- | | PTF | DEF | | PTF | DEF |
|---|---------------------------------------|----------------------------|---|----------------------------|---------------------------------------|
| Citizen of This State | <input checked="" type="checkbox"/> 1 | <input type="checkbox"/> 1 | Incorporated or Principal Place of Business In This State | <input type="checkbox"/> 4 | <input type="checkbox"/> 4 |
| Citizen of Another State | <input type="checkbox"/> 2 | <input type="checkbox"/> 2 | Incorporated and Principal Place of Business In Another State | <input type="checkbox"/> 5 | <input checked="" type="checkbox"/> 5 |
| Citizen or Subject of a Foreign Country | <input type="checkbox"/> 3 | <input type="checkbox"/> 3 | Foreign Nation | <input type="checkbox"/> 6 | <input type="checkbox"/> 6 |

IV. NATURE OF SUIT (Place an "X" in One Box Only)

Click here for: [Nature of Suit Code Descriptions.](#)

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excludes Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	PERSONAL INJURY <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Medical Malpractice PERSONAL INJURY <input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY <input type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other LABOR <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Management Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Employee Retirement Income Security Act IMMIGRATION <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 PROPERTY RIGHTS <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 835 Patent - Abbreviated New Drug Application <input type="checkbox"/> 840 Trademark <input type="checkbox"/> 880 Defend Trade Secrets Act of 2016 SOCIAL SECURITY <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) FEDERAL TAX SUITS <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 376 Qui Tam (31 USC 3729(a)) <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit (15 USC 1681 or 1692) <input type="checkbox"/> 485 Telephone Consumer Protection Act <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input checked="" type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes
REAL PROPERTY <input type="checkbox"/> 210 Land Condemnation <input type="checkbox"/> 220 Foreclosure <input type="checkbox"/> 230 Rent Lease & Ejectment <input type="checkbox"/> 240 Torts to Land <input type="checkbox"/> 245 Tort Product Liability <input type="checkbox"/> 290 All Other Real Property	CIVIL RIGHTS <input type="checkbox"/> 440 Other Civil Rights <input type="checkbox"/> 441 Voting <input type="checkbox"/> 442 Employment <input type="checkbox"/> 443 Housing/Accommodations <input type="checkbox"/> 445 Amer. w/Disabilities - Employment <input type="checkbox"/> 446 Amer. w/Disabilities - Other <input type="checkbox"/> 448 Education PRISONER PETITIONS Habeas Corpus: <input type="checkbox"/> 463 Alien Detainee <input type="checkbox"/> 510 Motions to Vacate Sentence <input type="checkbox"/> 530 General <input type="checkbox"/> 535 Death Penalty Other: <input type="checkbox"/> 540 Mandamus & Other <input type="checkbox"/> 550 Civil Rights <input type="checkbox"/> 555 Prison Condition <input type="checkbox"/> 560 Civil Detainee - Conditions of Confinement			

V. ORIGIN (Place an "X" in One Box Only)

- ☒ 1 Original Proceeding ☐ 2 Removed from State Court ☐ 3 Remanded from Appellate Court ☐ 4 Reinstated or Reopened ☐ 5 Transferred from Another District (specify) ☐ 6 Multidistrict Litigation - Transfer ☐ 8 Multidistrict Litigation - Direct File

VI. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):
Class Action Fairness Act of 2005 ("CAFA"), 28 U.S.C. § 1332(d)(2)

Brief description of cause:

This complaint states causes of action for violation of the Consumer Legal Remedies Act, Business & Professions Code § 17500 & § 17200

VII. REQUESTED IN COMPLAINT:

☒ CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P.

DEMAND \$

CHECK YES only if demanded in complaint:

JURY DEMAND: ☐ Yes ☒ No

VIII. RELATED CASE(S) IF ANY

(See instructions):

JUDGE

DOCKET NUMBER

DATE

SIGNATURE OF ATTORNEY OF RECORD

September 5, 2025

/s/ Scott J. Ferrell

FOR OFFICE USE ONLY

RECEIPT #

AMOUNT

APPLYING IFP

JUDGE

MAG. JUDGE

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44

Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- I. (a) **Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
 - (b) **County of Residence.** For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
 - (c) **Attorneys.** Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".
- II. **Jurisdiction.** The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.
- United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here. United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.
- Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.
- Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)
- III. **Residence (citizenship) of Principal Parties.** This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- IV. **Nature of Suit.** Place an "X" in the appropriate box. If there are multiple nature of suit codes associated with the case, pick the nature of suit code that is most applicable. Click here for: [Nature of Suit Code Descriptions](#).
- V. **Origin.** Place an "X" in one of the seven boxes.
- Original Proceedings. (1) Cases which originate in the United States district courts.
- Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441.
- Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.
- Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.
- Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.
- Multidistrict Litigation – Transfer. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407.
- Multidistrict Litigation – Direct File. (8) Check this box when a multidistrict case is filed in the same district as the Master MDL docket.
- PLEASE NOTE THAT THERE IS NOT AN ORIGIN CODE 7.** Origin Code 7 was used for historical records and is no longer relevant due to changes in statute.
- VI. **Cause of Action.** Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional statutes unless diversity.** Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service.
- VII. **Requested in Complaint.** Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.
- Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction.
- Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. **Related Cases.** This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

Date and Attorney Signature. Date and sign the civil cover sheet.