

1 PACIFIC TRIAL ATTORNEYS  
A Professional Corporation  
2 Scott J. Ferrell, Bar No. 202091  
sferrell@pacifictrialattorneys.com  
3 Victoria C. Knowles, Bar No. 277231  
vknowles@pacifictrialattorneys.com  
4 4100 Newport Place Drive, Ste. 800  
Newport Beach, CA 92660  
5 Tel: (949) 706-6464  
Fax: (949) 706-6469

6 Attorneys for Plaintiff and the Proposed Class  
7

8 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**  
9 **FOR THE COUNTY OF ORANGE**

11 DALLAS JAMES, on behalf of all others  
similarly situated,

12 Plaintiff,

13 v.

14 BUTCHERBOX OPCO, LLC, a Massachusetts  
15 limited liability company, d/b/a  
WWW.BUTCHERBOX.COM,

16 Defendant.  
17

Case No.: 30-2026-01551170-CU-MT-CXC

**CLASS ACTION COMPLAINT FOR  
VIOLATION OF THE AUTOMATIC  
RENEWAL LAW AND RELATED CLAIMS**

Assigned for All Purposes:  
Judge Melissa R. McCormick  
Dept. CX105

18 Plaintiff Dallas James (“Plaintiff”) alleges as follows:

19 **I. NATURE OF ACTION**

20 1. Plaintiff brings this action after purchasing an automatically renewing paid subscription  
21 at [www.butcherbox.com](http://www.butcherbox.com) (the “Website”), which caused Plaintiff to incur unlawful charges from  
22 Defendant related to an automatic renewal or continuous service. Defendant made unlawful automatic  
23 renewal and/or continuous service offers to consumers in California in violation of California’s  
24 Automatic Renewal Law (the “ARL”), Cal. Bus. & Prof. Code § 17600 *et seq.*, by: (1) failing to provide  
25 “clear and conspicuous” disclosures mandated by California law; and (2) failing to provide an  
26 acknowledgment to consumers that includes the automatic renewal or continuous service offer terms,  
27  
28

1 the cancellation policy, and information regarding how to cancel in a manner that is capable of being  
2 retained by the consumer.

3 **II. JURISDICTION AND VENUE**

4 2. Plaintiff is and was at all times mentioned herein a citizen of the State of California.

5 3. Defendant is an online retailer that sells products nationwide and in California.  
6 Defendant has substantial contacts with and receives substantial benefits and income from and through  
7 the state of California. Defendant made, and continues to make, automatic renewal or continuous service  
8 offers to consumers in California. Defendant operates the Website, which markets and sells meat  
9 delivery services.

10 4. Venue is proper in this County because Plaintiff purchased the product in this County  
11 and suffered injury in this County.

12 **III. FACTUAL ALLEGATIONS**

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

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

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

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

24 (2) Charge the consumer’s credit or debit card, or the consumer’s account with a third party, for  
25 an automatic renewal or continuous service without first obtaining the consumer’s affirmative  
26 consent to the agreement containing the automatic renewal offer terms or continuous service  
27 offer terms.

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

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

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

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

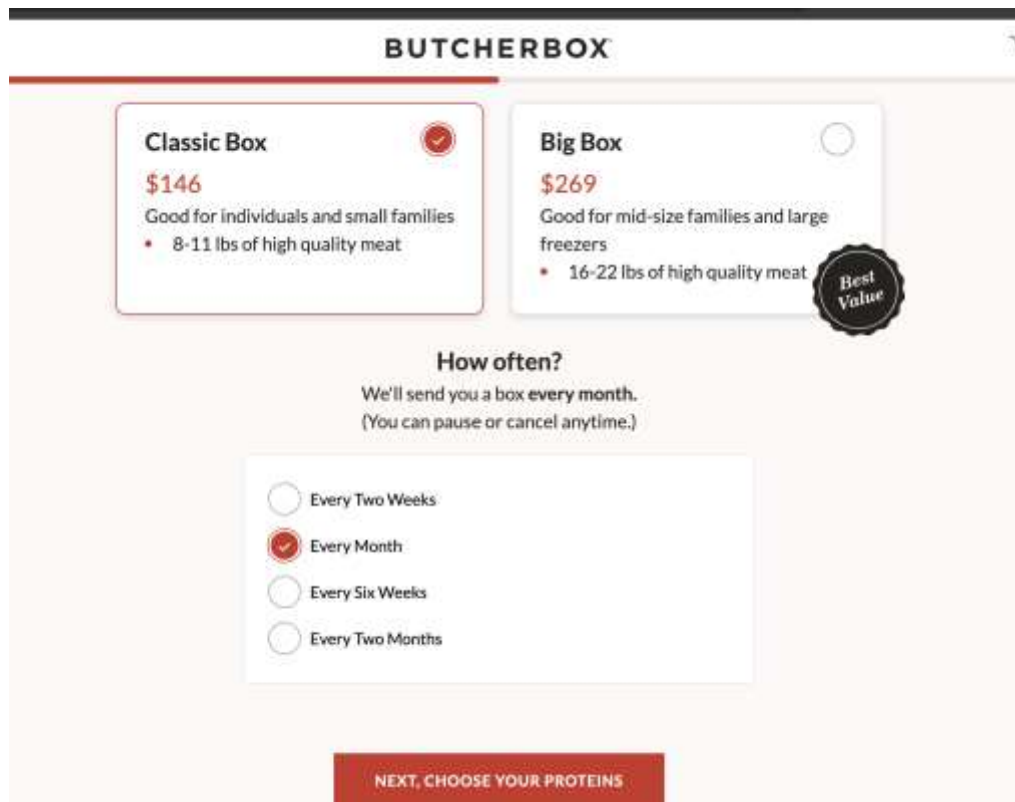
23 10. Cal. Bus. & Prof. Code § 17602(c)(1) provides: “A business that makes an automatic  
24 renewal offer or continuous service offer shall provide a toll-free telephone number, email address, a  
25 postal address if the seller directly bills the consumer, or it shall provide another cost-effective,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

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

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

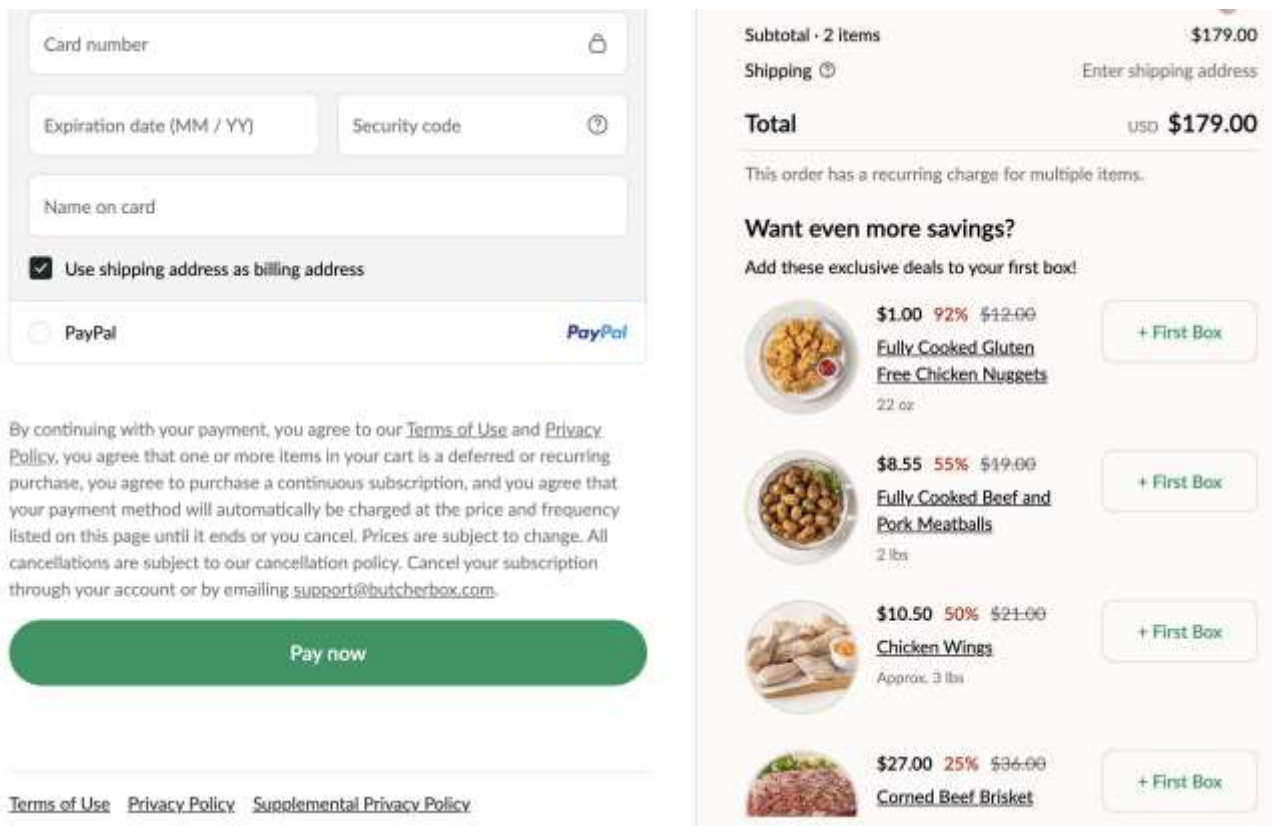
10 12. Defendant offers through the Website various subscriptions for products to consumers.  
11 Defendant’s offerings constitute an “automatic renewal” because such offerings comprise of plans,  
12 arrangements, or provisions of a contract that contains a free-to-pay conversion or in which a paid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

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



1  
2 <https://www.butcherbox.com/plans-and-addons/box-options?cartContext=> (last visited Feb. 25, 2026).

3 14. At relevant times, Defendant’s final checkout page in its order flow process is presented  
4 on its Website as follows:



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20 [https://checkout.butcherbox.com/checkouts/cn/hWN9C6aO7Uul8BIM6iU35FUw/en?\\_r=AQAB9-LOynHulnKo7g61s23Uih1SHNvfLXRSnFU4FvJ-IBY&\\_s=ac6b05a8-190a-4020-93ee-9f1938d8070a&\\_y=89b0b96c-53e5-45c7-9073-333d84610b3b&auto\\_redirect=false&edge\\_redirect=true&skip\\_shop\\_pay=true](https://checkout.butcherbox.com/checkouts/cn/hWN9C6aO7Uul8BIM6iU35FUw/en?_r=AQAB9-LOynHulnKo7g61s23Uih1SHNvfLXRSnFU4FvJ-IBY&_s=ac6b05a8-190a-4020-93ee-9f1938d8070a&_y=89b0b96c-53e5-45c7-9073-333d84610b3b&auto_redirect=false&edge_redirect=true&skip_shop_pay=true) (last visited Feb. 25,  
21  
22  
23  
24 2026).

25 15. Defendant’s final checkout page presented to consumers violates the ARL. In particular,  
26 such page violates Section 17602(a)(1) by failing to describe the “cancellation policy that applies to the  
27 offer” as set forth in section 17601(a)(2)(B) via “clear and conspicuous” disclosures in compliance with  
28

1 section 17601(a)(3) by failing to include the automatic renewal offer terms and continuous service offer  
2 terms in a “clear and conspicuous” manner, *i.e.*, with “larger type than the surrounding text, or in  
3 contrasting type, font, or color to the surrounding text of the same size, or set off from the surrounding  
4 text of the same size by symbols or other marks, in a manner that clearly calls attention to the language.”

5 16. Although Defendant’s checkout page sets forth its purported automatic renewal offer  
6 terms and continuous service offer terms below a large “Payment” header, Plaintiff’s investigation has  
7 determined that such textual disclosure statements are in a comparatively small 10.5 point type size in  
8 the Lato font in a gray color against a white background.

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

13 18. Even if clicked, the “Terms of Use” say nothing about how to manage or cancel  
14 subscriptions.

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

1 graphics and text more likely to attract the user’s attention”); *Chabolla v. ClassPass, Inc.*, 2023 WL  
2 4544598, at \*4 n.3 (N.D. Cal. June 22, 2023) (denying motion to compel arbitration in sign-in wrap  
3 agreement even where terms were hyperlinked in blue font because “this [color] alone does not make  
4 the text notice of the Terms conspicuous in light of the other deficits identified” such as the tiny font  
5 size), *aff’d*, 129 F.4th 1147, 1154 (9th Cir. 2025).

6 20. Although the terms of the agreement contain the sentence “Cancel your subscription  
7 through your account or by emailing [support@butcherbox.com](mailto:support@butcherbox.com),” the word “account” is not linked, nor  
8 are instructions on how to find the consumer’s account or what to do when they get there given on the  
9 final checkout page. Nowhere on Defendant’s site are complete instructions for cancellation given, nor  
10 is there a button or link named “account” on the homepage or its drop-down menu. The average  
11 consumer is unlikely to remember the email address given on the final checkout page for later use.

12 21. Cancelling is a tedious and lengthy process, requiring consumers to confirm their  
13 decision to cancel the subscription multiple times before actually completing the cancellation.

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

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

19 **C. Defendant’s Post-Transaction Violations of the ARL**

20 24. Defendant similarly violated the ARL by failing to provide to consumers the post-  
21 transaction acknowledgement required by section 17602(a)(3). Specifically, Defendant fails to “provide  
22 an acknowledgment that includes the automatic renewal or continuous service offer terms, cancellation  
23 policy, and information regarding how to cancel in a manner that is capable of being retained by the  
24 consumer.”

25 **D. Plaintiff’s Transaction on the Website and Subsequent Recurring Charges**

26 25. On November 17, 2025, Plaintiff purchased a “Classic Box” (the “Product”) from  
27 Defendant via the Website at a price of \$152.00. On December 14, 2025, Plaintiff’s credit card account  
28

1 was charged by Defendant for \$152.00 for the Product as part of a recurring monthly charge. After  
2 discovering such second charge to Plaintiff's credit card account by Defendant, Plaintiff cancelled the  
3 subscription shortly thereafter.

4 **IV. CLASS ACTION ALLEGATIONS**

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

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

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

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

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

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

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

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

- 3 A) Whether, during the Class period, Defendant failed to present the automatic renewal offer  
4 terms, or continuous service offer terms, in a clear and conspicuous manner before the  
5 subscription or purchasing agreement was fulfilled and in visual proximity to the request  
6 for consent to the offer in violation of Cal. Bus. & Prof. Code § 17602(a)(1);
- 7 B) Whether, during the Class period, Defendant failed to provide an acknowledgement that  
8 included the automatic renewal or continuous service offer terms, cancellation policy, and  
9 information on how to cancel in a manner that is capable of being retained by Plaintiff and  
10 Class members, in violation of Cal. Bus. & Prof. Code § 17602(a)(3);
- 11 C) Whether Defendant's order flow screens and post-transaction acknowledgment constitute  
12 unfair business practices in violation of the UCL under Business & Professions Code §  
13 17200 *et seq.*;
- 14 D) Whether Defendant's order flow screens and post-transaction acknowledgment constitute  
15 false advertising in violation of the FAL under California Business & Professions Code §  
16 17500 *et seq.*;
- 17 E) Whether Defendant's order flow screens and post-transaction acknowledgment constitute  
18 violations of the CLRA under California Civil Code § 1750 *et seq.*;
- 19 F) Whether Plaintiff and Class members are entitled to injunctive relief under Cal. Bus. &  
20 Prof. Code §§ 17203, 17535 and Cal. Civil Code § 1780(a)(2);
- 21 G) Whether Plaintiff and the Class members are entitled to monetary relief insofar as the  
22 goods or services provided by Defendant are deemed an unconditional gift in accordance  
23 with Cal. Bus. & Prof. Code § 17603;
- 24 H) Whether Plaintiff and Class members are entitled to restitution in accordance with Cal.  
25 Bus. & Prof. Code §§ 17203, 17535 and Cal. Civil Code § 1780(a)(3);
- 26 I) The proper formula(s) for calculating the restitution owed to Class members;
- 27 J) Whether Plaintiff and Class members are entitled to damages under Cal. Civil Code §  
28 1780(a)(1);

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

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

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

7 N) Whether Plaintiff and Class members are entitled to attorneys’ fees and costs under Cal.  
8 Civil Code § 1780(e) and California Code of Civil Procedure § 1021.5.

9 32. **Superiority.** A class action is superior to other available methods for the fair and  
10 efficient adjudication of this controversy because individual litigation of the claims of all members of  
11 the Class is impracticable.

12 33. **Ascertainability.** Defendant keeps computerized records of its sales and customers  
13 through, among other things, databases storing customer orders, customer order histories, customer  
14 profiles, customer loyalty programs, and general marketing programs. Defendant has one or more  
15 databases through which a significant majority of members of the Class may be identified and  
16 ascertained, and they maintain contact information, including email addresses and home addresses (such  
17 as billing, mailing, and shipping addresses), through which notice of this action is capable of being  
18 disseminated in accordance with due process requirements.

19 **V. CLAIMS FOR RELIEF**

20 **FIRST CLAIM FOR RELIEF**

21 **Violation of Consumers Legal Remedies Act**

22 **Cal. Civ. Code § 1750 *et seq.***

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

24 34. The CLRA prohibits certain “unfair methods of competition and unfair or deceptive acts  
25 or practices” in connection with the sale of goods or services to any consumer. (Cal. Civ. Code §  
26 1770(a).)

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

6           36.     “Courts have found that violations of the ARL are actionable under CLRA subdivisions  
7 (a)(5) and (a)(9).” *Zeller v. Optavia LLC*, 2024 WL 1207461, at \*6 (S.D. Cal. Mar. 14, 2024) (Sabraw,  
8 C.J.) (citing *Farmer v. BarkBox, Inc.*, 2023 WL 8522984, at \*4 (C.D. Cal. Oct. 6, 2023) (holding that  
9 ARL violation was actionable under subdivision (a)(5)); *Leventhal v. Streamlabs LLC*, 2022 WL  
10 17905111, at \*4, \*6-\*7 (N.D. Cal. Dec. 23, 2022) (holding that ARL violation actionable under  
11 subdivisions (a)(5) and (9); and *Morrell v. WW Int’l, Inc.*, 551 F. Supp. 3d 173, 182-83 (S.D.N.Y. 2021)  
12 (same)). *Zeller* held, “Plaintiffs adequately state claims against Optavia under CLRA subdivisions (a)(5)  
13 and (a)(9), Cal. Civ. Code § 1770(a)(5), (9), predicated on Optavia’s violation of the ARL....” *Zeller*,  
14 2024 WL 1207461, at \*5; *see also Zeichner v. Nord Security Inc.*, 2024 WL 4951261, at \*6 (N.D. Cal.  
15 Dec. 2, 2024) (holding that allegations of ARL violations plausibly stated a CLRA claim based upon  
16 unlawful practices particularly sections 1770(a)(5) and (9)) (“Plaintiff alleges Defendants advertised  
17 their product as though it did not automatically renew without consumer consent, when in actuality, the  
18 subscription did renew, and Defendants intended as much. These alleged violations of the ARL  
19 constitute material omissions by Defendants arising from a statutorily prescribed duty.”); *Price v.*  
20 *Synapse Group, Inc.*, 2017 WL 3131700, at \*8 (S.D. Cal. July 24, 2017) (“Plaintiffs allege that  
21 Defendants advertised discounted magazine subscriptions without adequately disclosing the terms of the  
22 automatic renewal features attached to those subscriptions. Put another way, Plaintiffs allege that by not  
23 adequately disclosing the automatic renewal features tied to the subscriptions, Defendants represented  
24 that the subscriptions had a characteristic they did not have—namely, the absence of an automatic  
25 renewal feature. The Court finds these allegations sufficient to state a claim under § 1770(a)(5).”)  
26 (denying motion to dismiss CLRA claim under sections 1770(a)(5) and (9)).

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

4 38. “A duty to disclose a material fact can arise if ... it is imposed by statute....” *Zeichner*,  
5 2024 WL 4951261, at \*6 (quoting *Rattagan v. Uber Techs., Inc.*, 17 Cal. 5th 1, 40 (2024)). Here, the  
6 ARL imposed upon Defendant multiple duties to disclose certain material facts. Under the ARL,  
7 Defendant owed Plaintiff a statutory duty to present automatic renewal offer terms and continuous  
8 service offer terms in a clear and conspicuous manner before fulfilling the subscription or purchasing  
9 agreement in visual proximity to the request for consent to the offer under section 17602(a)(1) of the  
10 California Business and Professions Code. In addition, under the ARL, Defendant owed Plaintiff a  
11 statutory duty to provide an acknowledgment that includes automatic renewal offer terms or continuous  
12 service offer terms, cancellation policy, and information regarding how to cancel in a manner that is  
13 capable of being retained by the consumer under California Business and Professions Code §  
14 17602(a)(3).

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

20 40. In addition, Defendant’s textual disclosure statements on the final order flow screen of  
21 its checkout process are misleading because they omit statutorily-required information about  
22 Defendant’s cancellation policy, including how to cancel, in a clear and conspicuous manner before the  
23 subscription or purchasing agreement is fulfilled and in visual proximity to the request for consent to  
24 the offer. In addition, Defendant’s post-transaction acknowledgment is misleading because it omits  
25 statutorily-required information about Defendant’s automatic renewal offer terms or continuous service  
26 offer terms including Defendant’s cancellation policy and information regarding how to cancel in a  
27 manner that is capable of being retained by the consumer in a clear and conspicuous manner. Thus, the  
28 automatic-renewal process on the Website and post-transaction acknowledgment create the misleading

1 impression that the amount paid by a consumer is a one-time charge, rather than an automatically  
2 recurring monthly charge, and, thus, are unlawful misrepresentations in violation of the CLRA. Put  
3 differently, Defendant advertised the Product as though it did not automatically renew without consumer  
4 consent even though, in actuality, the subscription to the Product did renew, which is what Defendant  
5 intended.

6 41. In doing so, Defendant intentionally misrepresented and concealed material facts from  
7 Plaintiff and Class members. Said misrepresentations and concealment were done with the intention of  
8 deceiving Plaintiff and Class members, and depriving Plaintiff and Class members of their rights and  
9 money.

10 42. Defendant knew that the advertising of its products on the order flow screens on its  
11 Website and in its post-transaction acknowledgment were misleading, deceptive, and omitted material  
12 information. Defendant also knew that its post-transaction acknowledgment of products advertised on  
13 its Website were misleading, deceptive, and omitted material information.

14 43. Defendant's advertising of the Product was a material factor in Plaintiff's decision to  
15 purchase the Product. Based on Defendant's advertising of the Product, Plaintiff reasonably believed  
16 that Plaintiff was making a stand-alone purchase of the Product for a one-time fee instead of an  
17 automatically renewing subscription with an automatic monthly fee. Had Plaintiff known the truth of  
18 the matter, *i.e.*, that Defendant failed to comply with the ARL's requirements by disclosing its automatic  
19 renewal offer terms or continuous service offer terms in a clear and conspicuous manner, Plaintiff would  
20 not have purchased the Product.

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

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

25 46. Prior to the commencement of this action, Plaintiff sent a letter to Defendant at its  
26 principal place of business notifying Defendant of the particular wrongdoing that violates the CLRA  
27 and demanded that Defendant appropriately correct its advertising and/or provide another appropriate  
28 remedy of the violations to the putative Class of California consumers.

**SECOND CLAIM FOR RELIEF**

**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)**

47. 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).

48. 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 the subscription or purchasing agreement is fulfilled and in visual proximity to the request for consent to the offer. In addition, Defendant’s post-transaction acknowledgment is misleading because it omits statutorily-required information about Defendant’s automatic renewal offer terms or continuous service offer terms including Defendant’s cancellation policy and information

1 regarding how to cancel in a manner that is capable of being retained by the consumer in a clear and  
2 conspicuous manner.

3 49. As a direct and proximate result of Defendant’s misleading order flow screens on its  
4 Website and misleading post-transaction acknowledgment, which contain omissions prohibited by the  
5 ARL, Plaintiff and members of the Class have suffered injury in fact and have lost money.

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

10 **THIRD CLAIM FOR RELIEF**

11 **Violation of Unfair Competition Law**

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

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

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

20 52. During the Class period, Defendant committed unlawful business acts or practices as  
21 defined by the UCL by violating sections 17601 and 17602 of the California Business and Professions  
22 Code.

23 53. As a direct and proximate result of Defendant’s deceptive, unfair, and unlawful acts or  
24 practices described herein, including its misleading and incomplete order flow screens on its Website  
25 and misleading and incomplete post-transaction acknowledgment, Plaintiff and members of the Class  
26 have suffered injury in fact and have lost money.

27 54. Plaintiff is entitled to restitution pursuant to Cal. Bus. & Prof. Code § 17203 for all  
28 monies paid by Plaintiff under the subscription agreement. Defendant should be required to disgorge

1 all the profits and gains it has reaped and restore such profits and gains to Plaintiff and Class members,  
2 from whom they were unlawfully taken.


3 **PRAYER FOR RELIEF**

4 WHEREFORE, Plaintiff seeks judgment against Defendant as follows:

- 5 a. For an order certifying that the action be maintained as a class action, that Plaintiff be  
6 designated as the class representative, and that undersigned counsel be designated as class  
7 counsel;
- 8 b. For all available declaratory, legal, and equitable relief including injunctive relief;
- 9 c. For statutory damages;
- 10 d. For punitive damages;
- 11 e. For attorneys' fees and costs as allowed by law; and
- 12 f. For any and all other relief at law or equity that may be appropriate.

13  
14 Dated: February 25, 2026

PACIFIC TRIAL ATTORNEYS, APC

15  
16 By:  \_\_\_\_\_  
17 Scott J. Ferrell  
18 Attorneys for Plaintiff and the Proposed Class