

Clerk of the Superior Court
By T. Automation, Deputy Clerk

1 Simon Franzini (Cal. Bar No. 287631)
simon@dovel.com
2 Martin Brenner (Cal. Bar No. 333540)
martin@dovel.com
3 Grace Bennett (Cal. Bar No. 345948)
grace@dovel.com
4 DOVEL & LUNER, LLP
5 201 Santa Monica Blvd., Suite 600
Santa Monica, California 90401
6 Telephone: (310) 656-7066
Facsimile: (310) 656-7069

7 *Attorneys for Plaintiff*

8
9 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**
10 **COUNTY OF SAN DIEGO**

11 DEBBIE LEI, individually and on behalf of all
others similarly situated,

12 *Plaintiff,*

13 v.

14 ZAZZLE INC.,

15 *Defendant.*

Case No. 24CU027803N

16 **DECLARATION OF SIMON FRANZINI**
17 **IN SUPPORT OF NOTICE OF MOTION**
18 **AND MOTION FOR ATTORNEYS'**
19 **FEEES, COSTS, AND INCENTIVE**
20 **AWARDS**

21 *[Filed concurrently with Plaintiff's Motion*
22 *for Attorneys' Fees, Costs, and Incentive*
23 *Awards; [Proposed] Order]*

1 I, Simon Franzini, declare as follows:

2 1. I am a partner at the law firm Dovel & Luner, LLP, where I co-lead the firm's class
3 action practice. I, along with my law firm, was appointed Class Counsel in this action. I make this
4 declaration in support of the Motion for Attorneys' Fees, Costs, and Incentive Awards (the
5 "Motion").

6 2. I have worked on this matter since its inception, and have supervised other attorneys
7 and legal analysts who worked on the case.

8 3. Throughout my career, I have litigated numerous complex cases, including class
9 actions, and have tried a number of cases to verdict. For example, in 2019, I tried a Telephone
10 Consumer Protection Act class action in Oregon federal court, *Wakefield v. ViSalus, Inc.*, Case No.
11 3:15-cv-1857-SI (D. Or.). The jury returned a \$925 million verdict for the class. Due to this success,
12 Dovel & Luner was selected as a finalist for The National Law Journal's 2020 Elite Trial Lawyers
13 "Law Firm of the Year" award in Consumer Protection.

14 4. I have also negotiated and settled numerous cases, including class actions. For
15 example, in 2022, I reached a \$17.5 million settlement in a consumer class action litigated in
16 Colorado federal court, *Goodrich, et al. v. Alterra Mountain Co., et al.*, No. 1:20-cv-01057-RM-SKC
17 (D. Colo.). My firm, along with our co-counsel, was appointed Class Counsel in that case.

18 5. I am currently litigating numerous consumer class actions, many of which involve
19 similar issues and claims as the ones involved in this case. In particular, my firm is currently litigating
20 several fake discount cases, asserting similar claims and relying on similar legal theories as those
21 asserted and relied upon here. *See e.g., Phillips v. Brooklyn Bedding, LLC*, Case No. 3:23-cv-03781-
22 RFL (N.D. Cal.); *Vizcarra v. Michaels Stores, Inc.*, Case No. 5:23-cv-00468 (N.D. Cal.); *Crowder, et*
23 *al. v. The Shade Store, LLC*, Case No. 23-cv-02331-NC (N.D. Cal.). Recently, the Central District of
24 California finally approved a settlement I negotiated in another fake discount case. *See Barr v.*
25 *SelectBlinds LLC*, Case No. 2:22-cv-08326-SPG-PD, 2024 U.S. Dist. LEXIS 39068 (C.D. Cal. 2024).

26 6. My firm has spent substantial time on these fake discount cases: conducting thorough
27 investigations of factual issues, developing legal theories, comprehensively researching all past

1 litigation and potential defenses, crafting detailed complaints, responding to substantive arguments by
2 defendants, consulting experts with regards to both liability and damages, and, as in this case,
3 arduously negotiating potential settlements.

4 7. As a result of this work, my firm has developed considerable expertise in the area, and
5 we draw on that expertise constantly while litigating each individual case for the benefit of the
6 putative class. This expertise has led to significant success in these cases. We have negotiated
7 settlements in fake discount cases that provide excellent relief to class members. *E.g.*, *Barr v.*
8 *SelectBlinds LLC*, Case No. 2:22-cv-08326-SPG-PD, 2024 U.S. Dist. LEXIS 39068 (C.D. Cal. 2024).
9 We have also had success in litigation. For example, my firm has a proven track record of
10 successfully defeating pleading challenges in these kinds of cases (which are subject to heightened
11 pleading standards and are often dismissed on the pleadings for failure to collect sufficient evidence
12 of deceptive conduct.).

13 Class Counsel's efforts on behalf of the Settlement Class

14 8. My firm began to investigate this case in 2023. Before filing any case, my office
15 painstakingly gathered archival data from the Internet Archive Wayback Machine—archived copies
16 of Defendant's website showing Defendant's price advertising over time.¹ My colleagues and I used
17 this information to perform a detailed analysis of Defendant's liability under the pertinent consumer
18 protection statutes and common law. On September 7, 2023, my firm sent a notice and demand letter
19 to Defendant on behalf of Plaintiff Debbie Lei. The letter outlined Defendant's violations of
20 consumer protection statutes through its fake discounting, and was based on my firm's investigation
21 of Defendant's advertising practices.

22 9. Shortly after my firm sent Defendant the notice and demand letter, the Parties began
23 communicating about a possible settlement. To facilitate settlement discussions, the Parties agreed
24 that Plaintiff would hold off on filing her lawsuit while the Parties mediated the case. During this
25 time, the Parties engaged in substantive settlement discussions over a period of approximately eleven
26 months. The Parties agreed to private mediation, and scheduled a mediation with the Honorable

27 ¹ Accessible at <https://web.archive.org/>.

1 Edward Infante (Ret.) of JAMS for March 20, 2024. Prior to the mediation, the Parties thoroughly
2 analyzed the case and gained a comprehensive understanding of the potential risks for each side in
3 continued litigation. After agreeing to mediate, the Parties conducted informal discovery and
4 exchanged pertinent information regarding the allegations. My firm then prepared a comprehensive
5 mediation brief that discussed the claims, defenses, and alleged damages in detail. We also provided
6 Defendant a draft Complaint asserting Plaintiff's allegations in detail.

7 10. On March 20, 2024, the Parties participated in an in-person mediation before Judge
8 Infante. The Parties did not reach a settlement but agreed the mediation was productive, and
9 continued to engage in extensive and contentious negotiations. These continued negotiations included
10 independent follow-up calls with the mediator. On April 5, 2024, Judge Infante issued a mediator's
11 proposal on remaining issues in the negotiations. I reviewed this proposal thoroughly, and determined
12 that it was an excellent outcome for the Class. Both sides accepted the proposal on April 9, 2024.
13 After negotiating the benefits owed to the Settlement Class, my firm agreed to limit our petition for
14 attorneys' fees to no more than \$650,000—this is much lower than the average of one-third of the
15 settlement value recognized by California courts.

16 11. After accepting the mediator's proposal, I negotiated a long-form agreement with
17 Defendant that involved several back-and-forth redline drafts with substantive edits and calls between
18 myself and defense counsel. The Settlement Agreement was finally executed on October 1, 2024.

19 12. Along with finalizing the long-form agreement, my firm worked with Defendant to
20 find the right settlement administrator for this case, which involved soliciting bids from multiple
21 settlement administration companies. My firm also exchanged with Defendant and the settlement
22 administrator several drafts of e-mail notice, long-form notice, and the settlement website before the
23 Parties and the administrator settled on final versions of those documents.

24 13. My firm then filed this case to seek approval of the class action settlement. This
25 included revising and finalizing the draft Complaint, moving for preliminary approval, and working
26 with the settlement administrator to make sure notice was timely effectuated. We remain in regular
27 contact with the settlement administrator to remain apprised of any objections to the Settlement or

1 any Settlement Class Members who opt out. Our work on the case will also involve moving the Court
2 for final approval and addressing objections (if any) to the Settlement.

3 The Settlement Agreement

4 14. The Settlement Agreement requires Zazzle to provide over \$10 million in value to
5 Settlement Class Members. In total, based on Defendant's records, there are 1,224,844 Settlement
6 Class Members. Zazzle will pay \$5 in compensation to 575,668 Settlement Class Members who spent
7 less than \$35 on discounted products from Zazzle.com during the class period, and \$10 in
8 compensation to 649,176 Class Members who spent more than \$35 (inclusive of shipping and
9 handling costs, but exclusive of tax). So Zazzle will provide \$9,370,100 in direct compensation
10 through the Settlement Vouchers. The Settlement Agreement also requires Zazzle to provide
11 Settlement Class Members with a one-month Zazzle Plus membership, which activates automatically
12 when a Class Member uses a Settlement Voucher on a purchase, does not automatically renew, and
13 provides free shipping. On top of these direct benefits, Zazzle will pay for notice of administration
14 costs (agreed to be \$41,950), attorneys' fees and expenses (up to \$650,000), and incentive awards to
15 the Class Representative (\$2,500). Payment of these attorneys' fees and settlement expenses will not
16 reduce the amount of direct compensation received by each Class Member, meaning that all of these
17 benefits are on top of the \$5-per-class member compensation. When these additional costs are
18 factored in, the total value of the Settlement is \$10,064,550.

19 15. The Settlement Vouchers are fully transferrable, stackable with each other and any
20 other promotion, have no blackout dates, and can be used to purchase any item on Zazzle.com.

21 16. Based on a review of Defendant's website, I determined (with the assistance of my
22 staff) that Zazzle regularly offers many products for less than \$5. To confirm this, I instructed my
23 staff to visit Defendant's website on September 5, 2024, September 21, 2024, October 10, 2024,
24 November 5, 2024, and April 11, 2025, and review Defendant's prices. My staff reported to me that
25 on each day they checked, there were at least 500,000 items available across the website for less than
26 \$5. My staff also reported that Defendant sells a wide variety of products in this price range,
27 including but not limited to personalized photo prints, home décor, stationery, and accessories. This

1 means that the \$5 Settlement Voucher will allow Class Members to select from numerous products
2 available for purchase from Defendant’s website without spending any more of their own money.
3 And, the Zazzle Plus membership provided to Class Members through the Settlement means that
4 Class Members will receive free shipping on their purchase—so Class Members can dedicate their
5 entire Settlement Voucher to their purchase.

6 17. I believe this Settlement is an outstanding outcome for the Settlement Class, ensuring
7 that every Class Member receives relief, while presenting them the opportunity to choose the form of
8 relief that works best for them.

9 18. The outcome is particularly valuable given the significant risks and costs involved in
10 continuing to litigate this case. Fake discount cases present risk at every step of the litigation. *See*
11 *e.g., Jacobo v. Ross Stores, Inc.*, 2016 U.S. Dist. LEXIS 86958, at *1 (C.D. Cal. Feb. 23, 2016)
12 (granting defendant’s motion to dismiss in fake discount case); *Sperling v. Stein Mart, Inc.*, 291 F.
13 Supp. 3d 1076, 1087 (C.D. Cal. 2018) (granting defendant’s motion for summary judgment and
14 denying plaintiffs’ motion for class certification); *Chowning v. Kohl’s Dep’t Stores, Inc.*, 2016 U.S.
15 Dist. LEXIS 188341, at *1 (C.D. Cal. Apr. 1, 2016) (denying motion for class certification). And
16 here, Zazzle has raised several arguments that, if successful, could have meant that the Class receives
17 no recovery. For example, Zazzle has an arbitration clause in its user agreement that may bind some
18 or all customers and they may have required Class Members to arbitrate their claims individually.

19 19. All of my firm’s work on this case has been performed—and continues to be
20 performed—on a contingency fee basis. As a result, my firm has not received any payment for our
21 work on this case to date.

22 20. Today, April 14, 2025, the Settlement Administrator informed me that it has not
23 received any objections or exclusions to date.

24 Fees and Costs Request

25 21. The Settlement Agreement allows my firm to seek up to \$650,000 in fees and costs.
26 Here, we respectfully seek \$633,515.54 in fees and \$16,484.46 in cost-reimbursement.

22. The requested fee award of \$633,515.54 amounts to less than 6.5% of the total Settlement value of \$10,064,550.

23. Included below is a summary of the hours and billing rates of the timekeepers at my firm who devoted time to this matter. I have personally reviewed the billing entries recorded for this case, and used my billing judgment to ensure that the work performed was reasonably necessary for the prosecution and resolution of this matter.² As of today, April 14, 2025, we have spent 424.6 hours litigating this case, for a total lodestar of \$331,060.00 and a lodestar multiplier of 1.91.

Timekeeper	Title	Billing Rate	Hours Billed
Christin Cho	Partner	\$975.00	15
Simon Franzini	Partner	\$975.00	135.4
Daniel Vaknin	Counsel	\$775.00	130.7
Martin Brenner	Senior Associate	\$700.00	71.4
Grace Bennett	Associate	\$675.00	31.5
Susan He	Analyst	\$300.00	6.5
Pica Mellquist	Analyst	\$300.00	4.1
Rachel Ong	Analyst	\$300.00	30

These hours were spent by myself, my partners, counsel, and associates, and legal analysts on a wide range of activities including: conducting an extensive pre-filing investigation, collecting documents and facts from our clients and other potential class representatives, drafting the Complaint, discussing and responding to potential pleading challenges with Defendant's counsel, performing legal research and analysis, case building and development, developing case strategy, analyzing documents and information provided by Defendant, participating in the mediation and related extensive settlement discussions, negotiating and drafting the Settlement Agreement, drafting legal memoranda in support of preliminary approval, activities related to settlement and claims administration, and numerous other tasks. In my experience and billing judgment, the tasks we performed and the amount of time

² Such billing records can be made available to the Court upon request.

1 we spent on them were reasonably necessary for the prosecution and successful resolution of this
2 complex and time-consuming matter. Performing work on this case precluded me and my firm from
3 undertaking other profitable work in this case including other class actions and other business cases.

4 24. In addition to the time we have spent so far on this case, I estimate that my firm will
5 spend an additional 100 to 300 hours of future work handling issues that may arise with the notice
6 campaign, answering Class Members' questions, responding to any objections, briefing the final
7 approval motion and appearing at the final approval hearing, and handling any appeals, if applicable.
8 When these additional hours are factored in, the total lodestar will range from \$409,011.49 (assuming
9 100 additional hours) to \$564,914.49 (assuming 300 additional hours). The requested fees would
10 therefore result in a lodestar multiplier of 1.12 to 1.55.

11 25. In addition to the time spent prosecuting and settling this particular case, as described
12 above, I and others at my firm have spent countless hours investigating anti-consumer practices,
13 including especially deceptive price advertising. For example, recognizing that deceptive price
14 advertising practices are often industry-wide, my firm undertakes substantial research into various e-
15 commerce industries that we believe may suffer from the practice (i.e. blinds, mattresses, rugs,
16 jewelry, flowers, arts and crafts, custom closets) to determine who the major players are and to
17 evaluate what the usual sales practices look like. After this initial analysis, we thoroughly investigate
18 each company. This practice requires gathering and analyzing months or years of historical pricing
19 and sales data using the Internet Archive, as well as tracking a company's promotions and pricing
20 daily to determine whether sales are actually constant (and whether the practice is ongoing). For some
21 companies with an in-store presence, we also investigate whether the practice takes place in their
22 physical store locations. This requires visiting stores and investing time in further analysis of
23 advertising and prices. We have investigated numerous companies in this manner and often, our
24 investigations reveal that a company's sales are genuine, or that there is some other factor (such as an
25 arbitration clause) that would prevent us from attempting to right this wrong by filing a class action.
26 And so, only a small fraction of our investigations leads to a filed case. But while the time and effort
27 spent on investigations that ultimately turn out to be fruitless are not compensable or attributable

1 directly to this case, and are therefore not included in the hours described above, the investigations
2 are necessary to identify companies that we believe violate laws prohibiting deceptive price
3 advertising. Indeed, this is precisely how this case was identified; it would not have been identified
4 and brought—and so class members would not have received anything—had my firm not engaged in
5 these time-consuming activities. In short, the description of the work that went into prosecuting and
6 settling this case materially understates the amount of time and effort that was required to obtain the
7 excellent recovery we obtained on behalf of the class in this case, because it does not factor in our
8 efforts toward fruitless investigations, which are not attributable to any case in particular but which
9 are a necessary part of our practice.

10 26. Based on my knowledge and experience, the hourly rates charged by my firm (shown
11 above) are within the range of market rates charged by attorneys of equivalent experience, skill, and
12 expertise in Los Angeles, California and other major legal markets. I have personal knowledge of the
13 range of hourly rates typically charged by counsel in our field throughout the United States, both on a
14 current basis and in the past. In determining my firm’s hourly rates from year to year, my partners
15 and I have consciously taken market rates into account and have aligned our rates with the market.

16 27. Through my practice, I have become familiar with the non-contingent market rates
17 charged by attorneys in Los Angeles, California (where our offices are located and where much of
18 this case was litigated in the California matter) and other major legal markets. This familiarity came
19 from the following: (1) litigating attorneys’ fee applications; (2) reviewing declarations regarding
20 prevailing market rates in fee applications in other cases; (3) discussing fees with other attorneys; and
21 (4) reviewing surveys and articles on attorneys’ fees. My firm’s rates are in line with the non-
22 contingent market rates charged by attorneys of reasonably comparable experience, skill, and
23 reputation for trial work. In fact, comparable hourly rates have been found reasonable by various
24 courts for reasonably comparable services, including:

- 25 a. *In re Animation Workers Antitrust Litig.*, 2016 U.S. Dist. LEXIS 156720, at *21
26 (N.D. Cal. Nov. 11, 2016), an employment antitrust class action, in which the court
27

1 found hourly rates between \$845 and \$1,200 per hour to be reasonable for the lead
2 class counsel.

- 3 b. *Nitsch v. DreamWorks Animation SKG Inc.*, 2017 U.S. Dist. LEXIS 86124, at *32-
4 33 (N.D. Cal. June 5, 2017), an employment antitrust class action, in which the
5 court found hourly rates between \$870 and \$1,200 per hour to be reasonable for
6 the lead class counsel.
- 7 c. *Roberti v. OSI Sys.*, 2015 U.S. Dist. LEXIS 164312, at *19-20 (C.D. Cal. Dec. 8,
8 2015), a securities class action, in which the court found that rates “between \$525
9 to \$975 [] are reasonable.”
- 10 d. *Rainbow Bus. Sols. v. MBF Leasing LLC*, 2017 U.S. Dist. LEXIS 200188, at *5
11 (N.D. Cal. Dec. 5, 2017), a class action concerning credit card fraud, in which the
12 court found hourly rates between \$275 and \$950 per hour to be reasonable.
- 13 e. *In re TFT-LCD (Flat Panel) Antitrust Litigation*, No. M 07-1827 SI, MDL, No.
14 1827 (N.D. Cal. 2013), an antitrust class action, in which the court found blended
15 hourly rates of \$1000, \$950, \$861, \$825, \$820, and \$750 per hour reasonable for
16 the lead class counsel.
- 17 f. *Owlink Tech., Inc. v. Cypress Tech. Co., Ltd.*, 2023 U.S. Dist. LEXIS 231847, at
18 *8 (C.D. Cal. Dec. 12, 2023), in which the court found that hourly rates of \$1,200
19 for partners and \$900 for associates were reasonable.
- 20 g. *Hessefort v. Super Micro Comput., Inc.*, 2023 U.S. Dist. LEXIS 198353, at *25
21 (N.D. Cal. May 25, 2023) (finding hourly rates of \$770-\$1350 for partners and
22 counsel and \$175 to \$630 for associates (including summer associates)
23 reasonable).
- 24 h. *In re Aqua Metals, Inc. Secs. Litig.*, 2022 U.S. Dist. LEXIS 36944, at *24 (N.D.
25 Cal. Mar. 2, 2022) (finding hourly rates of \$765-\$1,050 for partners and \$425-
26 \$650 for associates reasonable).
- 27

- 1 i. *Ramirez v. Trans Union, LLC*, 2022 U.S. Dist. LEXIS 226302, at *24 (N.D. Cal.
2 Dec. 15, 2022) (finding that hourly rates ranging from \$560 to \$1,325 for Lieff
3 Cabraser attorneys to be in line with rates prevailing in the community).
- 4 j. *Foster v. Adams & Assocs.*, 2022 U.S. Dist. LEXIS 25071, at *24 (N.D. Cal. Feb.
5 21, 2022) (finding hourly rates of \$900 for partners and \$600 for associates
6 reasonable).
- 7 k. *Carlotti v. Asus Comput. Int'l*, 2020 U.S. Dist. LEXIS 108917, at *5 (N.D. Cal.
8 June 22, 2020) (finding hourly rates of \$950 to \$1025 for partners, \$450 to \$900
9 for other attorneys reasonable).
- 10 l. *Chess v. Volkswagen Grp. Of Am., Inc.*, 2022 U.S. Dist. LEXIS 164145, at *27-28
11 (N.D. Cal. Sept. 12, 2022) (finding hourly rates of \$1,100 reasonable for partners
12 and rates ranging from \$550-\$800 for associates reasonable).
- 13 m. *In re GEICO Gen. Ins. Co.*, 2023 U.S. Dist. LEXIS 43778, at *24 (N.D. Cal. Mar.
14 15, 2023) (finding that rates ranging from \$746 to \$1,000 are reasonable for
15 partners and rates ranging from \$381 to \$676 for associates are reasonable).
- 16 n. *Arnold v. DMG Mori USA, Inc.*, 2022 U.S. Dist. LEXIS 233753, at *9-11 (N.D.
17 Cal. Dec. 30, 2022) (finding hourly rates of \$950 reasonable for a partner and \$550
18 reasonable for an associate in a consumer class action).
- 19 o. *In re Ring LLC Priv. Litig.*, 2024 U.S. Dist. LEXIS 100727, at *16-18 (finding
20 hourly rates ranging from \$800 to \$1,200 for partners and from \$500 to \$777 for
21 associates reasonable).
- 22 p. *In re Volkswagen "Clean Diesel" Mktg., Sales Practices, & Prods. Liab. Litig.*,
23 2017 U.S. Dist. LEXIS 39115, at *732 (C.D. Cal. Mar. 17, 2017) (finding hourly
24 rates of \$275 to \$1,600 for partners and \$150 to \$790 for associates reasonable).
- 25 q. *Harbour v. Cal. Health & Wellness Plan*, 2024 U.S. Dist. LEXIS 7783, at *23
26 (N.D. Cal. Jan. 16, 2024) (finding hourly rates ranging from \$425 to \$1,200
27 reasonable).

- 1 r. *Kang v. Wells Fargo Bank, N.A.*, 2022 U.S. Dist. LEXIS 70215, at *25 (N.D. Cal.
2 Apr. 15, 2022) (approving hourly rate of \$925).
- 3 s. *Philips v. Munchery, Inc.*, 2021 U.S. Dist. LEXIS 18711, at *27-28 (N.D. Cal. Feb.
4 1, 2022) (finding hourly rates of \$950 and \$650 reasonable).
- 5 t. *Fitzhenry-Russell v. Coca-Cola Co.*, 2019 U.S. Dist. LEXIS 232216, at *28-30
6 (N.D. Cal. Oct. 3, 2019) (finding hourly rates ranging from \$550 to \$1,025
7 reasonable).
- 8 u. *Hashem v. NMC Health PLC*, 2022 U.S. Dist. LEXIS 151185, at *6-7 (C.D. Cal.
9 Apr. 8, 2022) (finding rates ranging from \$500-\$675 for associates and up to \$925
10 for partners reasonable).

11 28. My firm’s hourly rates are also supported by surveys of legal rates, which show that
12 legal rates in major metropolitan markets such as Los Angeles exceed my firm’s rates:

- 13 a. In an article entitled “More lawyers join the \$3,000-an-hour club, as other firms
14 close in,” written by David Thomas and Mike Scarcella and published by Reuters
15 on February 27, 2025, the authors describe how partners at multiple Big Law firms
16 are charging \$3,000 per hour for their services. The article also mentions several
17 other Big Law firms with partners charging rates from \$2,445 to \$2,745. The
18 article explains that the average hourly partner rate reached \$1,114 in 2024
19 according to a survey of large law firms, representing a 36% increase from a
20 similar survey done in 2022. The article also mentions that even associates at some
21 Big Law firms are charging up to \$1,665 per hour. A true and correct copy of this
22 article is attached as **Exhibit 2-A**.
- 23 b. In an article entitled “Big Law Rates Topping \$2,000 Leave Value ‘In Eye of
24 Beholder,’” written by Roy Strom and published by Bloomberg Law on June 9,
25 2022, the author describes how Big Law firms have crossed the \$2,000-per hour
26 rate. The article also notes that law firm rates have been increasing by just under
27 3% per year. A true and correct copy of this article is attached as **Exhibit 2-B**.

1 c. The CounselLink Enterprise Management Trends Report for June 2022 states that
2 the median partner rate in New York was \$1,030. The report also notes that
3 median partner rates have grown by 4.0% in San Francisco and 4.3% in New York.

4 A true and correct copy of this article is attached as **Exhibit 2-C**.

5 29. In our cases, we regularly go up against the top Big Law firms in the country such as
6 the ones described in these articles.

7 30. The attorneys at my firm, including the ones that worked on this case, are highly
8 qualified. The vast majority graduated from top law schools (for example, Class Counsel in this case
9 all went to Harvard Law School) with top academic honors (*magna cum laude* or Order of the Coif).
10 The firm, including specifically the lawyers working on this case, have achieved multiple trial
11 victories, including a trial verdict in a class action case for \$925 million. As a result, our
12 qualifications and experience justify rates at the high end of the spectrum for lawyers in our practice.
13 *See Exhibit 1* (Class Action Resume).

14 31. To date, my firm has expended \$16,484.46 in reimbursable out-of-pocket expenses in
15 connection with the prosecution of this case. These expenses are reflected in my firm's records, and
16 were necessary to prosecute this litigation.³ All expenses were carefully and reasonably expended,
17 and they reflect market (and in some cases, below-market) rates for various categories of expenses
18 incurred. Expense items are billed separately and such charges are not duplicated in my firm's billing
19 rates.

EXPENSES	
Category	Amount
Court Fees (filing and documents)	\$2,060.99
Delivery, FedEx, Postage, and Printing	\$259.92
Mediator Fee	\$11,250.00
Travel and Lodging	\$2,913.55
Total	\$16,484.46

27 ³ Such expense records can be made available to the Court upon request.

1 Incentive Awards

2 32. I believe that the named Plaintiff has vigorously prosecuted this action on behalf of
3 herself and the Class. She provided invaluable service to the Class, was diligent in her efforts, and
4 should be compensated with a modest incentive payment of \$2,500, the maximum allowed under the
5 Agreement. Among other things, the Class Representative consulted with my firm about her own
6 experiences with Zazzle and provided us relevant documents to help draft the operative Complaint,
7 she reviewed that Complaint before filing, discussed settlement with my firm, reviewed and agreed to
8 the terms of Settlement Agreement, and provided a declaration and discussed the Preliminary
9 Approval Motion with my firm. The Class Representative was consistently responsive and invested in
10 the case. I believe that her service materially benefited the Class, and I believe that her vigorous
11 pursuit and effort in this litigation on behalf of the Class should be rewarded with the full \$2,500
12 allowed by the Settlement Agreement.

13 I declare under penalty of perjury, under the laws of the United States and the State of
14 California, that the foregoing is true and correct to the best of my knowledge.

15
16 Dated: April 14, 2025

By: /s/ Simon Franzini
Simon Franzini

EXHIBIT 1



DOVEL & LUNER
LLP

Class Action Resume



In the past four years, the Dovel & Luner class action team has recovered over \$150 million for consumers. Dovel lawyers have been appointed class counsel by federal and state courts across the country. Courts have found the firm to be “highly qualified,” with “extensive class action experience” and leadership appointments in “multiple consumer class actions.” *Calchi et al. v. GlaxoSmithKline Consumer Healthcare Holdings et al.*, No. 22-cv-1342 (S.D.N.Y) (Jan. 21, 2025 Transcript). The firm is recognized for its superior “investigation, research, and analysis.” *Kramer v. Alterra Mt. Co.*, 2020 U.S. Dist. LEXIS 135770, at *8 (D. Colo. July 31, 2020) (appointing Dovel co-lead class counsel among four competing groups). Dovel also has the rare ability to try complex class cases to verdict. Dovel obtained a \$925 million jury verdict in a consumer class action in Oregon federal court. *Wakefield v. Visalus, Inc.*, No. 3:15-cv-1857-SI (D. Or.).

Select Settlements



- *Goodrich v. Alterra Mountain Co*, No. 1:20-cv-01057 (D. Colo) (\$20 million settlement in class action seeking refunds for ski area closures during the pandemic)
- *Liu et al. v. Home Depot USA, Inc.*, No. 2:23-cv-01217 (W.D. Wash.) (\$19 million settlement in class action alleging deceptive product discounting)
- *Zuccaro v. Hot Topic, Inc.*, No. 3:23-cv-01242 (D. Or.) (\$13 million settlement in class action alleging deceptive product discounting)
- *McKinney v. Corsair Gaming, Inc.*, No. 4:22-cv-00312 (N.D. Cal.) (\$5.5 million settlement in class action alleging mislabeling of high-speed computer memory)
- *Calchi et al. v. GlaxoSmithKline Consumer Healthcare Holdings et al.*, No. 7:22-cv-01341 (S.D.N.Y) (\$4.5 million settlement in class action alleging mislabeling of “non-drowsy” cough medicine)
- *Plowden et al. v. Similasan Corp.*, No. 1:23-cv-02511 (D. Colo.) (\$3.575 million settlement in class action alleging mislabeling of over-the-counter eye drops)
- *Zeller et al. v. Optavia, LLC*, No. 3:22-cv-00434 (S.D. Cal.) (\$3.4 million settlement in class action alleging violations of California Automatic Renewal Law)



Additional Select Appointments

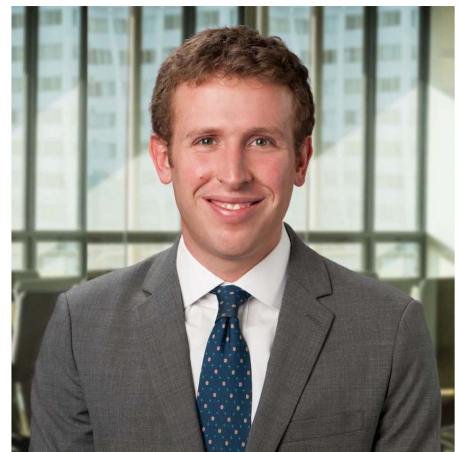
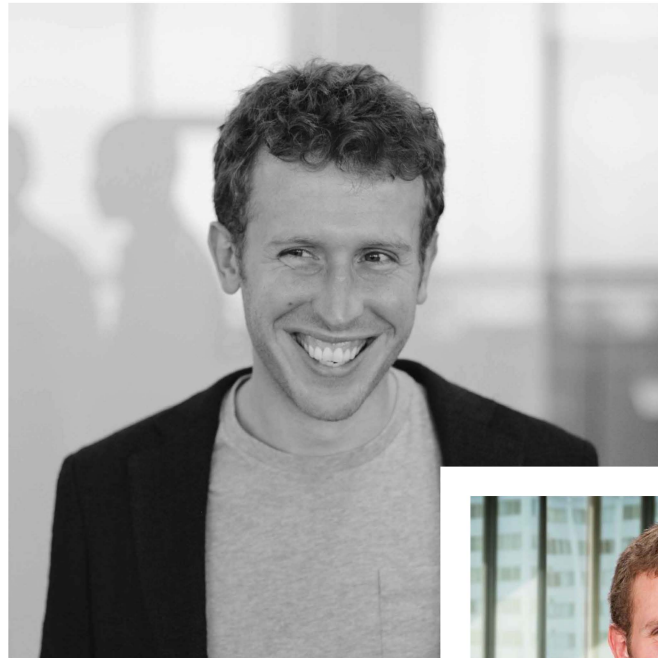
In the cases identified above, Dovel was appointed either interim class counsel or class counsel. Dovel has also been appointed class counsel, or to a leadership position, in the following cases:

- *Walker et al. v. Cedar Fair LP*, No. 3:20-cv-02176 (N.D. Ohio) (appointed class counsel for certified classes in a case seeking refunds for amusement park closures during the pandemic)
- *Oh v. Sunvalleytek International, Inc.*, No. 3:22-cv-00866 (N.D. Cal) (appointed class counsel for certified class in a case alleging that an Amazon electronics seller deceptively paid for positive product reviews)
- *In re Arch Insurance Company Ski Pass Insurance Litigation*, No. 4:20-md-02955 (W.D. Mo.) (appointed co-lead interim class counsel in class action MDL alleging breach of a travel insurance policy)
- *In Re: Apple Inc. App Store Simulated Casino-Style Games Litigation*, No. 5:21-md-02985 (N.D. Cal.) (appointed to leadership committee in class actions alleging that Apple, Google, and Facebook facilitated illegal gambling through social casino apps)
- *Earl et al. v. The Boeing Company et al.*, No. 4:19-cv-00507 (E.D. Tex) (appointed class counsel in certified class action alleging a conspiracy to defraud consumers about the safety of the 737-MAX aircraft)

Who we are

Simon Franzini

Partner



Simon co-leads the firm's class action practice. In 2019, Simon tried a federal class action alleging violations of the Telephone Consumer Protection Act. The jury found that the defendant had violated the TCPA 1,850,440 times, amounting to \$925 million dollars in liability. Based on Simon's success, Dovel & Luner was selected as a finalist for The National Law Journal's 2020 Elite Trial Lawyers "Law Firm of the Year" award in Consumer Protection.

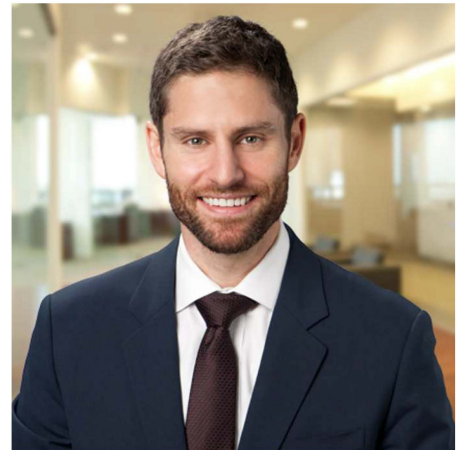
Jury Reaches \$925 Million Verdict in Telemarketing Case

- Harvard Law School
(J.D., *magna cum laude*, 2012)
- New York University
(B.A., *summa cum laude*,
Phi Beta Kappa, 2009)

Who we are

Jonas Jacobson

Partner



Jonas co-leads the firm's class action practice. *Business Insider* named Jonas a "[rising star of the courtroom](#)" for his ability to try complex class actions. In 2019, Jonas tried a Telephone Consumer Protection Act class action in Oregon federal court. The jury returned a \$925 million verdict for the class. Before becoming a trial attorney, Jonas was a jury consultant.

- Stanford Law School
(J.D., Order of the Coif, 2009)
- Stanford University
(M.A., Psychology, 2009)
- Princeton University
(B.A., *summa cum laude*,
Phi Beta Kappa, 2005)

Who we are

Christin Cho

Partner



Christin serves on the leadership committee in *In Re: Simulated Casino Style Games*, No. 5:21-md-02985 (N.D. Cal.) (class actions alleging that Apple, Google, and Facebook facilitated illegal gambling through social casino apps). Christin joined the firm in 2007, after serving as a law clerk to Ninth Circuit Judge J. Clifford Wallace.

- Law clerk to Ninth Circuit Judge J. Clifford Wallace (2006-07)
- U.C. Berkeley School of Law (J.D., Order of the Coif, 2005)
- Amherst College (B.A., *cum laude*, 2001)

Who we are

Rick Lyon

Partner



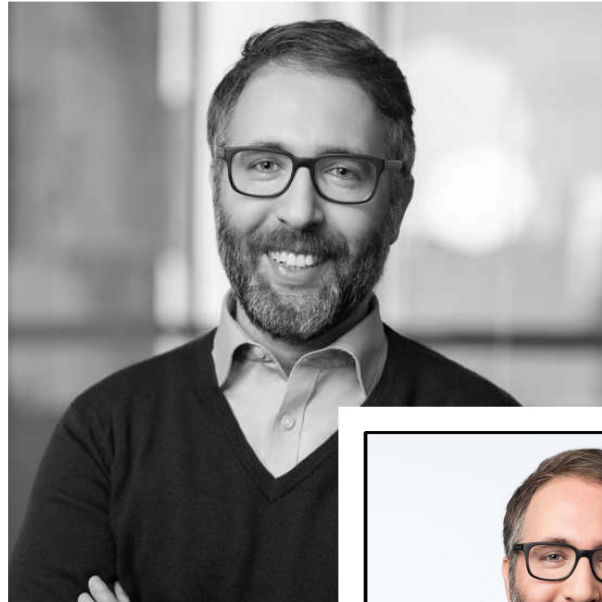
Rick's practice focuses on class actions, commercial litigation, and intellectual property. Rick has successfully litigated cases on behalf of a wide range of clients, including consumers, individuals, non-profit research centers, small technology start-ups, and Fortune 500 companies.

- Harvard Law School
(J.D., *cum laude*, 2003)
- Stanford University
(B.S., 2000)

Who we are

Daniel Vaknin

Counsel



After law school, Daniel served as a judicial law clerk to the Honorable Michael E. Ridgway of the United States Bankruptcy Court for the District of Minnesota for about three years.

Daniel then returned to San Francisco and practiced law there, primarily focusing on debtor-creditor relations, before joining the firm as counsel.

He continues to contribute updates to the Bankruptcy Law Manual, a publication of Thomson Reuters.

- University of Illinois College of Law, (J.D., cum laude, 2015)
- San Francisco State University, (B.A., 2010)

Prior Associations

- Law Clerk to Michael E. Ridgway, of the U.S. Bankruptcy Court for the District of Minnesota
- Murphy, Pearson, Bradley & Feeney, LLP
- Macdonald Fernandez, LLP

Who we are

Grace Bennett

Associate



Grace joined Dovel & Luner after graduating from Harvard Law School.

Grace's work focuses on the firm's class action practice, where she represents consumers in a number of product liability and deceptive advertising cases.

- Harvard Law School (J.D., *magna cum laude*)
- Georgetown University (B.A., *magna cum laude*, *Phi Beta Kappa*)

Who we are

Stephen Andrews

Associate



Stephen attended Yale Law School, where he served as an Articles Editor for the *Yale Law and Policy Review*.

After graduating from Yale Law School, Stephen served as a clerk on the United States Court of Appeals for the Ninth Circuit for the Honorable Kenneth K. Lee and then on the United States District Court for the Eastern District of New York for the Honorable Rachel P. Kovner.

Stephen joined Dovel & Luner after working as an Associate at Hueston Hennigan.

- Yale Law School (J.D., 2020)
- University of Colorado Boulder (B.A., 2017)

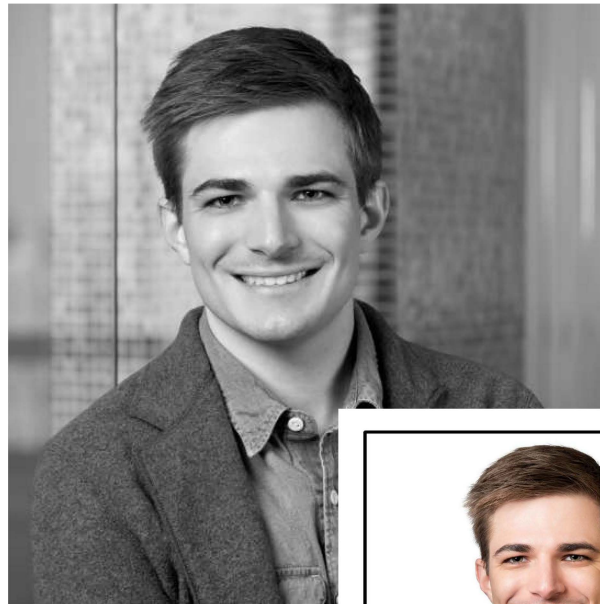
Prior Associations

- Law Clerk to Judge Kenneth K. Lee, of the U.S. Court of Appeals for the Ninth Circuit
- Law Clerk to Judge Rachel P. Kovner, of the U.S. District Court for the Eastern District of New York
- Hueston Hennigan

Who we are

Martin Brenner

Associate



Martin graduated *magna cum laude* from Harvard Law School.

During law school, Martin reviewed articles as part of the Journal of Law and Technology's Submissions Committee. Martin served as a clerk on the U.S. Court of Appeals for the Third Circuit.

Martin joined Dovel & Luner after working as an Associate at Hueston Hennigan.

- Harvard Law School (J.D., *magna cum laude*, 2020)
- University of California, Los Angeles (B.A., *magna cum laude*, 2017)

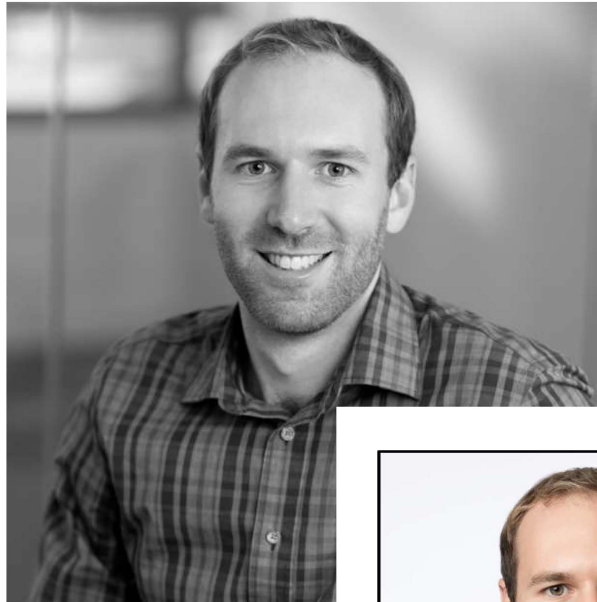
Prior Associations

- Law Clerk to Judge Thomas M. Hardiman of the U.S. Court of Appeals for the Third Circuit
- Hueston Hennigan

Who we are

Gabe Doble

Associate



Gabe joined Dovel & Luner after graduating *magna cum laude* from Harvard Law School, where he served as Articles Co-Chair for the Harvard Law Review. He spent two years at the firm before leaving to clerk on the U.S. Court of Appeals for the First Circuit, and returned to the firm after his clerkship.

Gabe's litigation experience extends beyond his time at the firm. In law school, Gabe wrote the bulk of a brief submitted to the New Hampshire Supreme Court, arguing that a state agency's denial of a certificate for a \$1.6 billion energy project should be affirmed. The court unanimously affirmed, adopting many of the arguments in Gabe's brief. Gabe also wrote a petition for certiorari to the United States Supreme Court as part of the Supreme Court Litigation Clinic.



- Harvard Law School, (J.D., *magna cum laude*, 2020)
- Middlebury College, (B.A., *summa cum laude*, Phi Beta Kappa, 2017)

Prior Associations

- Law Clerk to Judge William J. Kayatta, Jr., of the U.S. Court of Appeals for the First Circuit

3 And then I'll note that class counsel, the firm of
4 Dovel & Luner, are highly qualified and have extensive class
5 action experience, having been appointed class counsel in
6 multiple consumer class actions,

*Calchi et al. v. GlaxoSmithKline Consumer Healthcare Holdings et al.,
No. 22-cv-1342 (S.D.N.Y), Hon. Kenneth M. Karas (Jan. 21, 2025 Transcript)*



DOVEL & LUNER

201 Santa Monica Blvd, Suite 600

Santa Monica, California 90401

(310) 656-7066

dovel.com

EXHIBIT 2-A

Learn more about [LSEG](#)



My News

More lawyers join the \$3,000-an-hour club, as other firms close in

By David Thomas and Mike Scarcella

February 27, 2025 1:15 PM PST · Updated 2 months ago



Feedback

U.S. dollar notes are seen in this November 7, 2016 picture illustration. Picture taken November 7. REUTERS/Dado Ruvic/Illustration [Purchase Licensing Rights](#)

Summary Companies

Plus: Tesla pays plaintiffs' lawyers \$176 million in Musk case
More Trump nominees disclose law firm pay

Feb 27 (Reuters) - (Billable Hours is Reuters' weekly report on lawyers and money. Please send tips or suggestions to D.Thomas@thomsonreuters.com)

Some top partners at U.S. law firm Quinn Emanuel Urquhart & Sullivan are now charging a standard fee of \$3,000 an hour, Reuters [reported this week](#), signaling a new high for the industry.

Jumpstart your morning with the latest legal news delivered straight to your inbox from The Daily Docket newsletter. Sign up [here](#).

Lawyers at at least one other firm have hit the same milestone: Litigator Neal Manne said on Thursday that he and his partner Bill Carmody at Susman Godfrey also adopted \$3,000 hourly rates this year, though he said they often agree on case-specific fees instead of charging by the hour.

Manne's clients include Chevron and Live Nation, and Carmody has represented ride-sharing giant Uber.

With law firm billing rates swiftly rising at big firms around the country and nearly doubling in the past decade, lawyers at other large firms are not far behind.

A review of court filings in bankruptcies and other cases shows that several firms are now charging top hourly rates above \$2,500.

Wilson Sonsini Goodrich & Rosati [said](#) last year that some of its partners would begin billing client Rite Aid up to \$2,720 an hour for bankruptcy work.

Some partners at Kirkland & Ellis, ranked the highest-grossing U.S. law firm by The American Lawyer, [said](#) in December they would bill at \$2,675 an hour this year, up from \$2,445 in 2024.

Second-ranked Latham & Watkins [said](#) in December that its partners were charging up to \$2,745 an hour in the Chapter 11 bankruptcy of online used car seller Vroom.

Sidley Austin [said](#) in a January 29 application to represent Prospect Medical Group in the hospital group's bankruptcy that its partners would charge \$2,610 an hour this year.

Law firms do not typically publicize their rates, but they are sometimes required to disclose them in bankruptcies and class actions or may reveal them in public contracts with governmental clients.

Reuters reached out to more than 35 of the largest U.S. firms to ask about their rates, and whether any of their lawyers charge \$3,000 or more. The firms either declined to comment or did not immediately respond to a request for one.

At Quinn Emanuel, the \$3,000 dollar rate applies to a handful of partners such as Alex Spiro, whose clients have included billionaire Tesla CEO Elon Musk and rapper Jay-Z. Even associates at the firm now bill as much as \$1,665 an hour, according to court filings.

U.S. law firms often raise their billing rates each year, and average hourly partner rates reached \$1,114 last year, according to a [survey of large firms](#) by legal recruiter and consultancy Major, Lindsey & Africa. That's up 36% from the company's last survey in 2022, and up 83% from 2014.

A survey of more than 130 U.S. law firms by Wells Fargo's legal business division found that billing rates rose by 9.1% on average in 2024, with the 50 highest-grossing U.S. law firms raising them by 10% on average.

As billing rates rise, so do law firm revenue, profits and lawyer pay. The same survey by Wells Fargo's Legal Specialty Group found that law firm revenue rose by 12.5% on average last year. Equity partner profits increased by 16.9% on average, Wells Fargo found.

Major Lindsey in its 2024 report said rate increases were a key factor in "the highest-ever average total compensation figure and the highest percentage increase in the survey's history."

-- Tesla ([TSLA.O](#)) [said](#) in a [court filing](#) on Tuesday that it has paid \$176.1 million in attorney fees awarded to plaintiffs' lawyers who negotiated a \$919 million settlement with the electric carmaker over allegations that Tesla's board members overpaid themselves, despite earlier disputing the fee. Tesla's chief accounting officer Vaibhav Taneja said the company paid the fee on February 11.

Tesla is still appealing Chancellor Kathaleen McCormick's [January decision](#) awarding the fees, court records show. The fee award was the fourth-largest in the history of shareholder litigation in Delaware.

A Tesla spokesperson did not immediately respond to a request for comment, nor did the plaintiffs' lawyers at Fields Kupka & Shukurov, McCarter & English and Bleichmar Fonti & Auld.

The carmaker has argued the fee [should be capped](#) at \$64 million, while the plaintiffs' lawyers [sought \\$230 million](#).

-- Financial disclosures by officials tapped to join the Trump administration show that Gibson, Dunn & Crutcher's David Fotouhi, Trump's pick to serve as the second-in-charge at the U.S. Environmental Protection Agency, reported [earning at least \\$3.2 million](#) in fees representing clients including Chevron, Ford and the U.S. Chamber of Commerce.

Trump's choice for deputy secretary of state, Christopher Landau, is collecting \$378,341 a year in annual retirement benefits from his former law firm Kirkland & Ellis, according to [his financial disclosure](#).

Landau resigned from Kirkland in 2018, after more than 25 years at the firm. He then was employed at Quinn Emanuel and more recently at law firm Ellis George.

In another new [financial disclosure](#), Trump's pick to lead the Justice Department's civil rights division, Harmeet Dhillon, listed her legal services to clients, including Musk's X Corp, conservative media star Tucker Carlson and the Republican National Committee.

Dhillon said she would sell her stake in her firm Dhillon Law Group to her brother, a partner at the small firm.

Read more:

[Law firm Venable hit with \\$10 mln lawsuit by ex-client in FDA fight](#)

[Trump lawyer Blanche reveals income, clients in bid for DOJ post](#)

[Panama Canal Authority hires US law firm amid Trump threats](#)

Our Standards: [The Thomson Reuters Trust Principles](#).

Suggested Topics:

- Legal Industry
- Supply Chain
- Sustainable & EV Supply Chain
- EV Strategy
- Worker Rights

[Purchase Licensing Rights](#)



David Thomas
Thomson Reuters

David Thomas reports on the business of law, including law firm strategy, hiring, mergers and litigation. He is based out of Chicago. He can be reached at d.thomas@thomsonreuters.com and on Twitter [@DaveThomas5150](#).



Read Next / Editor's Picks

Government
ABA sued over diversity scholarships by conservative group
4:18 PM UTC

Legal
Law firm targeted by Trump sues as five other top firms make deals
April 11, 2025

Government
Executive at Tom Girardi's law firm gets 10-year sentence for wire fraud
April 11, 2025

Trump says he may ask top law firms to work for free on US trade deals
April 11, 2025

Feedback

EXHIBIT 2-B

Free Newsletter Sign Up

Business & Practice

Big Law Rates Topping \$2,000 Leave Value ‘In Eye of Beholder’

By Roy Strom

Column

June 9, 2022, 2:30 AM

Welcome back to the Big Law Business column on the changing legal marketplace written by me, Roy Strom. Today, we look at a new threshold for lawyers' billing rates and why it's so difficult to put a price on high-powered attorneys. Sign up to receive this column in your inbox on Thursday mornings. Programming note: Big Law Business will be off next week.

Some of the nation's top law firms are charging more than \$2,000 an hour, setting a new pinnacle after a two-year burst in demand.

Partners at Hogan Lovells and Latham & Watkins have crossed the threshold, according to court documents in bankruptcy cases filed within the past year.

Other firms came close to the mark, billing more than \$1,900, according to the documents. They include Kirkland & Ellis, Simpson Thacher & Bartlett, Boies Schiller Flexner, and Sidley Austin.

Simpson Thacher & Bartlett litigator Bryce Friedman, who helps big-name clients out of jams, especially when they're accused of fraud, charges \$1,965 every 60 minutes, according to a court document.

In need of a former acting US Solicitor General? Hogan Lovells partner Neal Katyal bills time at \$2,465 an hour. Want to hire famous litigator David Boies? That'll cost \$1,950 an hour (at least). Reuters was first to report their fees.

Eye-watering rates are nothing new for Big Law firms, which typically ask clients to pay higher prices at least once a year, regardless of broader market conditions.

"Value is in the eye of the beholder," said John O'Connor, a San Francisco-based expert on legal fees. "The perceived value of a good lawyer can reach into the multi-billions of dollars."

Kirkland & Ellis declined to comment on its billing rates. None of the other firms responded to requests to comment.

Charge It Up

Big Law firms are crossing the \$2,000-an-hour threshold after two years of surging rates driven by an increase in demand for lawyers.

Firm	Highest Billing Rate
Hogan Lovells	\$2,465
Latham & Watkins	\$2,075
Kirkland & Ellis	\$1,995
Simpson Thacher & Bartlett	\$1,965
Boies Schiller Flexner	\$1,950
Sidley Austin	\$1,900

Source: Court documents

Bloomberg Law

Law firms have been more successful raising rates than most other businesses over the past 15 years.

Law firm rates rose by roughly 40 percent from 2007 to 2020, or just short of 3 percent per year, Thomson Reuters Peer Monitor data show. US inflation rose by about 28% during that time.

The 100 largest law firms in the past two years achieved their largest rate increases in more than a decade, Peer Monitor says. The rates surged more than 6% in 2020 and grew another 5.6% through November of last year. Neither level had been breached since 2008.

The price hikes occurred during a once-in-a-decade surge in demand for law services, which propelled profits at firms to new levels. Fourteen law firms reported average profits per equity partner in 2021 over \$5 million, according to data from The American Lawyer. That was up from six the previous year.

The highest-performing firms, where lawyers charge the highest prices, have outperformed their smaller peers. Firms with leading practices in markets such as mergers and acquisitions, capital markets, and real estate were forced to turn away work at some points during the pandemic-fueled surge.

Firms receive relatively tepid pushback from their giant corporate clients, especially when advising on bet-the-company litigation or billion-dollar deals.

The portion of bills law firms collected—a sign of how willingly clients pay full-freight—rose during the previous two years after drifting lower following the Great Financial Crisis. Collection rates last year breached 90% for the first time since 2009, Peer Monitor data show.

Professional rules prohibit lawyers from charging “unconscionable” or “unreasonable” rates. But that doesn’t preclude clients from paying any price they perceive as valuable, said Jacqueline Vinaccia, a San Diego-based lawyer who testifies on lawyer fee disputes.

Lawyers’ fees are usually only contested when they will be paid by a third party.

That happened recently with Hogan Lovells’ Katyal, whose nearly \$2,500 an hour fee was contested in May by a US trustee overseeing a bankruptcy case involving a Johnson & Johnson unit facing claims its talc-based powders caused cancer.

The trustee, who protects the financial interests of bankruptcy estates, argued Katyal’s fee was more than \$1,000 an hour higher than rates charged by lawyers in the same case at Jones Day and Skadden Arps Slate Meagher & Flom.

A hearing on the trustee’s objection is scheduled for next week. Hogan Lovells did not respond to a request for comment on the objection.

Vinaccia said the firm’s options will be to reduce its fee, withdraw from the case, or argue the levy is reasonable, most likely based on Katyal’s extensive experience arguing appeals.

Still, the hourly rate shows just how valuable the most prestigious lawyers’ time can be—even compared to their highly compensated competitors.

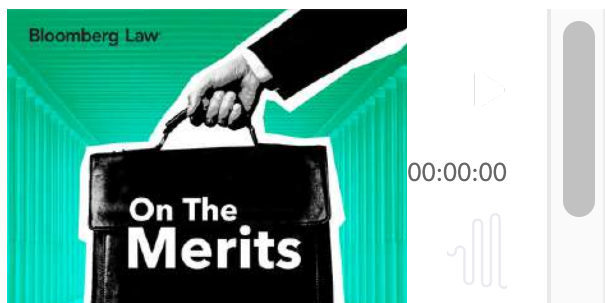
“If the argument is that Jones Day and Skadden Arps are less expensive, then you’re already talking about the cream of the crop, the top-of-the-barrel law firms,” Vinaccia said. “I can’t imagine a case in which I might argue those two firms are more reasonable than the rates I’m dealing with.”

Worth Your Time

On Cravath: Cravath Swaine & Moore is heading to Washington, opening its first new office since 1973 by hiring former heads of the U.S. Securities and Exchange Commission and Federal Deposit Insurance Corporation. Meghan Tribe reports the move comes as Big Law firms are looking to add federal government expertise as clients face more regulatory scrutiny.

On Big Law Promotions: It’s rare that associates get promotions to partner in June, but Camille Vasquez is now a Brown Rudnick partner after she shot to fame representing Johnny Depp in his defamation trial against ex-wife Amber Heard.

On Working From Home: I spoke this week with Quinn Emanuel’s John Quinn about why he thinks law firm life is never going back to the office-first culture that was upset by the pandemic. Listen to the podcast [here](#).



That's it for this week! Thanks for reading and please send me your thoughts, critiques, and tips.

To contact the reporter on this story: Roy Strom in Chicago at rstrom@bloomberglaw.com

To contact the editors responsible for this story: Chris Opfer at copfer@bloomberglaw.com; John Hughes at jhughes@bloombergindustry.com

Documents

[Trustee's Objection](#)

Related Articles

[Overworked Big Law Can't Find Enough Lawyers With Demand Surging](#) Dec. 9, 2021, 3:00 AM

[Never Underestimate Big Law's Ability to Raise Billing Rates](#) Aug. 12, 2021, 3:00 AM

Law Firms

Simpson Thacher
Hogan Lovells
Jones Day
Skadden
Sidley Austin
Quinn Emanuel
Cravath Swaine & Moore
Latham & Watkins
Kirkland & Ellis
Boies Schiller Flexner

Topics

expert fees
compensation of bankruptcy attorney
acquisitions
U.S. trustees
financial markets
client-paid legal fees
data breaches

Companies

Johnson & Johnson
Thomson Reuters Corp

EXHIBIT 2-C

Enterprise Legal Management Trends Report

INSIGHT INTO

7 KEY METRICS

JUNE 2022



Enterprise Legal Management Trends Report

INSIGHTS ARE BASED ON DATA DERIVED FROM

OVER
\$49 Billion
IN LEGAL SPENDING

MORE THAN
350,000
TIMEKEEPERS

MORE THAN
1.2 Million
MATTERS



Executive Highlights

Insights are based on data derived from over \$49 billion in legal spending, more than 350,000 timekeepers, and more than 1.2 million matters. The key metrics are based on 2021 charges billed by outside counsel.

2021 RECORD SETTING YEAR FOR MERGERS & ACQUISITIONS

LexisNexis® CounselLink® data aligns with reports of 2021 being a record setting year for global mergers and acquisitions. Mergers & Acquisitions (M&A) related legal fees processed through CounselLink in 2021 represented 7.4% of total legal billing, a significant increase from 4.3% in 2020. The data also reflects that greater demand for M&A legal expertise resulted in material price increases. The median partner rate billed for M&A work in 2021 was \$878, a 6.1% increase over the prior year median.

HOURLY RATE INCREASES SHOW NO SIGNS OF SLOWING

Consistent with what we observed in 2020, despite pandemic-related and other pressures for legal departments to reduce outside counsel spending, hourly rate increases paid to US firms showed no signs of slowing. On average, 2021 partner hourly rates increased by 3.4% relative to 2020. This compares to 3.5% growth in 2020 versus 2019.

USE OF ALTERNATIVE FEE ARRANGEMENT CONTINUES TO INCREASE

In 2021, 14.8% of matters had at least a portion of their billing under an arrangement other than hourly billing. Non-hourly fees billed accounted 9.6% of all billings. Use of alternative fee arrangements (AFAs) has been slowly rising over the years, showing an increased appetite by corporate counsel for AFAs, and a willingness by law firms to provide them.

THE “LARGEST 50” FIRMS ACCOUNT FOR LARGEST SHARE OF SPENDING

The “Largest 50” firms (those with more than 750 lawyers) continue to account for the largest share of U.S. legal spending. In 2021, 46% of outside counsel fees were paid to these firms, consistent with recent year results. Further, the largest firms are continuing to gain share of wallet for the highest rate work. The three practices commanding the highest partner rates are Mergers & Acquisitions; Finance, Loans & Investments; and Regulatory & Compliance. Combining these types of matters, the “Largest 50” firms had a 61% share of legal billings in 2021. Several sub-categories of other matter categories with high partner rates follow the same pattern. For example, those firms had a 77% share of IP Litigation and a 78% share of Corporate Antitrust work.

Introduction

The first edition of the annual CounselLink Enterprise Legal Management Trends Report was published in October 2013. That report established a set of six key metrics based on data available via the CounselLink Enterprise Legal Management platform and provided insights that corporate law departments and law firms could use to guide their decisions and subsequent actions. Beginning with the 2021 edition, a seventh key metric has been added to highlight hourly rates billed by law firm partners located in countries outside of the United States.

With the volume of data available for analysis growing with each passing year, the 2022 edition of the Trends Report represents the most up-to-date and detailed picture of how legal market dynamics are evolving over time.

As always, information about the methodologies used, definitions, and expert contributors conducting the analysis are presented at the end of the report.

TABLE OF CONTENTS

- 5 The Seven Key Metrics
- 6 #1A: Blended Hourly Rate for Matters by Practice Area
- 7 #1B: Blended Hourly Rate for Matters – by Subcategory
- 11 #2: Law Firm Consolidation:
Number of Legal Vendors Used by Corporations
- 12 #3A: Alternative Fee Arrangement (AFA) Usage by Matter
- 13 #3B: Alternative Fee Arrangement (AFA) Usage by Billings
- 14 #4: Partner Hourly Rate Differences by Law Firm Size
- 15 #5A: Partner Hourly Rate Growth by City
- 16 #5B: Partner Hourly Rate Growth by State
- 17 #6A: Median Partner Hourly Rate by Practice Area
- 18 #6B: Median Partner Rates by Subcategory of Work
- 20 #6C: Partner Hourly Rate Growth by Practice Area
- 21 #7A: International Partner Rates for Litigation and IP
- 22 #7B: International Partner Rates for Employment and Corporate
- 23 About the Trends Report
- 24 Expert Contributor



Update on seven key metrics

Each annual update of the CounselLink Enterprise Legal Management Trends Report covers a standard set of key metrics related to hourly legal rates and the corporate procurement of legal services.

1A

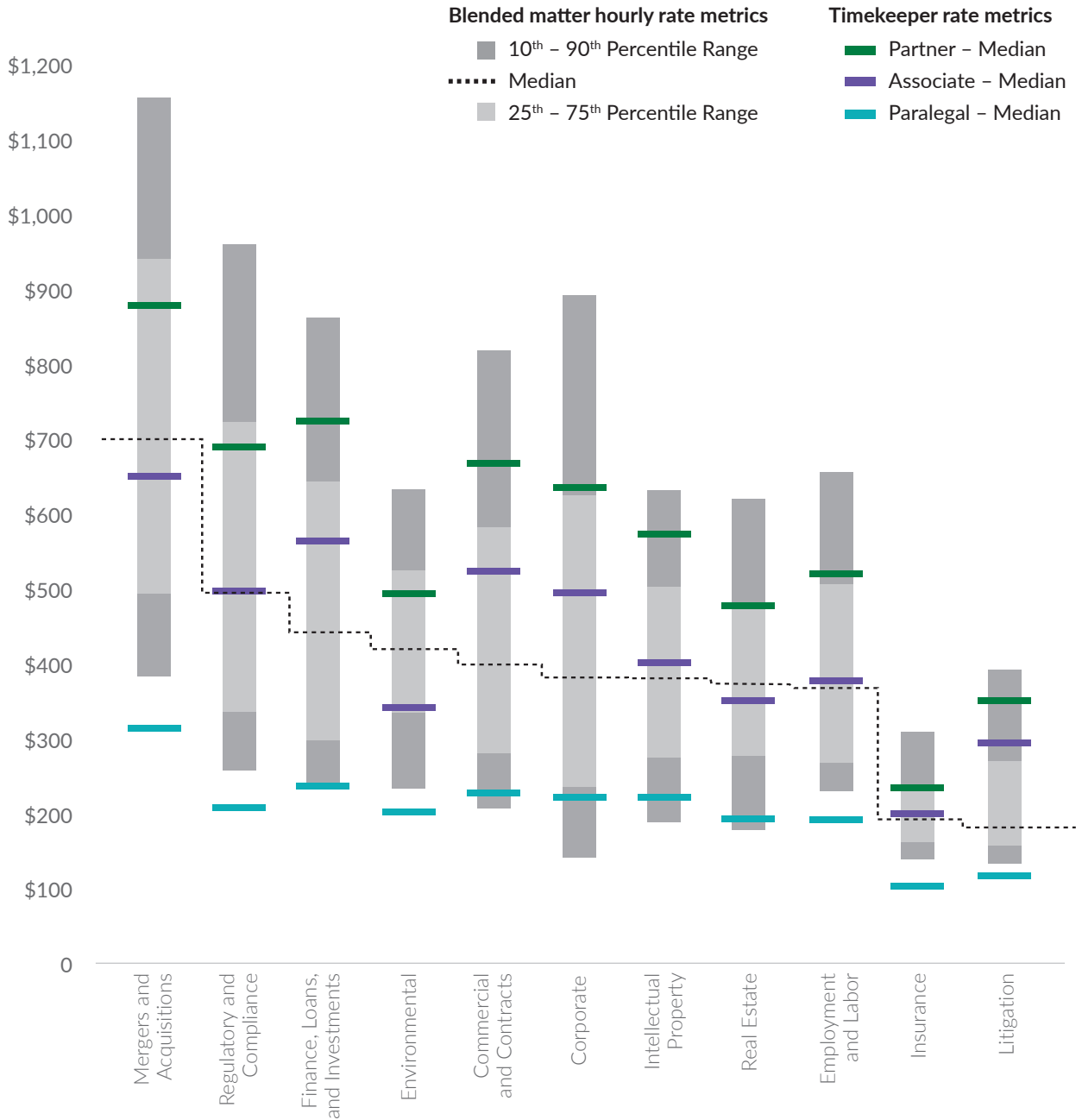
KEY METRIC

Blended Hourly Rate for Matters by Practice Area

BLENDED HOURLY RATES AND RATE VOLATILITY DIFFER BY TYPE OF WORK

All analysis is based on data through December 31, 2021

Practice areas ordered by median blended matter rates



Volatility Rate

5

7

7

3

6

10

5

4

5

3

5

Volatility is a calculated indicator of blended rate variability. Higher numbers suggest better possibilities for negotiating rates and/or changing the assigned timekeeper mix.

See page 9 for guidance on interpreting all blended hourly rates charts.

1B

KEY METRIC

Blended Hourly Rate for Matters – by Subcategory

BLENDED HOURLY RATES AND RATE VOLATILITY DIFFER BY SUBCATEGORY OF WORK

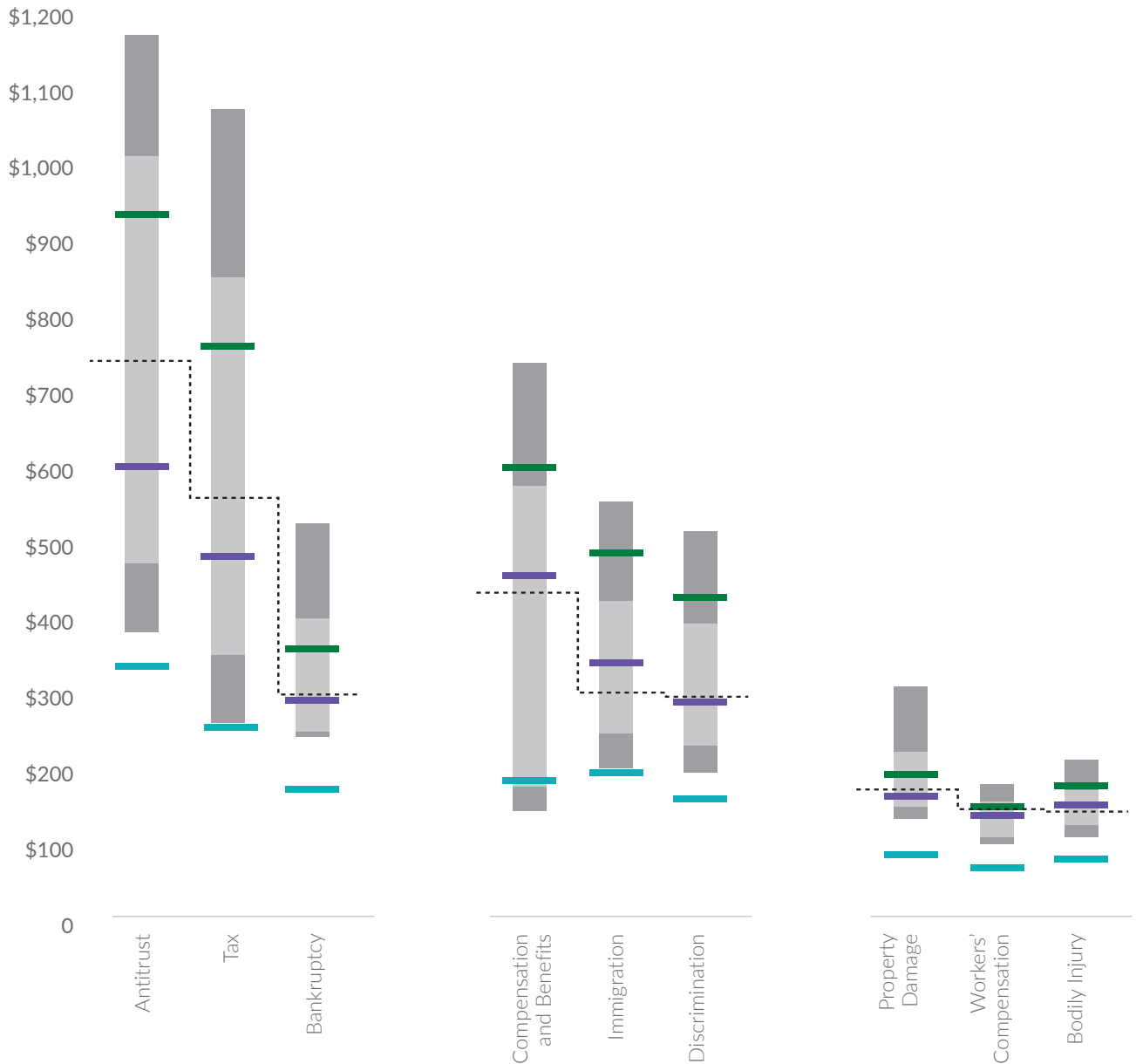
All analysis is based on data through December 31, 2021

Practice areas ordered by median blended matter rates

CORPORATE

EMPLOYMENT AND LABOR

INSURANCE



Volatility Rate

6

8

3

10

4

4

3

3

2

Blended matter hourly rate metrics

- 10th - 90th Percentile Range
- Median
- 25th - 75th Percentile Range

Timekeeper rate metrics

- Partner - Median
- Associate - Median
- Paralegal - Median

1B

KEY METRIC

Blended Hourly Rate for Matters – by Subcategory

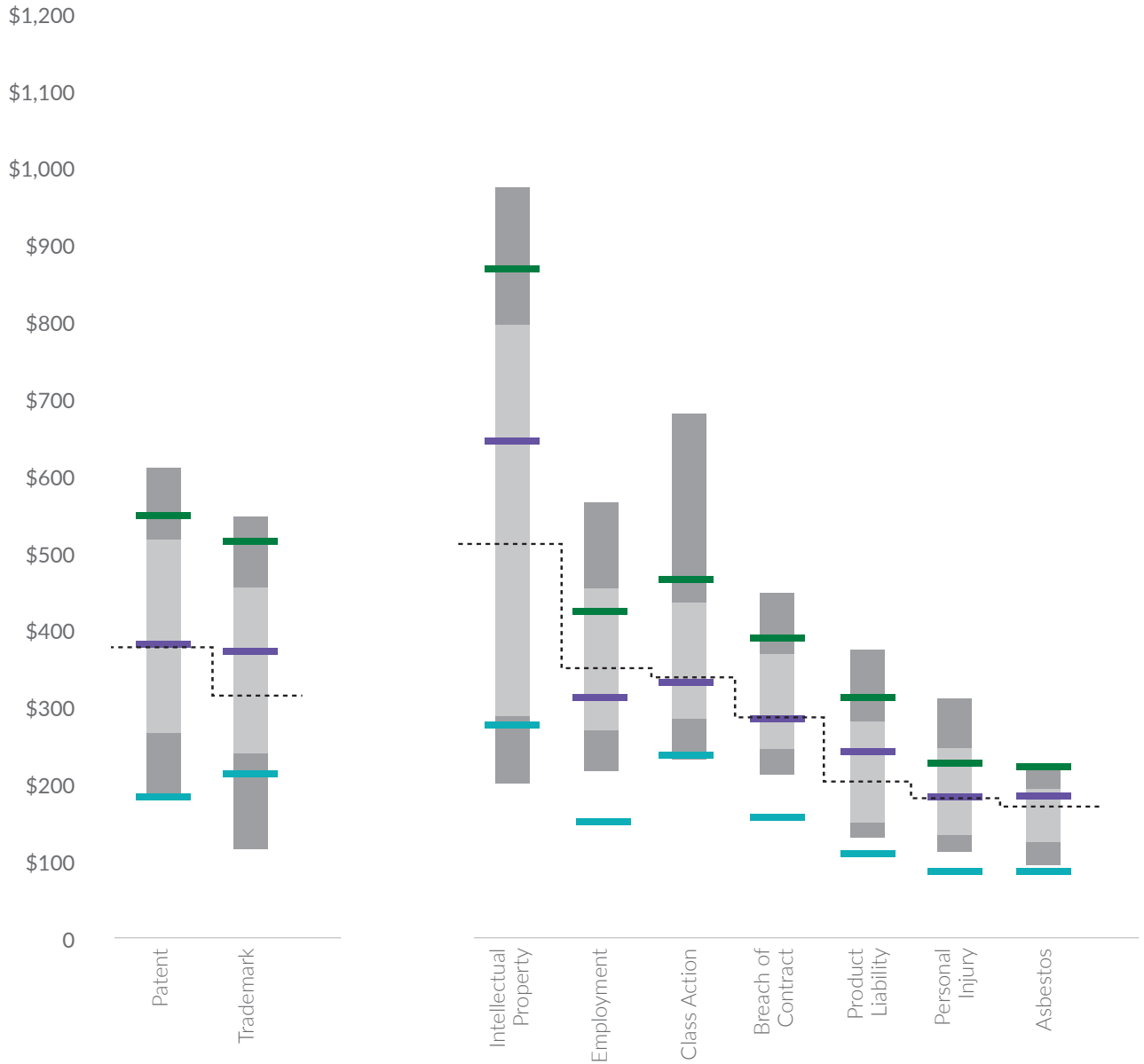
BLENDED HOURLY RATES AND RATE VOLATILITY DIFFER BY SUBCATEGORY OF WORK

All analysis is based on data through December 31, 2021

Practice areas ordered by median blended matter rates

INTELLECTUAL PROPERTY

LITIGATION



Volatility Rate

5

5

10

4

3

3

5

5

3

Blended matter hourly rate metrics

- 10th – 90th Percentile Range
- Median
- 25th – 75th Percentile Range

Timekeeper rate metrics

- Partner – Median
- Associate – Median
- Paralegal – Median

Interpreting the Charts:

The charts on the previous pages capture matter level benchmarks. It's important to distinguish that Metric 1 is not benchmarking individual timekeeper rates, but rather the blended rates that result from the multiple timekeepers that work on a given matter. As a guide to interpreting the output, compare the two categories Corporate and Employment & Labor. These two categories have very similar median blended average matter rate (\$376 and \$366, respectively). But note that Corporate matters have a median partner rate of \$636, considerably higher than that of Employment & Labor (\$520). This indicates that relative to Corporate work, Employment & Labor matters are staffed more significantly with non-partners, whose hourly rates bring down the overall blended average matter rates.

The Volatility Index provided in this section is a calculated marker that shows the variability in blended matter rates. Using a 10-point scale, the Index highlights the broad spread between the 25th and 75th percentiles of hourly rates. High volatility scores indicate greater variance in prices paid based on the mix of timekeepers and individual hourly rates.

Although individual lawyer rates are the focus of considerable industry attention, it is equally, or arguably more important, to look at the bigger picture: the blended average rate of the different timekeepers that work on a matter. The chart shows that the median blended hourly rate is highest for Mergers and Acquisitions, which often involve the most expensive firms and require significant partner engagement.

Comparing the Corporate category to Insurance as an example, the spread between the 25th and 75th percentiles of blended hourly rates for Corporate work is broader than the spread for Insurance. On a 10-point scale, Corporate has a Volatility Index of 10 while Insurance has an Index of three, which indicates that the mix of timekeepers and rates paid on Corporate matters vary significantly compared to the timekeeper mix and rates paid for Insurance matters. A high Volatility Index could also indicate that a category represents a wide range of matter types.

The 2020 data revealed that three matter categories have relatively low Volatility Indices (lower than 5), which means rates are consistent and less subject to negotiations between corporations and their firms:

- Insurance
- Real Estate
- Environmental

The two matter categories with the greatest change relative to the prior year are Mergers & Acquisitions and Commercial & Contracts. The median blended average matter rate for these categories increased 7% relative to 2020.

Legal departments can compare their own data against these rates and ranges for help managing costs. If departments are paying at or near the top of the range for more volatile matter types, there may be opportunities to negotiate lower rates or request a different mix of timekeepers to reduce costs. Note, however, that when looking at trends, it is important to evaluate the entire range of rates rather than focusing solely on the median rate.

Key Metric 1B: Blended Hourly Rates and Rate Volatility Differ by Legal Work Subcategories

Key Metric #1 measures average billing rates for high-level categories of legal work. Beginning in 2021, the Trends Report expanded upon this to include benchmarks for more granular categories of work to continue to provide more meaningful data points for decision-making in the legal industry.

Note that several of the sub-categories have Volatility Indices that are lower than that of their parent categories. For example, refer to the Corporate practice area in Key Metric #1 which had a Volatility Index of 10.

The three sub-categories of Corporate reflected in Key Metric #1B include Antitrust, Bankruptcy, and Tax. These areas have volatility scores of 6, 3, and 8 respectively. This can be interpreted to mean that as we narrow down to more granular/similar types of work, there is less variability between the 25th and 75th percentile blended average rates paid for these specific types of legal work relative to the broader category of Corporate. For example, there is greater consistency in the staffing and/or negotiated rates for these types of work, particularly for Antitrust and Bankruptcy.



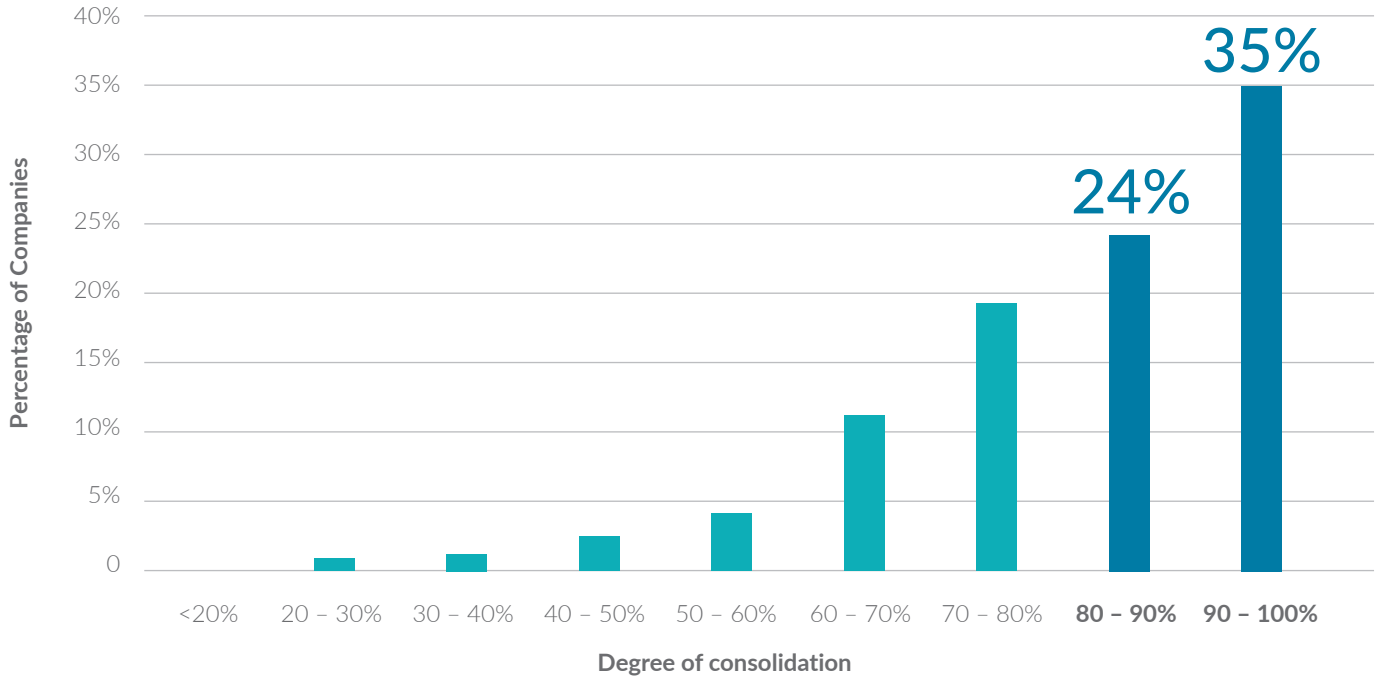
2

KEY METRIC

Law Firm Consolidation: Number of Legal Vendors Used by Corporations

HALF OF COMPANIES IN THE COUNSELLINK DATA POOL HAVE 10 FIRMS OR FEWER THAT ACCOUNT FOR AT LEAST 80% OF THEIR OUTSIDE COUNSEL FEES

All analysis is based on data through December 31, 2021



Interpreting the Chart:

This chart shows the degree of law firm consolidation among companies whose outside counsel legal billings are processed through CounselLink. The horizontal axis separates participating companies into nine segments representing different degrees of consolidation. For example, the bar on the far right shows that 35% of participating companies have 90 - 100% of their legal billings with 10 or fewer vendors; these are the most consolidated legal departments. The far left bar shows that just 1% of companies have 20 - 30% of their legal billings with 10 or fewer firms. In 2020, we noted a subtle shift of law departments that had dropped from between 80-90% on the chart to the 70-80% bucket. That shift has reversed itself, and we see 59% of companies with high levels of law firm consolidation, consistent with consolidation levels noted in the last five years (excepting 2020).

Industry type plays a significant role in consolidation.

HIGH DEGREES OF CONSOLIDATION:

- 88% Transportation and Warehousing
- 83% Information Companies
- 78% Retail Trade
- 74% Manufacturing

LOW DEGREES OF CONSOLIDATION:

- 40% Finance Insurance
- 36% Utilities

3A

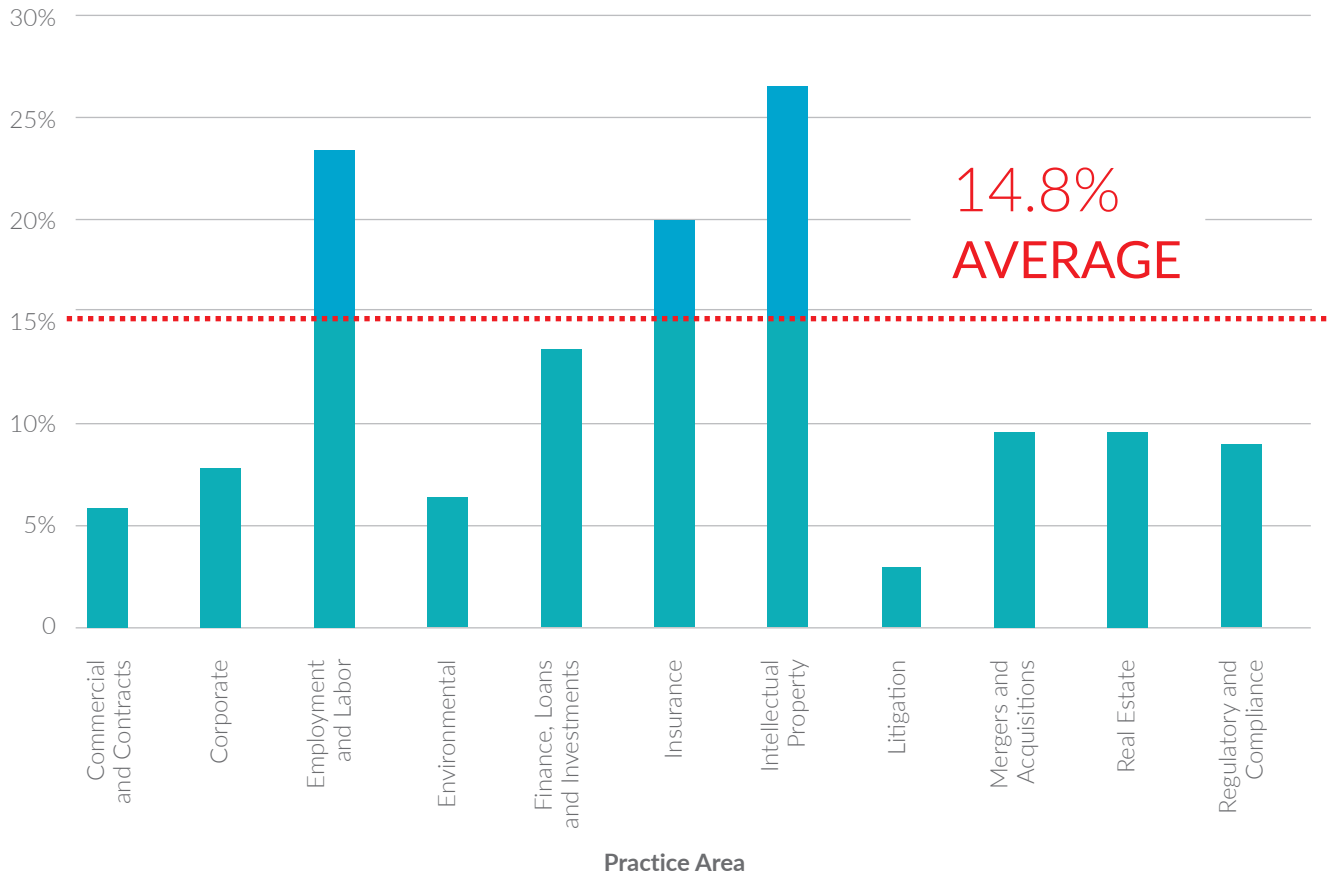
KEY METRIC

Alternative Fee Arrangement (AFA) Usage by Matter

SOME FORM OF AFAs WERE USED IN 14.8% OF MATTERS

Based on 12 months of data ending December 31, 2021

PERCENTAGE OF MATTERS UTILIZING AFAs



The use of AFAs to govern legal service payments varies considerably by legal matter type. High volume, predictable work included in Intellectual Property, Insurance, and the Employment and Labor categories continue to have the highest volume of matters billed under AFAs.

INTELLECTUAL PROPERTY | INSURANCE | EMPLOYMENT & LABOR
utilized AFAs for at least **20%** of matters

Other matter categories are gaining in use of alternative billing. Mergers and Acquisitions, Real Estate, and Regulatory and Compliance have nearly 10% of matters with non-hourly billing.

3B

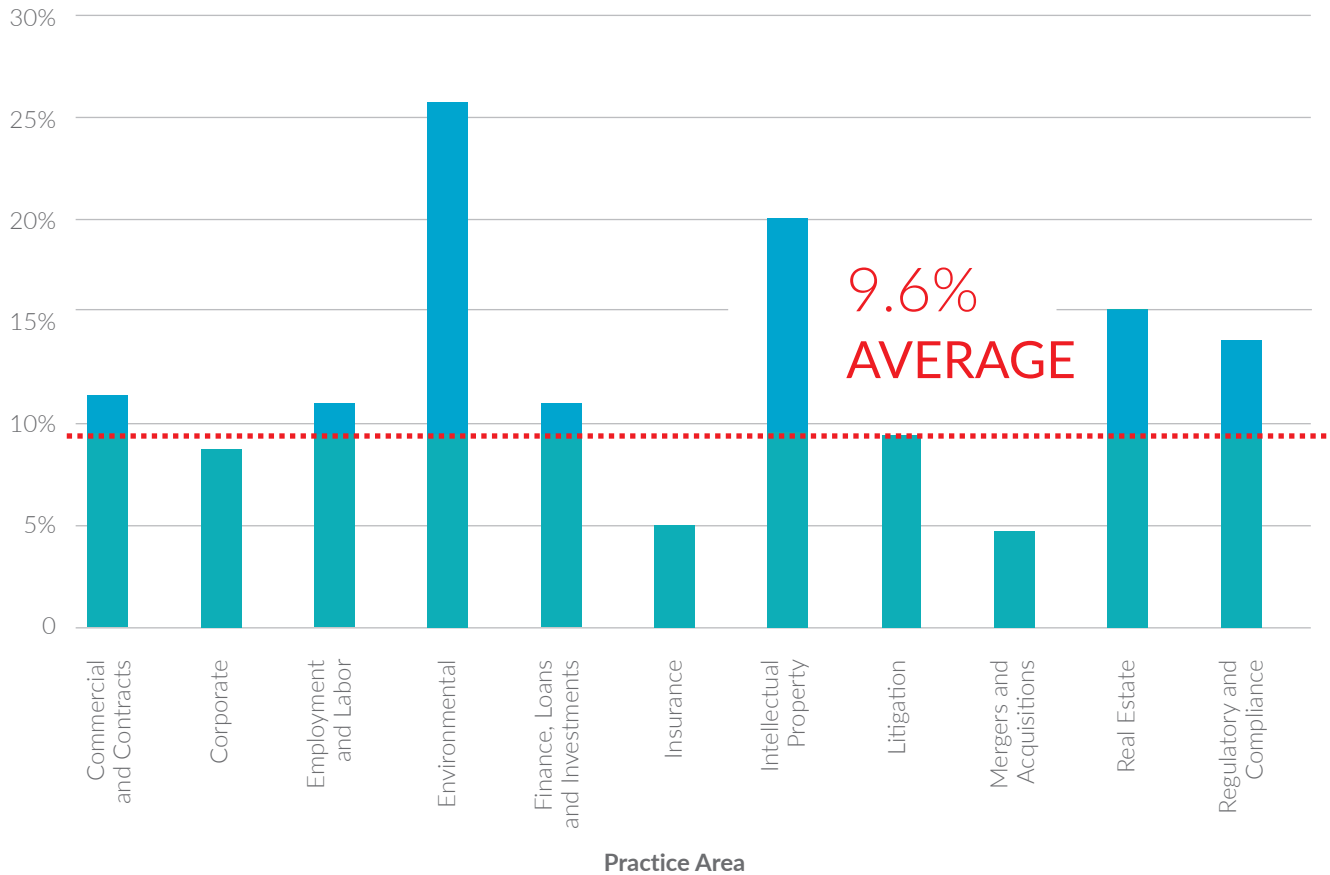
KEY METRIC

Alternative Fee Arrangement (AFA) Usage by Billings

SOME FORM OF AFAs WERE USED IN 9.6% OF BILLINGS

Based on 12 months of data ending December 31, 2021

PERCENTAGE OF BILLINGS UTILIZING AFAs



The use of Alternative Fee Arrangements has been gradually increasing as the industry slowly moves in the direction of not relying solely on hourly billing as the mechanism for payment of legal services. When CounselLink first started reporting on these key metric ten years ago, AFAs were used in approximately 12% of matters and 7% of fees and billings.

4

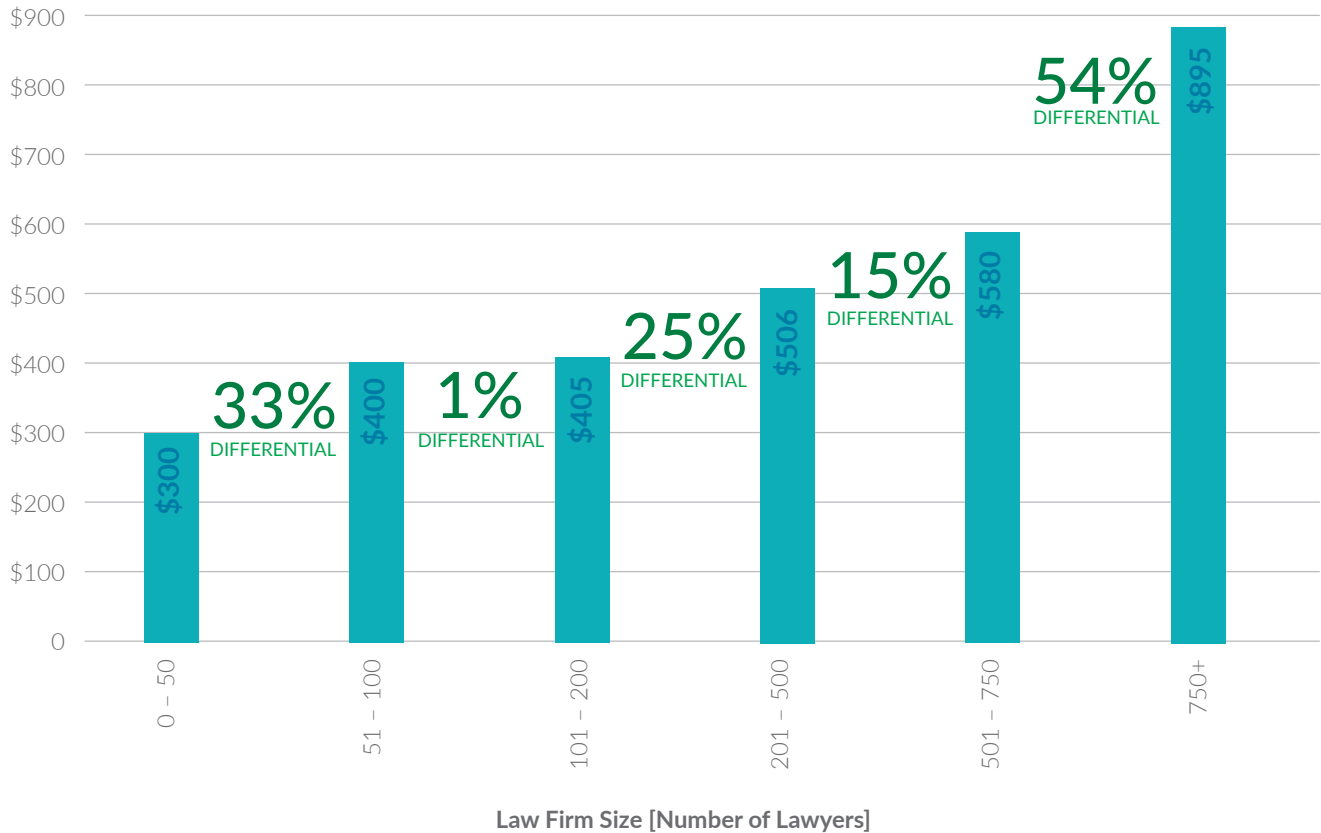
KEY METRIC

Partner Hourly Rate Differences by Law Firm Size

MEDIAN RATES ACROSS PRACTICE AREAS, EXCLUDING INSURANCE

Based on 12 months of data ending December 31, 2021

MEDIAN PARTNER HOURLY RATES BY LAW FIRM SIZE



The size of a law firm is highly correlated to the rates billed by its lawyers. This progression is especially notable for the largest category of firms, those with 750 or more lawyers. The median hourly billing rate for partners in firms with more than 750 lawyers (\$895) is 54% higher than the median hourly billing rate billed by partners in the next smaller tier of firms (\$575).

Relative to prior years, the 54% differential for the largest firms compared to the next tier of firms is the largest in all the years we have tracked this metric. The differential was 47% for 2020.

Additionally, relative to prior years, the gap between mid-sized firm rates has narrowed. The median partner rate for firms with 51-100 lawyers (\$400) is nearly the same as that for firms with 101-200 lawyers (\$405).

The average partner growth rate for the largest firms was 4.6% in 2021 relative to 2020—the largest increase of the various law firm bands.

AVERAGE PARTNER GROWTH RATE FOR THE LARGEST FIRMS

4.6%

2021 RELATIVE TO 2020

5A

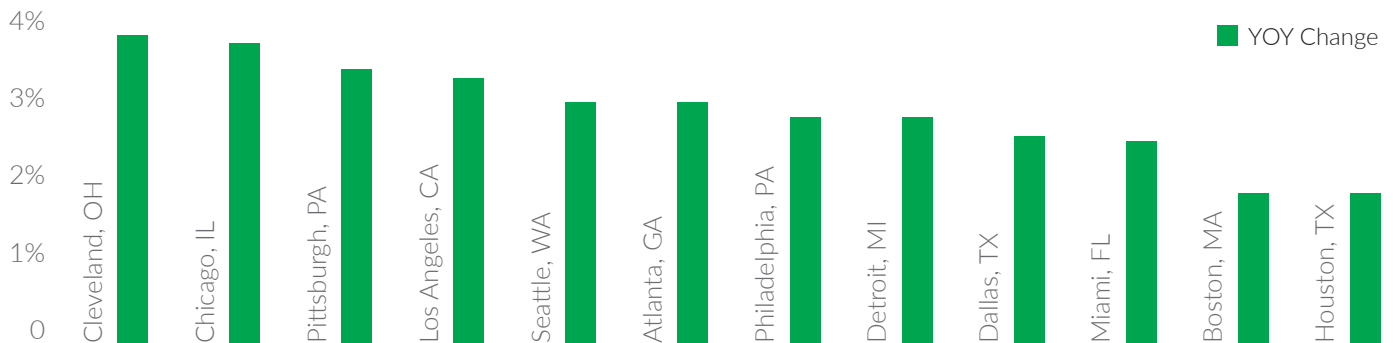
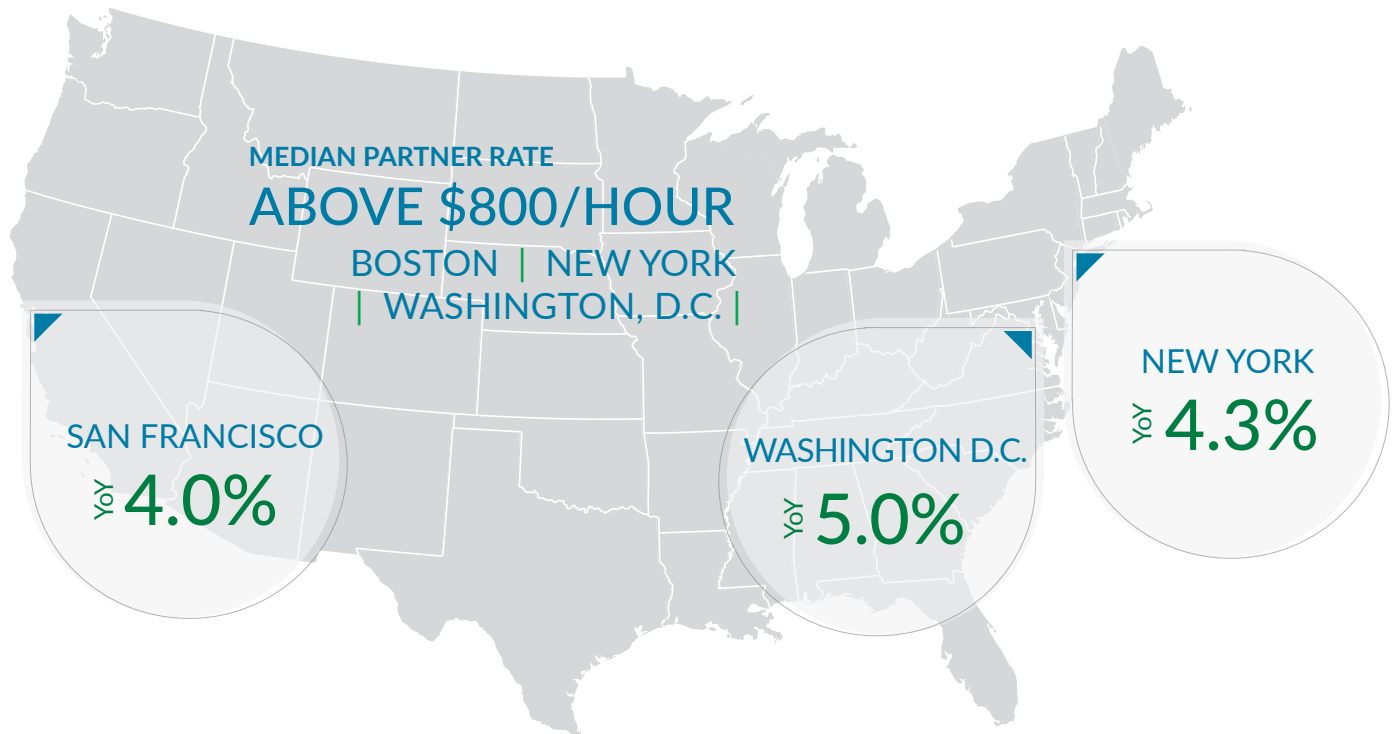
KEY METRIC

Partner Hourly Rate Growth by City

FOUR MAJOR METROPOLITAN AREAS SHOW MEDIAN PARTNER RATE GROWTH OF MORE THAN 4.0%

Based on 12 months of data ending December 31, 2021

PARTNER RATE GROWTH IN THREE MAJOR CITIES



Interpreting the Chart:

Across the United States, partner hourly rates grew 3.4% on average in 2021.

The biggest growth spurts in attorney rates for the last year occurred in Washington D.C., New York, and San Francisco. Each of these four cities saw average attorney rates grow more than 4.0% relative to 2020.

On the opposite side of the spectrum, two cities saw hourly growth rate below 2%: Boston and Houston.

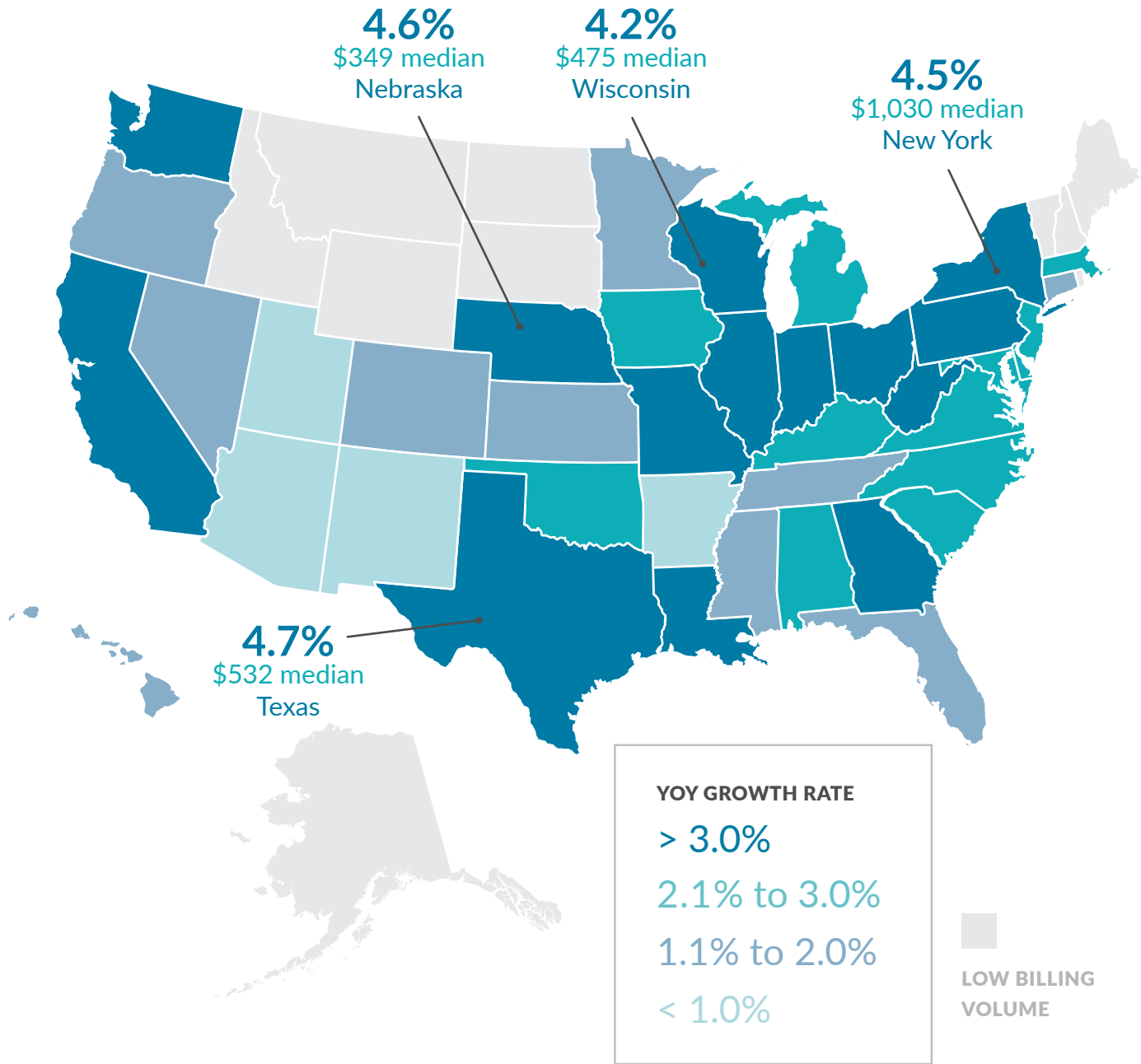
5B

KEY METRIC

Partner Hourly Rate Growth by State

GROWTH IN MEDIAN PARTNER RATES VARIES BY STATE, AVERAGING 3.4% YEAR-OVER-YEAR INCREASE

Based on 12 months data ending December 31, 2021



3.4% AVERAGE GROWTH IN PARTNER RATES ACROSS STATES

The average growth in partner rates across states is 3.4%, in line with prior year increases.

6A

KEY
METRIC

Median Partner Hourly Rate by Practice Area

MEDIAN PARTNER RATES IN FIVE PRACTICE AREAS ABOVE \$600 AN HOUR

Based on 12 months of data ending December 31, 2021

Mergers and Acquisitions 

\$878

\$668


Commercial and Contracts

\$636

Corporate

\$575

Intellectual Property

Finance, Loans, and Investments 

\$725

\$520

Employment and Labor

\$495

Environmental

Regulatory and Compliance 

\$690

\$477

Real Estate

\$350

Litigation

\$234

Insurance

Aggregate statistics based on legal work performed in 2021 identify Mergers and Acquisition as the practice area with the highest median partner rate of \$878. Additionally, the other practices with median partner rates over \$600 per hour have such high medians in large part because companies often use larger firms for these kinds of matters. In 2021, the “Largest 50” firms handled 66% of Merger and Acquisition work, and 62% of Finance, Loans & Investment work. With regard to the other high rate practices of Regulatory and Compliance, Commercial and Contracts, and Corporate, the “Largest 50” firms had a 47%, 52%, and 53% share of the wallet.

Conversely, at the lower end of the hourly rate spectrum is insurance work. Insurance carriers demand and negotiate aggressively for low rates on their high-volume defense matters. Law firms with fewer than 100 lawyers handled 69% of insurance work in 2021.

6B

KEY
METRIC

Median Partner Rates by Subcategory of Work

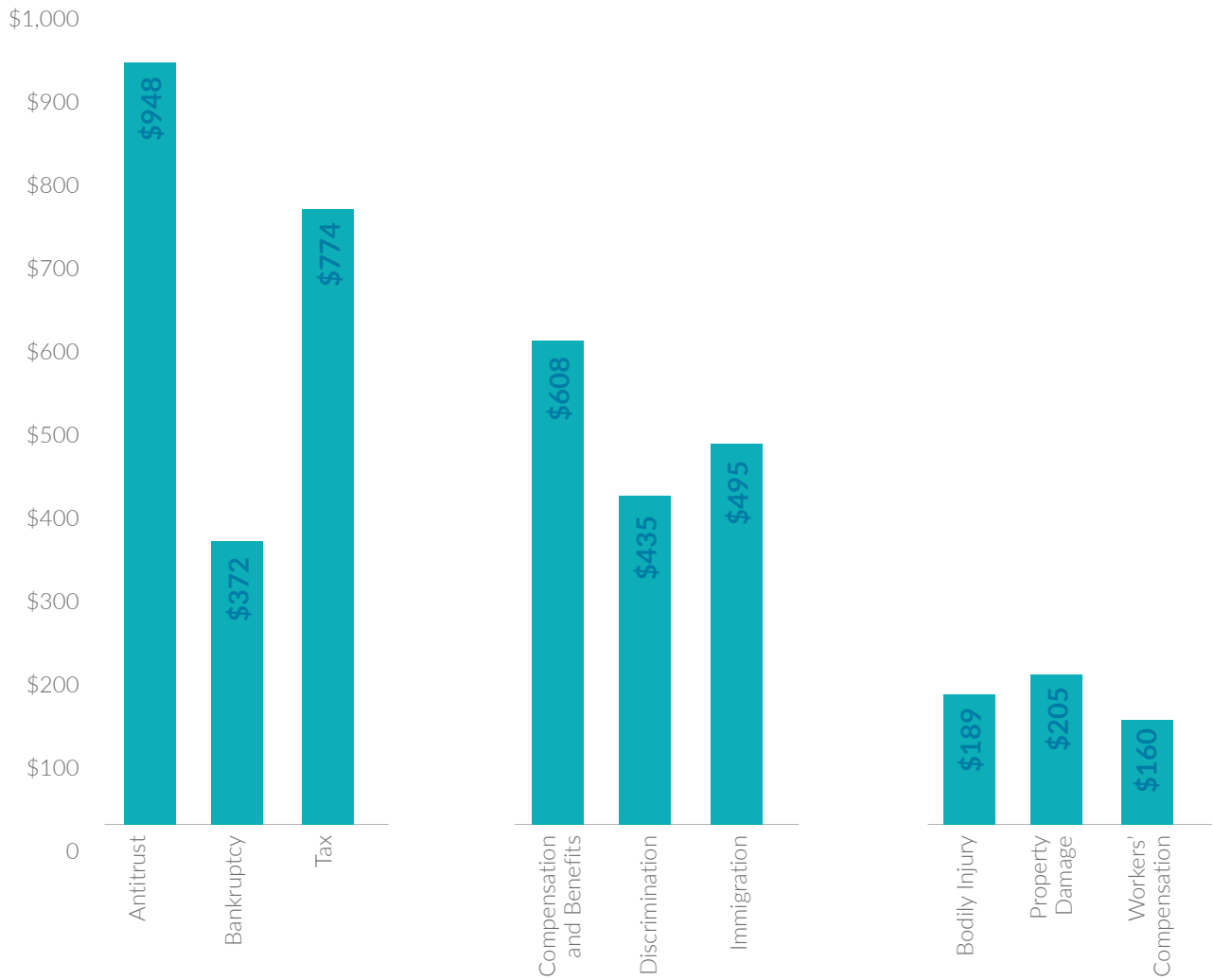
WITHIN PRACTICE AREAS, SUBCATEGORY RATES VARY CONSIDERABLY

Based on 12 months of data ending December 31, 2021

CORPORATE

EMPLOYMENT AND LABOR

INSURANCE



6B

KEY
METRIC

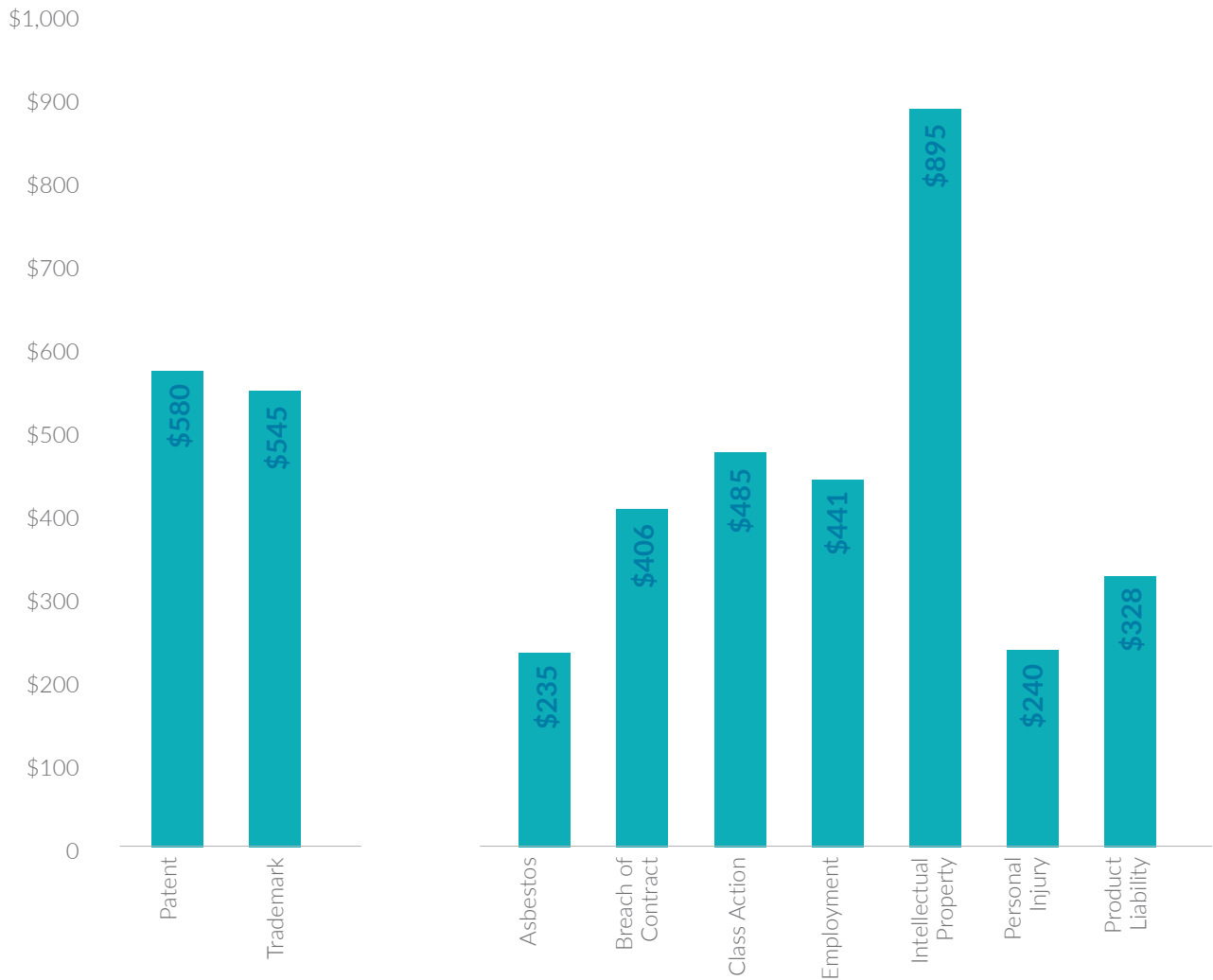
Median Partner Rates by Subcategory of Work

WITHIN PRACTICE AREAS, SUBCATEGORY RATES VARY CONSIDERABLY

Based on 12 months of data ending December 31, 2021

INTELLECTUAL PROPERTY

LITIGATION



New since the 2021 Trends Report, benchmarks are available for more granular categories of legal work. Litigation work, for example, encompasses a wide variety of practices that command very different rates. At the high end, Intellectual Property Litigation had a median partner hourly rate of \$895 in 2020, whereas Asbestos Litigation work was billed at a median partner hourly rate of \$235.

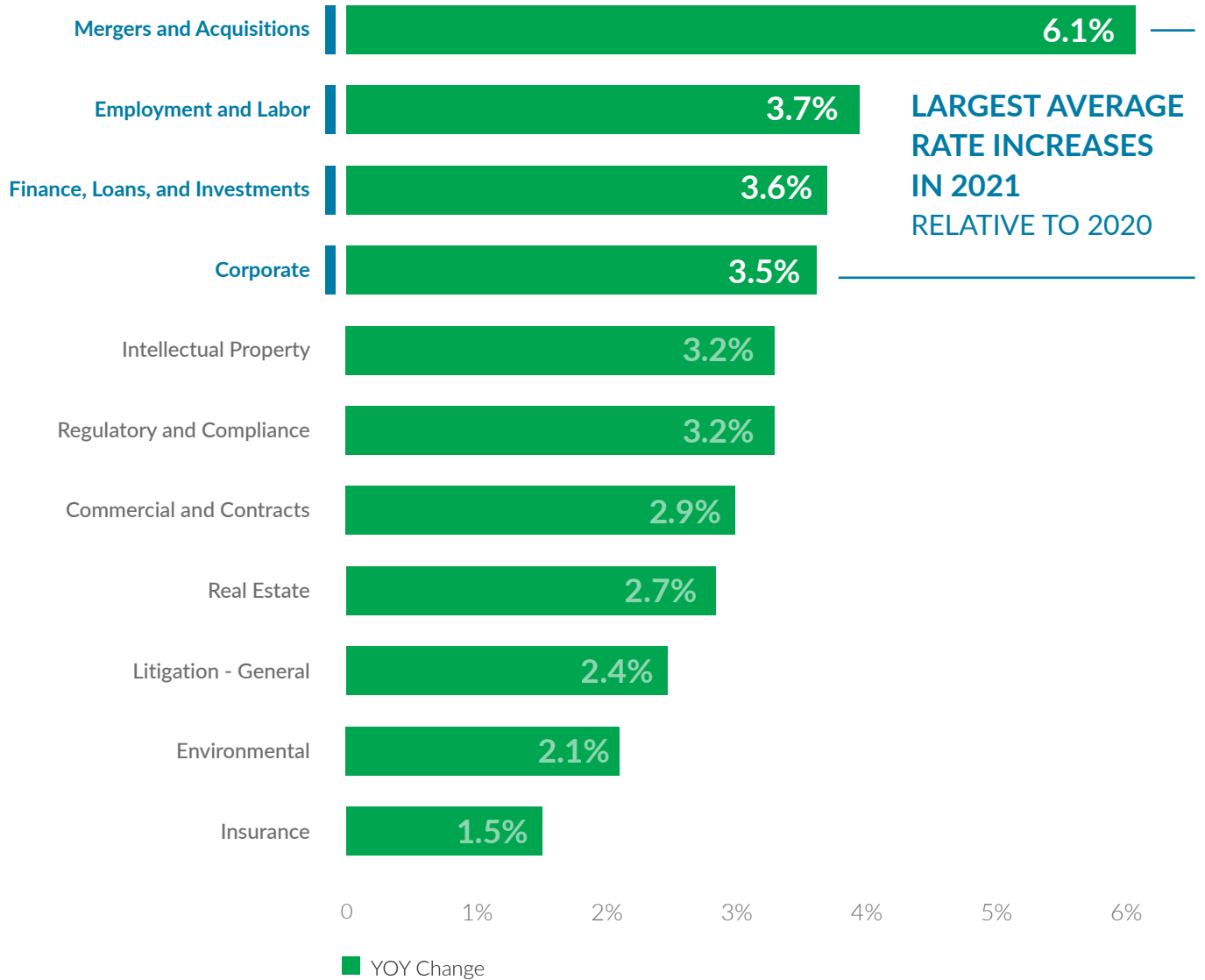
6C

KEY METRIC

Partner Hourly Rate Growth by Practice Area

FOUR PRACTICE AREAS LEAD PARTNER RATE GROWTH IN 2021

Based on 12 months of data ending December 31, 2021



Turning to partner rate growth by practice area, Mergers and Acquisitions was the area that far and away saw the largest increases in rates in 2021. The average rate change for Mergers and Acquisitions partners was 6.1%. Note that three of the types of work that command median hourly rates above \$600 (see Metric 6A) are at or near the top of this list. They are: Mergers and Acquisitions, Finance, Loans, and Investments, and Corporate.

Partner rates for Insurance work increased notably less than rates in other practice areas.

7A

KEY METRIC

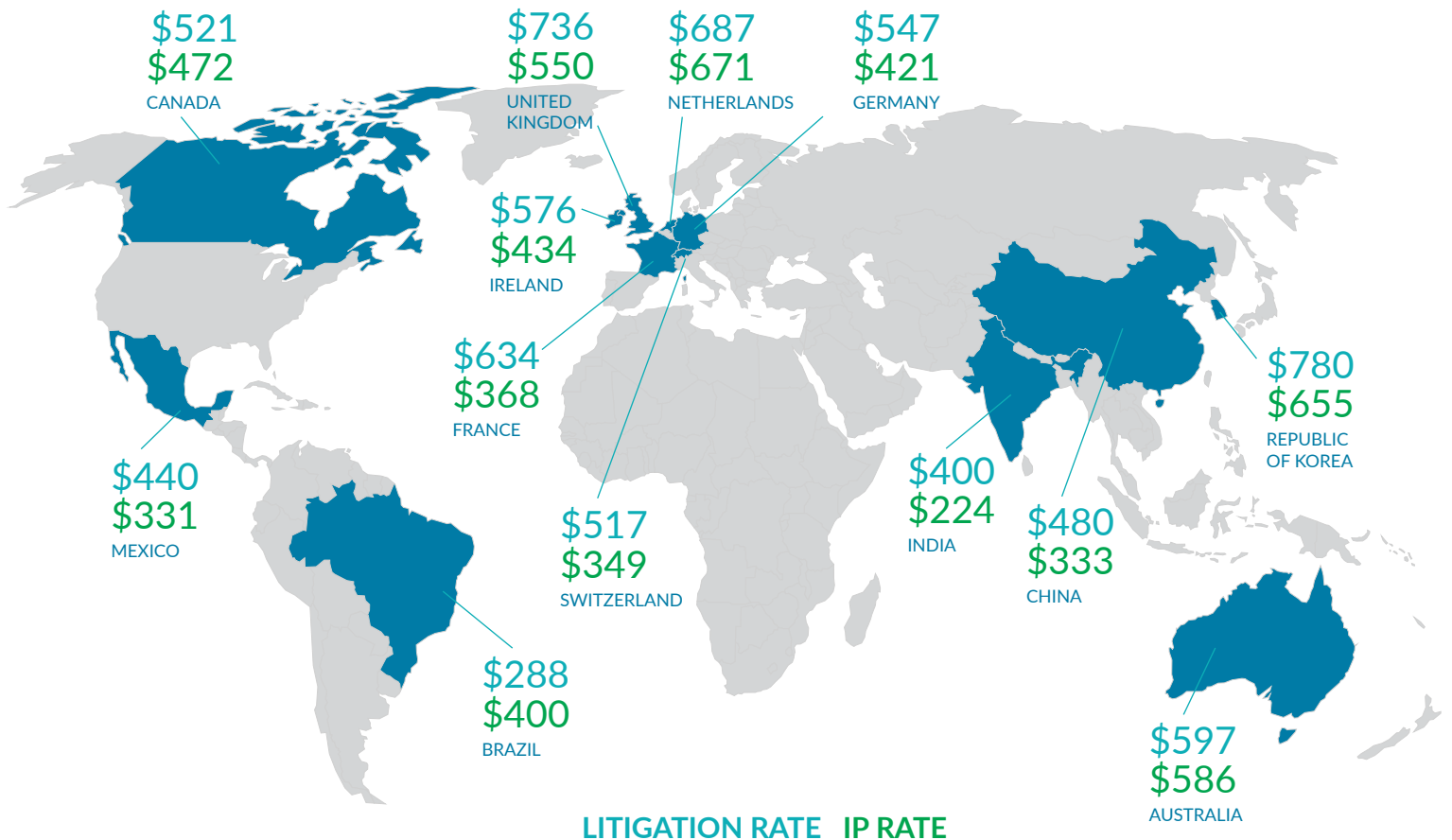
International Partner Rates for Litigation and Intellectual Property (non-Litigation)

CORPORATIONS HIRED INTERNATIONAL OUTSIDE COUNSEL FOR BOTH LITIGATION AND IP WORK

Based on 12 months data ending December 31, 2021

EXPANDED FOR 2021

MEDIAN PARTNER HOURLY RATES IN 13 INTERNATIONAL MARKETS RATES IN \$USD



Corporations headquartered outside of the United States as well as U.S. corporations with international interests look to firms in many countries to handle their legal needs. Key Metric 7 provides benchmarks of partner hourly rates for countries where outside counsel is most often engaged for Litigation, Intellectual Property, Employment and Labor, and Corporate work.

In 2021, median hourly partner rates were among the highest in the Republic of Korea across all four practice areas. (See page 22 for Employment and Labor, and Corporate work.)

UK partner rates are relatively high particularly in Litigation and Corporate work.

In all matter categories, India and Brazil had partners billing at considerably lower rates.

7B

KEY METRIC

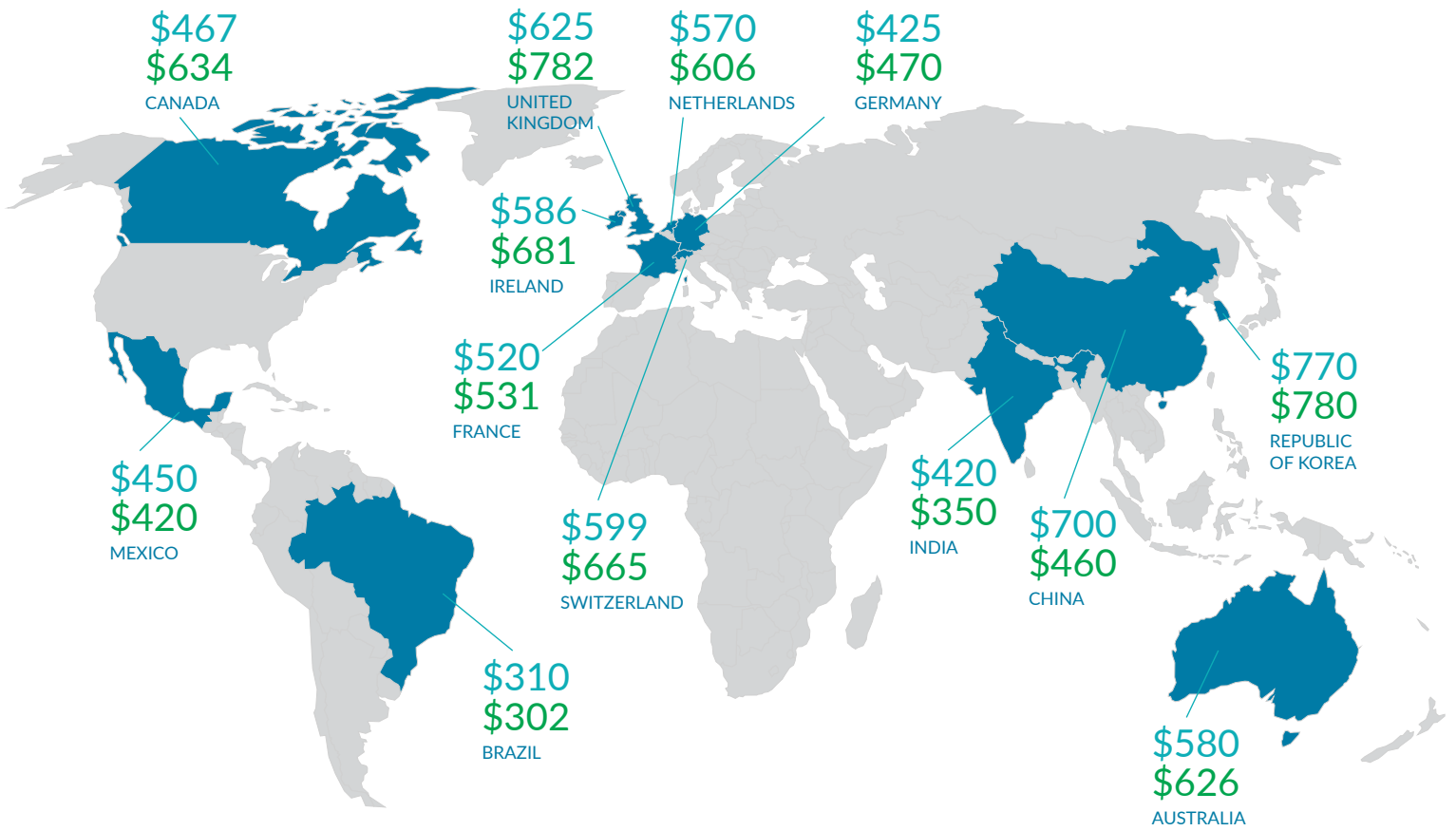
International Partner Rates for Employment and Labor and Corporate

CORPORATIONS HIRED INTERNATIONAL OUTSIDE COUNSEL FOR BOTH EMPLOYMENT & LABOR AND CORPORATE WORK

Based on 12 months data ending December 31, 2021

EXPANDED FOR 2021

MEDIAN PARTNER HOURLY RATES IN 13 INTERNATIONAL MARKETS RATES IN \$USD



EMPLOYMENT & LABOR CORPORATE

About the Enterprise Legal Management Trends Report

TERMINOLOGY:

Matter Categorization: Counsellink solution users define the types of work associated with various matters that were analyzed and categorized into legal practice areas. For this analysis, all types of litigation matters are classified as Litigation regardless of the nature of the dispute.

Company Size: Based on revenue cited in public sources, companies were grouped into these three size categories:

- > \$10 Billion Plus
- > \$1 – 10 Billion
- > < \$1 Billion



Expert Contributor

Since the inception of the CounselLink Enterprise Legal Management Trends Report, Kris Satkunas has been the principal author. She has made notable contributions to this latest Enterprise Legal Management Trends Report in the analysis of CounselLink data and in preparing the surrounding narrative.

Author

KRIS SATKUNAS – DIRECTOR OF STRATEGIC CONSULTING

As Director of Strategic Consulting at LexisNexis CounselLink, Kris brings over 20 years of experience consulting in the legal industry to advise corporate legal department managers on improving operations with data-driven decisions. Kris is an expert in managing the business of law and in data mining, with specific expertise in matter pricing and staffing, practice area metrics, and scorecards.

Prior to joining CounselLink, Kris served as Director of the LexisNexis® Redwood Think Tank, which she also established. For five years, Kris worked closely with thought leaders in large law firms conducting unbiased data-based research studies focused on finding solutions to legal industry management issues. Before that, she led the business of law consulting practice for large law firms. During that time she worked with key management at over a hundred law firms to improve the financial models and analyses developed for large law firms.

Kris has authored numerous articles and spoken at many legal industry conferences and events. She came to LexisNexis in 2000 after honing her finance skills as a Senior Vice President in Strategic Finance at SunTrust Bank. She holds a B.B.A. in Finance from The College of William and Mary.

Kris may be reached at kristina.satkunas@lexisnexis.com.

LinkedIn



LexisNexis CounselLink is the leading cloud-based legal management solution designed to help corporate legal departments gain 100% visibility into all matters and invoices so they can control costs, maximize productivity, and make better decisions. For nearly 30 years, LexisNexis has been providing innovative solutions to corporate law departments based on insight from thought leaders, industry expertise, and customer feedback.

Here's how CounselLink supports your legal department:

- Financial Management improves the predictability of legal spend with complete visibility and oversight of every penny spent by the department.
- Work Management helps you collect, organize, track, audit, and report on all the work done within the legal department to increase productivity and drive better outcomes for your business.
- Vendor Management strengthens your relationships with law firms while measuring their performance, so you can select the best mix for your needs.
- Analytics provides you with full visibility over workloads and legal data analytics to make informed, data-driven decisions.

If you have questions or comments about the CounselLink Enterprise Legal Management Trends Report or want to learn more about CounselLink software and services, visit CounselLink.com, or contact us via email: LNCounselLink@LexisNexis.com.

For media inquiries, please contact: eric@plat4orm.com.

Follow us online:

 **Website:** www.CounselLink.com

 **Twitter:** [@LexisNexisLegal](https://twitter.com/LexisNexisLegal)

 **Facebook:** www.facebook.com/LexisNexisLegal

 **LinkedIn:** LexisNexis Legal: www.linkedin.com/company/lexisnexislegal



CounselLink.com/Trends

LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. CounselLink is a registered trademark of LexisNexis, a division of RELX Inc. Other products or services may be trademarks or registered trademarks of their respective companies. Copyright © 2022 LexisNexis. All rights reserved.



1 **PROOF OF SERVICE**

2 I am a resident of the state of California, I am over the age of 18 years, and I am not a party
3 to the within action. My business address is 201 Santa Monica Blvd., Suite 600, Santa Monica, CA
4 90401.

5 On April 14, 2025, I served the foregoing document(s) described as **DECLARATION OF**
6 **SIMON FRANZINI IN SUPPORT OF NOTICE OF MOTION AND MOTION FOR**
7 **ATTORNEYS' FEES, COSTS, AND INCENTIVE AWARDS** on all interested parties in this
8 action as follows:

9 Meegan B. Brooks (Cal. Bar No. 298570)
10 MBrooks@beneschlaw.com
11 Stephanie Sheridan (Cal. Bar No. 135910)
12 SSh Sheridan@beneschlaw.com
13 Emily Johnson
14 EJohnson@beneschlaw.com
15 BENESCH FRIEDLANDER COPLAN & ARONOFF LLP
16 100 Pine Street, Suite 3100, San Francisco, CA 94111
17 Telephone: (628) 600-2232

18 *Attorneys for Defendant Zazzle Inc.*

19 [X] (VIA E-MAIL): On April 14, 2025, a true and correct portable document format
20 ("pdf") copy of the document described above was electronically served via a secure hyperlink on
21 the above recipients, at their respective email addresses. My electronic service address is
22 rachel@dovel.com.

23 I declare under penalty of perjury under the laws of the State of California that the foregoing
24 is true and correct.

25 Executed on April 14, 2025, at Santa Monica, California.

26 /s/ Rachel Ong
27 Rachel Ong