

Step toe

California's Unfair Competition Law and Consumers Legal Remedies Act **2025 Annual Overview**

March 2026



OUR PRACTICE

We in the Consumer Litigation Practice at Steptoe LLP are pleased to present this year's overview of developments as to California's Unfair Competition Law and Consumers Legal Remedies Act, perhaps the most significant state-level consumer protection statutes anywhere in the United States. These should be important to all businesses in the U.S. that interact with consumers, due to California's significant effect on the national economy, and also because legal principles arising first in California often find currency elsewhere. A new feature of this year's edition is an appendix briefly discussing certain other states' unfair and deceptive acts and practices ("UDAP") jurisprudence, which often borrows California principles. As the saying goes, "Texas is America, only bigger; California is America, only sooner." Any case of nationwide scope will almost always require some consideration of California law.

As a group, we are proud to represent organizations of all shapes and sizes in a wide variety of industries: manufacturers, financial services providers, FDA regulated businesses, insurers, telecommunications companies, transportation firms, retailers (both online and brick-and-mortar), publishers, developers of artificial intelligence technology, and many other kinds of businesses, big and small. We provide vigorous, creative defense strategies and (where appropriate) strategically sound settlements of class actions, private attorney general litigation and mass arbitrations. Over the years, our team has successfully defended hundreds of UDAP and similar lawsuits addressing a wide range of issues under California and other states' laws. We have argued multiple times to the California Supreme Court and frequently appear before and submit briefs to federal and state appellate courts around the country, including in the United States Supreme Court.

We also routinely assist clients (and their officers, directors and employees) in their interactions with federal and state officials and, in particular, in responding to administrative and judicial enforcement actions brought by such officials as state attorneys general, state bank and financial regulators, the Federal Trade Commission, the Department of Justice, the Consumer Financial Protection Bureau, the Federal Reserve Board, the Financial Industry Regulatory Authority, the Federal Deposit Insurance Corporation, the Office of the Comptroller of the Currency, and the U.S. Securities and Exchange Commission, among others.

Drawing on local insights, strong relationships with officials and nationwide depth, we also have played a central role in numerous multistate investigations focusing on a wide range of industries. We offer specialized knowledge regarding, and sensitivity to, the legal and business issues faced by our clients, as well as the ability and commitment to handle matters efficiently and in a results-oriented fashion.

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Stephen Newman handles class action defense and other representative litigation, including multidistrict cases, as well as proceedings launched by government officials on behalf of the general public. He has extensive experience representing companies including internet businesses, retailers, banks, insurers and manufacturers under California's Unfair Competition Law and Consumers Legal Remedies Act.



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Recognized as one of the best litigators in the country, Julia Strickland leads a broad national practice that focuses on the defense of class actions and other complex actions. Julia is regularly called by world-renowned financial services companies and others when they are confronted with issues that put them at substantial economic and reputational risk.



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OVERVIEW OF DEVELOPMENTS

In California, plaintiffs’ lawyers and state and local prosecutors wield two powerful tools: the Unfair Competition Law (UCL)¹ and the Consumers Legal Remedies Act (CLRA).² The UCL forbids “unlawful, unfair or fraudulent” conduct in connection with virtually any type of business activity.³ With its sweeping liability standards and broad equitable remedies, the UCL is often the weapon of choice for plaintiffs’ lawyers and is almost uniformly invoked by prosecutors in consumer cases. The CLRA is more defined in structure, but no less potent. The CLRA applies to any “consumer” transaction involving the “sale or lease of goods or services”⁴ and authorizes recovery of actual, statutory and punitive damages.⁵

While the UCL broadly prohibits any “unfair” practice, CLRA liability depends upon proof of a violation of one of its expressly stated prohibitions, organized into thirty main categories.⁶ The CLRA also provides for streamlined class certification proceedings and restrictions on dispositive motion practice.⁷ The UCL lacks similar provisions. Further, the CLRA provides specific guidance as to what it means for a business to make a clear and conspicuous disclosure to a consumer when such disclosure is required by some other provision of law.⁸ By comparison, the UCL contains no specific directives as to what disclosures might be required or how to make them, or any specific definition of what is unfair or deceptive.⁹

Nationwide trends often find their way into UCL litigation. For example, with increasing attention to processed foods from consumers and from federal officials supportive of the “Make America Healthy Again” movement, a growing trend has been litigation over use in food or cosmetics products of things that appear in nature, but that nonetheless have chemical names or that may be modified in some way to make them better suited to mass production, to the product’s functionality or to making goods shelf stable. For example, in *Noohi v. Johnson & Johnson Consumer Inc.*,¹⁰ plaintiff was allowed to certify a class of purchasers of Neutrogena Oil-Free Face Moisturizer on the theory that certain ingredients bear chemical similarity to oils or oil-based compounds, even though there

¹ Cal. Bus. & Prof. Code § 17200 *et seq.*

² Cal. Civ. Code §§ 1750-1784.

³ Cal. Bus. & Prof. Code § 17200. The UCL also expressly prohibits “unfair, deceptive, untrue or misleading advertising” and incorporates California’s False Advertising Law, Cal. Bus. & Prof. Code § 17500 *et seq.* (“FAL”). *See id.* Because the standards for liability under the UCL and FAL are similar and the remedies are co-extensive in private litigation, FAL violations often are pleaded as predicate acts in support of a UCL claim. Additionally, legislation that went into effect at the beginning of 2024 deemed including a non-compete provision in an employment agreement, as well as attempting to enforce a pre-2024 non-compete provision, to be UCL unfair practices. *See* Cal. Bus. & Prof. Code § 16600.1.

⁴ Cal. Civ. Code §§ 1770(a) (stating prohibited practices), 1761 (definitions).

⁵ *See* Cal. Civ. Code § 1780(a).

⁶ *See* Cal. Civ. Code § 1770.

⁷ *See* Cal. Civ. Code § 1781.

⁸ Cal. Civ. Code § 1791.

⁹ The research in this Overview is current through February 13, 2026. The purpose of the Overview is to provide information and perspective. We sometimes reference unpublished and/or non-citable opinions to demonstrate reasoning, illustrate trends, etc. The authors thank associates Carly Rolph, Michael O’Rourke, Sarah Norise, Brynn Drury, Anne Wooding, TaLona Holbert, Surya Kundu, Brendan Hammond, and paralegal Andrew Aquino, for their assistance with this year’s Overview.

¹⁰ 146 F.4th 854 (2025), *pet. for cert. filed*, No. 25-874 (U.S. Jan. 23, 2026).

is no standard scientific definition of an “oil.” According to the Ninth Circuit, a class of purchasers could be presumed to rely on the supposedly false representation that the product contained nothing oil-like at all. As in *Noohi*, similar litigation involves technical scientific arguments as to whether particular substances fall within particular definitions of commonly-used words.¹¹ Relatedly, there has been increased litigation activity arguing that a place name used in a fanciful or mood-setting way is an improper designation of origin.¹² A petition for certiorari has been filed in *Noohi*, focusing on how expert testimony may be used at the class certification stage in cases of this kind.

Litigation activity targeting reference-pricing or “strike-through” pricing has also increased, with growing numbers of proposed consumer class actions filed. In these cases, consumers contend that retailers display inflated or inaccurate “original” prices followed by purported “sale” prices. The goal, consumers allege, is to mislead them into believing that purchase at the “sale” price reflects genuine savings from the “original” price, when in fact the “original” price was rarely if ever charged.¹³

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- ¹¹ See, e.g., *Garland v. Kroger Co.*, No. 24CV240-LL-JLB, 2025 WL 474914 (S.D. Cal. Feb. 12, 2025) (dismissing lawsuit alleging that presence of malic acid in product rendered “no artificial flavoring” claim on packaging deceptive; plaintiff alleged that the particular isomer of malic acid detecting in the product suggested artificial manipulation, rather than natural origin, but “malic acid” was expressly disclosed on the back label’s list of ingredients, and malic acid does appear in blueberries naturally); *Taylor v. Walmart, Inc.*, 789 F. Supp. 3d 774 (C.D. Cal. 2025) (allowing lawsuit to proceed based on allegations that use of citric acid in an instant macaroni and cheese produce renders a “no artificial flavors or preservatives” advertising claim misleading, and that plaintiff would not have purchased the product but for that claim); *Baum v. Frito-Lay Inc.*, No. EDCV 25-1408 JGB (SHKx), 2025 U.S. Dist. LEXIS 256943, at *11 (C.D. Cal. Dec. 11, 2025) (inclusion of maltodextrin, a corn derivative, as a minor ingredient to help flavor adhere to the surface of a snack chip, does not render advertising of the chips as “100% Whole Grain” deceptive, when the primary ingredients in the chips are in fact whole grains); *Castillo v. Walmart, Inc.*, No. 5:24-cv-06757-BLF, 2025 U.S. Dist. LEXIS 203534 (N.D. Cal. July 1, 2025) (allowing case to proceed past pleading stage based on allegation that “no preservatives” label was false or deceptive based on presence within product of ascorbic acid, a form of Vitamin C that can have preservative qualities); *Tovmasyan v. Target Corp.*, No. 2:25-cv-02314-MRA-KS, 2025 WL 1288020 (C.D. Cal. May 2, 2025) (denying in large part motion to dismiss claims challenging “No Artificial Colors, Flavors, or Preservatives” labeling on Good & Gather dips where plaintiff plausibly alleged the products contained citric acid—an ingredient the FDA and USDA classify as a preservative and rendering the representation potentially false or misleading under the UCL and CLRA); *Perkins v. Procter & Gamble Co.*, 801 F. Supp. 3d 1141 (S.D. Cal. 2025) (granting the defendant’s motion to dismiss plaintiff’s UCL and CLRA claims, which alleged defendant’s sleep-aid products’ labels are “false, deceptive, and misleading” because “a reasonable consumer understands the representation that a Product ‘naturally’ helps sleep to mean that none of its ingredients are synthetically created”).
- ¹² See *James v. Chocmod USA Inc.*, 773 F. Supp. 3d 945 (E.D. Cal. 2025) (allowing suit to proceed on the grounds that naming candy “Truffettes de France” falsely suggested that it was made in France, rather than in Canada).
- ¹³ See, e.g., *Tempest v. Safeway, Inc.*, No. 24-CV-06553-JSC, 2025 WL 3171581 (N.D. Cal. Nov. 13, 2025) (dismissing lawsuit alleging that defendant grocery chain deceptively advertised wine prices for members of its rewards program as lower than non-member prices after finding that, despite plaintiffs’ allegations that the members’ pricing reflected a false time-limited discount because similar or identical discounts are always available, the higher prices were legitimate amounts charged to non-members and that reasonable consumers were unlikely to believe any discount from market prices where defendant’s advertisements made no reference to such); *Williams v. Under Armour, Inc.*, No. EDCV 24-1567 JGB (SSCX), 2025 WL 1415744 (C.D. Cal. Apr. 7, 2025) (allowing lawsuit to proceed based on allegations that defendant retailer falsely advertised merchandise sold at its outlet and online stores as discounted, through displaying struck-through higher “original” or “price tag” prices (that are rarely or never actually

Government enforcement remains active. Scrutiny of the real estate industry remains a high priority even after a 2024 nationwide settlement of claims pertaining to how broker commissions are set. In recent litigation, California prosecutors obtained a preliminary injunction, which was affirmed on appeal, against an allegedly unfair and anticompetitive scheme wherein homeowners would be paid small amounts of money to be locked into future listing agreements for the subsequent forty years, subject to the homeowner’s being charged a substantial “Early Termination Fee” if the homeowner attempted to use a different agent. Making matters worse, the defendant often recorded the Early Termination Fee as a lien against the property. According to the government, the scheme clouded title to more than 1,400 homes throughout the state, homeowners were not adequately informed of the details of contracts they were pressured into signing, and many homeowners did not know that their contracts authorized liens to be placed on their homes.¹⁴

Enforcement of California’s laws governing automatic subscription renewals and requiring enhanced consumer disclosures is still a priority. Peacock TV was required to pay the Los Angeles County District Attorney \$2,000,000 in civil penalties and \$100,000 to reimburse investigative costs under the UCL based on its allegedly automatically renewing streaming services without making proper disclosures.¹⁵ A separate \$1,500,000 payment was also required to be made to the Los Angeles County Department of Consumer and Business Affairs for future consumer protection investigation and enforcement activities. Moreover, Peacock stipulated to the entry of comprehensive injunctive relief pertaining to ease of subscription cancellation, automatic renewal disclosures and repeat credit card billing.

Privacy continues to be of great interest to California regulators as well. On February 11, 2026, the California Attorney General and other officials announced a settlement of claims against Disney under the UCL and the Consumer Privacy Rights Act. The government alleged that Disney did not honor requests made by streaming services customers to stop sale and sharing of their private data. Disney agreed to be enjoined against future violations and to pay \$2,750,000 in civil penalties.¹⁶

charged) next to the corresponding “sale” or “discounted” price, which actually was the everyday price); *Molayem v. Ralph Lauren Corp.*, No. 24-CV-4816 (JGLC), 2025 WL 2773290 (S.D.N.Y. Sept. 29, 2025) (allowing UCL and CLRA claims focused on retailer’s outlet store pricing signs, which listed “_ % off” discounts next to purported “original” prices, to proceed despite dismissing similar claims under New York law because plaintiffs’ first amended complaint described their investigations of specific stores and included facts describing specific products, pricing, and corresponding dates and thereby satisfied heightened pleading standards, whereas allegations of subjective disappointment were insufficient to satisfy actual injury requirement under New York law); *Law. v. Homary Int’l Ltd.*, No. 24-CV-04113-HSG, 2025 WL 1571856 (N.D. Cal. June 2, 2025) (allowing lawsuit to proceed based on allegations that defendant mislabeled merchandise with inflated struck-through “original” prices that it never actually charged or offered where plaintiff supported allegations with data from a “sophisticated price-tracking software” purportedly demonstrating that defendant charged higher than market rates despite defendant’s arguments that plaintiff did not identify actual prices charged by other retailers).

¹⁴ *People v. MV Realty PBC, LLC*, No. B341121, 2025 Cal. App. Unpub. LEXIS 8321 (Cal. Ct. App. Dec. 23, 2025) (unpublished).

¹⁵ *People v. Peacock TV LLC*, 25STCV20945 (Cal. Super. Ct. Jul. 16, 2025); see Cnty. Counsel of Los Angeles Cnty., *LA County Settles Consumer Protection Lawsuit Against Peacock TV/NBCUniversal for \$3.6 Million* (July 16, 2025), <https://counsel.lacounty.gov/la-county-settles-consumer-protection-lawsuit-against-peacock-tv-nbcuniversal-for-3-6-million/>.

¹⁶ Cal. Dep’t of Just., *California Won’t Let It Go: Attorney General Bonta Announces \$2.75 Million Settlement with Disney, Largest CCPA Settlement in California History* (Feb. 11, 2026), <https://oag.ca.gov/news/press-releases/california-wont-let-it-go-attorney-general-bonta-announces-275-million>.

2025 also saw **significant judicial developments** at both the state and federal level:

- The California Supreme Court finally issued its long-awaited opinion in *Morgan v. Ygrene Energy Fund, Inc.*¹⁷ The case pertains to exhaustion of administrative remedies and called into question a popular method of funding environmental improvements like solar panels or other energy-saving technology. Under so-called Property Assessed Clean Energy (PACE) programs, the cost of improvements is advanced by a local government entity, which is then repaid via property tax assessments. In *Morgan*, homeowners complained that they were duped into agreeing to encumber their properties for more than \$100,000 of overpriced improvements at excessive interest rates. The Court of Appeal rejected their effort to pursue UCL unfairness claims against private lenders and other participants in PACE programs, finding that plaintiffs must first seek administrative relief from the local taxing authority responsible for assessing the taxes to repay the PACE funding. The California Supreme Court reversed in part. According to the Supreme Court, the basic principle still holds that a taxpayer must first pay a tax (and exhaust tax-related administrative remedies) before challenging the validity of the tax. However, consumers may still employ the UCL to pursue nontax-related remedies based on supposedly unfair management of the PACE program, so long as they “neither directly nor indirectly challenge a tax.”¹⁸ Nor could they employ the UCL to avoid a property lien securing payment of a PACE loan via the property tax system.¹⁹ They could, however, potentially seek changes to the program that do not directly or indirectly challenge the workings of the property tax system. For example, for going-forward projects, plaintiffs could seek an injunction requiring payments for improvements to be made jointly payable to the homeowner and the contractor/installer to reduce the risk that a homeowner victimized by fraud or shoddy work will lack any meaningful financial recourse against the contractor/installer.²⁰ By upholding the entire system of existing PACE loans and authorizing only modest challenges to the details of future projects, *Ygrene* can be expected to maintain private industry’s confidence in the PACE program, thereby ensuring continued funding for energy-saving projects.

- The California Supreme Court denied review in *People v. Experian Data Corp.*,²¹ leaving in place a broad, pro-plaintiff application of the discovery rule (tolling statutes of limitations) to UCL and CLRA claims whenever a plaintiff pleads that it would have been difficult for her to learn the true facts by reason of the defendant’s failure to provide a mandatory disclosure document called for by the CLRA or some other provision of law. As a practical matter, this expansion of the discovery rule potentially could extend the time period for calculating the UCL restitution well past the four-year maximum set forth in the statute itself.

- At the core of UCL jurisprudence is the limitation of claims, via voter initiative, to persons who have lost money or property by reason of the alleged act of unfair competition. This threshold requirement continues to be at the forefront of litigation. In *Yeh v. Barrington Pacific, LLC*,²² applicants for rental apartments sued an apartment building owner based on its credit check processes, which supposedly violated various aspects of the California Investigative Consumer Reporting Agencies Act (“ICRAA”), invaded their privacy and failed to provide mandatory notices of their privacy and credit reporting rights. However, because none of the plaintiffs’ rental applications were denied, the Court

¹⁷ 18 Cal. 5th 1061 (2025).

¹⁸ *Id.* at 1070.

¹⁹ *Id.* at 1081.

²⁰ *See id.* at 1088.

²¹ 106 Cal. App. 5th 799 (2024), *review denied* (2025).

²² No. B337904, 2026 WL 161299 (Cal. Ct. App. Jan. 21, 2026).

of Appeal held, affirming the Superior Court’s grant of summary judgment, that the successful rental applicant plaintiffs lacked standing to sue under the UCL, even though they potentially could recover statutory damages under ICRAA. The Court also rejected plaintiffs’ argument that a portion of their application fees should have been allocated to delivering to them copies of their ICRAA reports (as supposedly mandated by that statute). Evidence in the record showed that the building owner did not save substantial amounts of money by not delivering the ICRAA reports, and so the alleged violation resulted in no unjust enrichment requiring disgorgement. The building owner proved that the application fee was disclosed as being non-refundable and, moreover, the funds collected were fully allocated to other legitimate uses.

- It is well established that the UCL borrows other laws and often permits private remedies above and beyond what the substantive conduct-regulating statute would itself impose. This principle was recently applied in *Lee v. Foris Dax, Inc.*,²³ a case seeking to hold a registered money services business liable for related parties’ cryptocurrency scams. The case was allowed to proceed past the pleading stage based on allegations that the bank failed to maintain such anti-money-laundering protocols as the law required. Even though anti-money-laundering rules cannot in general be enforced by private citizens, the court held that a fraud victim could pursue a UCL claim if she could show that lax anti-money-laundering policies were a contributing cause of her losses.

- Some judges appear to be more willing than in prior years to use the UCL to scrutinize the details of pricing on particular products. In *Sparkman v. Comerica Bank*,²⁴ a bank offered a product for recipients of court-ordered child support to receive these payments automatically on a debit-card-like device. These customers were charged 50 cents per call for excessive use of the bank’s interactive voice system, defined as more than three times per month. Plaintiff sued on the grounds that this fee was unfair, particularly because she needed to use the system repeatedly to address alleged fraudulent use of her card. The federal district court allowed the case to proceed past the pleadings stage on a UCL theory. The court expressed serious concern about the relative lack of bargaining power between the parties, and that the economics of the fee seemed to bear no relationship to the bank’s cost of providing the service. Indeed, plaintiff argued that it was less expensive for the bank to provide the automated service than it would have cost the bank to provide live agents. Based on these circumstances, the court found as a matter of law that the bank engaged in an unfair practice.

- Litigation continues under the “drip pricing” provisions of the CLRA,²⁵ enacted in 2024 and requiring most fees and charges to be disclosed to consumer at the earliest possible time. However, these rules may not be imposed, via a generalized unfairness theory under the UCL, on conduct occurring earlier than the effective date of the CLRA amendment.²⁶

²³ No. 24-cv-06194-WHO, 2025 WL 2578239 (N.D. Cal. Sept. 5, 2025).

²⁴ No. 2:24-cv-01206-DJC-DMC, 2025 U.S. Dist. LEXIS 254917 (E.D. Cal. Dec. 8, 2025).

²⁵ See Cal. Civ. Code § 1770(a)(29); *Chowning v. Tyler Techs., Inc.*, No. 4:25-CV-04009-YGR, 2025 U.S. Dist. LEXIS 252297 (N.D. Cal. Dec. 5, 2025) (plaintiff alleged potentially valid CLRA claim based on web-based campsite reservations system’s failure to disclose mandatory reservation fee until final check-out screen); *Harvey v. World Mkt., LLC*, No. 25-cv-01242-CRB, 2025 U.S. Dist. LEXIS 89297 (N.D. Cal. May 9, 2025) (plaintiff alleged potentially valid CLRA claim based on online furniture retailer’s failure to include oversized-item surcharges and shipping-and-handling fees in advertised prices).

²⁶ *Nixon v. Vegas.com, LLC*, No. 25-cv-05688-CRB, 2025 U.S. Dist. LEXIS 265541 (N.D. Cal. Dec. 23, 2025).

Looking ahead, matters pending before the U.S. Supreme Court and the California Supreme Court may shape UCL and CLRA jurisprudence in 2026 and beyond:

- In the United States Supreme Court, *Monsanto Co. v. Durnell*²⁷ may address the degree to which federal statutes can preempt labeling and failure to warn claims under the UCL, CLRA and other similar state UDAP statutes. The case involves whether the Federal Insecticide, Fungicide and Rodenticide Act (“FIFRA”) preempts claims under state law that sellers of the weed-killer glyphosate (“Roundup”) do not adequately warn users and others exposed to the product of potential cancer risk (itself a matter of scientific controversy). The Ninth Circuit previously held that FIFRA does not preempt state law labeling claims.²⁸

- The California Supreme Court appears poised to sharply limit use of contractual choice-of-law provisions as a defense to UCL and CLRA claims. Historically, businesses located outside of California but doing business nationwide could, in their governing terms of service or other contractual materials, select non-California law to govern the business’s relationship with its California customer base and labor force. Depending on the significance of the issue, California courts would respect that contractual choice unless a fundamental California public policy would be violated by enforcement of the contractual choice of law *and* California had a materially greater interest in the outcome than did the other state.²⁹ However, in *Lathrop v. Thor Motor Coach*,³⁰ the questions presented for argument include: “If enforcement of a choice of law clause would result in a waiver of a party’s unwaivable statutory rights, is the choice of law clause severable from the remainder of the agreement.” The framing of this question suggests that a contractual choice of law might be set aside without even considering the interests of the other state or even any general principles of interstate comity or the needs of the interstate system; essentially, the materially-greater-interest aspect of the choice-of-law analysis might be eliminated or substantially reduced in importance. Such a ruling would reflect a major change in choice-of-law jurisprudence.

* * * * *

2026 may well be an eventful year in this area of the law. We look forward to continuing to assist our clients in navigating California’s robust system of consumer protection as set forth in continuously developing UCL and CLRA jurisprudence.

²⁷ No. 24-1068 (U.S. docketed April 9, 2025) *oral argument scheduled for Apr. 27, 2026.*

²⁸ *Hardeman v. Monsanto Co.*, 997 F.3d 941 (9th Cir. 2021).

²⁹ *E.g., Washington Mut. Bank, FA v. Super. Ct. (Briseno)*, 24 Cal. 4th 906 (2001) (discussing standard for when California court will apply non-California law).

³⁰ No. S287893 (Cal. petition for review filed Nov. 15, 2024).

TABLE OF CONTENTS

	<i>Page</i>
THE UNFAIR COMPETITION LAW	1
I. THE STRUCTURE OF THE UCL.....	1
A. Conduct That Constitutes “Unfair Competition”	1
B. What Constitutes a Business Act or Practice?.....	2
C. Who May Be Sued Under the UCL?.....	3
D. Who May Sue Under the UCL?.....	4
E. Proposition 64 and the UCL Standing Requirement	5
1. The Impact of <i>Clayworth</i> and <i>Kwikset</i> on the Standing Requirement	6
a. <i>Clayworth</i> : The Availability of a Remedy Is Irrelevant to the Standing Analysis.....	6
b. <i>Kwikset</i> : Plaintiff Must Suffer an “Economic Injury” That Is “Caused By” a UCL Violation	7
c. The Causation Requirement: “As a Result of”	12
d. UCL Standing and Federal Courts.....	14
2. <i>Tobacco II</i> and the Standing Requirement.....	18
a. The Decision in <i>Tobacco II</i>	18
b. Distinguishing the Individual Reliance vs. Reasonable Consumer Standards in Evaluating UCL and CLRA Claims.....	20
II. LIABILITY UNDER THE UCL	20
A. Claims for “Unlawful” Conduct	20
1. The Liability Standard	20
2. Defenses Specific to Unlawful Claims	25
a. Defense to Underlying Violation	25
b. Change in Underlying Law.....	25
B. Claims for “Unfair” Conduct	26
1. The Liability Standard	26
2. Defenses to Claims of “Unfairness”	29
a. Conduct Is Not “Unfair”	29
b. Business Justification	30
c. Alternative Source Defense	31
d. “Safe Harbor” Defense—Conduct Explicitly Authorized By Law.....	31
C. Claims for “Fraudulent” Conduct	32
1. The Liability Standard	32

2.	Defenses Specific to Fraudulent Claims	37
a.	Conduct Not “Likely to Mislead”	37
b.	“Puffing” Defense	39
D.	General Defenses to UCL Actions	41
1.	Constitutional Challenges	41
2.	First Amendment Defense	42
3.	Statute of Limitations	44
4.	Contractual Choice-of-Law or Forum-Selection Provisions	47
5.	Preventing the “End Run”	47
6.	Federal Preemption	48
7.	Primary Jurisdiction	54
8.	Judicial Abstention in Matters of Economic Policy	56
9.	The “Safe Harbor” Defense	58
10.	No Extraterritorial Application	59
E.	Insurance Coverage for UCL Actions	63
III.	REMEDIES UNDER THE UCL	64
A.	Restitution Under the UCL	64
1.	The Proper Scope of Restitution Awards	64
2.	“Fluid Recovery” in UCL Class Actions	68
3.	Defenses to Restitution Claims	68
a.	The Filed Rate Doctrine	68
b.	Ability to Pay	69
c.	Restitution as a Disguised Damages Claim	70
d.	Adequate Remedy at Law	71
e.	Measure of Restitution	71
B.	Government Enforcement Actions	72
C.	Injunctions Under the UCL	74
D.	Equitable Defenses to UCL Remedies	76
E.	<i>Res Judicata</i> Under the UCL	76
F.	Attorneys’ Fees Under the UCL	77
1.	The Lodestar Approach	80
2.	The Common Fund Doctrine	83
IV.	PROCEDURAL ASPECTS OF THE UCL	84
A.	Arbitration of UCL Claims	84

1.	The Decision in <i>Concepcion</i>	84
2.	Arbitrability of UCL Claims Pre- <i>Concepcion</i>	85
3.	Arbitrability of Claims Post- <i>Concepcion</i>	86
4.	Preemption and Valid Arbitration Clauses.....	87
5.	State Courts and Federal Courts Begin Diverging Significantly When It Comes to Defining “Public Injunctive Relief”	95
B.	Pleading Issues	97
C.	Special “Anti-SLAPP” Motions.....	99
D.	Class Certification of UCL Claims	100
E.	Summary Judgment Under the UCL.....	102
F.	No Right to Jury Trial	103
G.	Notice to the Attorney General’s Office of Appellate Matters	103
H.	Removal of UCL Actions.....	104
1.	Removal Based on the Federal Class Action Fairness Act	104
2.	Removal Based on Federal Question.....	106
	THE CONSUMERS LEGAL REMEDIES ACT.....	107
I.	THE STRUCTURE OF THE CLRA.....	107
A.	Purpose of the CLRA.....	107
B.	Coverage of the CLRA.....	107
1.	Who Is a “Consumer”?	108
2.	Damages and Causation Are Required Elements.....	109
3.	What Constitutes the “Sale or Lease of Goods or Services”?.....	111
4.	Exemptions.....	115
II.	LIABILITY UNDER THE CLRA—SECTION 1770(a).....	115
A.	Prohibited Acts	115
B.	Frequently Litigated Prohibitions	119
1.	Section 1770(a)(14)—Representing That a Transaction Confers or Involves Rights, Remedies or Obligations That it Does Not Have or Involve, or That Are Prohibited by Law.....	119
2.	Section 1770(a)(17)—Representing That the Consumer Will Receive a Rebate, Discount or Other Economic Benefit That Is Actually Contingent on Another Event.....	120
3.	Section 1770(a)(19)—Inserting an Unconscionable Provision in the Contract.....	121
C.	The Anti-Waiver Provision—Section 1751.....	122
D.	Defenses to CLRA Claims.....	123

1.	Statute of Limitations.....	123
2.	Notice and Cure Process.....	124
3.	Bona Fide Error.....	127
4.	Safe Harbor.....	127
5.	Alternative Choice of Goods and Services.....	127
6.	Federal Preemption.....	128
7.	Disclosure.....	128
8.	Arbitration.....	128
III.	REMEDIES UNDER THE CLRA.....	129
A.	Legal and Equitable Relief.....	129
B.	Attorneys’ Fees.....	130
IV.	PROCEDURAL ASPECTS OF THE CLRA.....	131
A.	Venue.....	131
B.	Motions for “No Merit” or “No Defense” Determination.....	132
C.	Class Action Rules.....	133
V.	SIGNIFICANT NON-CALIFORNIA LAWS REGULATING UNFAIR AND DECEPTIVE ACTS AND PRACTICES.....	137
I.	New York: General Business Law § 349 and § 350.....	138
II.	Illinois: Illinois Consumer Fraud and Deceptive Business Practices Act (“ICFA”), 815 ILCS 505.....	139
III.	District of Columbia: Consumer Protection Procedures Act (CPPA).....	140
IV.	Texas: Deceptive Trade Practices–Consumer Protection Act (DTPA), Tex. Bus. & Com. Code § 17.41-17.63.....	141

THE UNFAIR COMPETITION LAW

I. THE STRUCTURE OF THE UCL

A. Conduct That Constitutes “Unfair Competition”

“Unfair competition” is defined in the UCL³¹ as any one of the following wrongs: (1) an “unlawful” business act or practice; (2) an “unfair” business act or practice; (3) a “fraudulent” business act or practice; (4) “unfair, deceptive, untrue or misleading advertising,” and (5) any act prohibited by sections 17500 through 17577.5.³² Additionally, legislation enacted in 2023 expressly states that unlawful inclusion or maintenance of non-competition provisions in an employment agreement violates the UCL.³³ The statutory definitions in section 17200 itself are disjunctive, and each of the wrongs operates independently from the others.³⁴ “In other words, a practice is prohibited as ‘unfair’ or [‘fraudulent’] even if not ‘unlawful’ and vice versa.”³⁵

³¹ The full text of section 17200 reads as follows:

As used in this chapter, unfair competition shall mean and include any unlawful, unfair or fraudulent business act or practice and unfair, deceptive, untrue or misleading advertising and any act prohibited by Chapter 1 (commencing with Section 17500) of Part 3 of Division 7 of the Business and Professions Code.

³² Unless specified in the complaint, the UCL does not necessarily include violations of section 17500, *et seq.* See *People ex rel. Lockyer v. Brar*, 134 Cal. App. 4th 659, 666-67 (2005) (seeking to enjoin attorney from bringing “shakedown” UCL claims against small businesses). The court explained:

We cannot agree with the Attorney General that “*et seq.*” is elastic enough to stretch all the way to section 17500. Section 17200 begins part 2 of division 7 of the Business and Professions Code, and deals with unfair competition, while section 17500 begins part 3 of the same code and deals with representations to the public. The Legislature evidently thought that false advertising was sufficiently distinct from unfair competition so as not to be lumped even in the same part of a division. Nor does the body of the complaint contain any references to section 17500 or the false advertising law. The complaint thus did not give fair warning that [defendant] was subject to being enjoined from filing false advertising suits under section 17500 as well as unfair competition suits under section 17200.

Id.; see also *Densmore v. Manzarek*, Nos. B186036, B186037, B188708, 2008 WL 2209993, at *27 (Cal. Ct. App. May 29, 2008) (finding that dismissal of UCL claim does not require dismissal of section 17500 claim, which consists of distinct elements) (unpublished).

³³ Cal. Bus. & Prof. Code § 16600.1(c) (effective January 1, 2024). Section 16600.1(b) expressly provides that current and former employees subject to pre-enactment noncompetition agreements must be given express written notice that such agreements are void (unless subject to a statutory exemption). Former employees need not be given notice if their employment ended before January 1, 2022. *Id.*

³⁴ See *Cel-Tech Commc’ns, Inc. v. L.A. Cellular Tel. Co.*, 20 Cal. 4th 163, 180 (1999); see also *Lepton Labs, LLC v. Walker*, 55 F. Supp. 3d 1230, 1242 (C.D. Cal. 2014) (holding that complaint need not specify which prong a UCL claim is brought under).

³⁵ *State Farm Fire & Cas. Co. v. Super. Ct.*, 45 Cal. App. 4th 1093, 1102 (1996), *abrogated on other grounds by Cel-Tech*, 20 Cal. 4th 163.

The UCL's reach is imposing: "The Legislature apparently intended to permit courts to enjoin ongoing wrongful business conduct in whatever context such activity might occur."³⁶ The "cleansing power" provided to a court by the UCL can pose a formidable challenge to defendants.³⁷

B. What Constitutes a Business Act or Practice?

The first three "wrongs" in the UCL require proof of a "business act or practice." Although no reported case explicitly defines the term "business" under the UCL, if the issue were presented, courts may well construe the term broadly as they otherwise have construed the UCL. With respect to the terms "act" and "practice," the UCL has been interpreted to encompass most business conduct.³⁸ Even a one-time act has been deemed sufficient to allege a UCL claim.³⁹ However, the UCL seemingly does not apply to securities transactions.⁴⁰ Additionally, claims for trade secret misappropriation under California Uniform Trade Secrets Act (CUTSA)⁴¹ supersede all overlapping tort and UCL claims, such that a UCL claim usually may not be asserted in a trade secret misappropriation case.⁴²

³⁶ *Comm. On Children's Television, Inc. v. Gen. Foods Corp.*, 35 Cal. 3d 197, 210 (1983), *superseded by statute on other grounds, as recognized in Branick v. Downey Sav. & Loan Ass'n*, 39 Cal. 4th 235 (2006).

³⁷ *Fletcher v. Sec. Pac. Nat'l Bank*, 23 Cal. 3d 442, 449 (1979).

³⁸ *See Schnall v. Hertz Corp.*, 78 Cal. App. 4th 1144, 1153 (2000) (holding UCL coverage is "sweeping," embracing anything that can properly be called a business practice); *Planned Parenthood Fed'n of Am., Inc. v. Ctr. for Med. Progress*, 613 F. Supp. 3d 1190, 1205-07 (N.D. Cal. 2020) (holding that business activity is subject to UCL even where business is operated for political rather than commercial purposes), *rev'd on other grounds; Planned Parenthood Federation of America, Inc. v. Newman*, 51 F.4th 1125 (9th Cir. 2022); *see also That v. Alders Maint. Ass'n*, 206 Cal. App. 4th 1419, 1427 (2012) (holding the UCL could apply to homeowners' associations if such associations engage in the sale of goods or services).

³⁹ *See, e.g., Allied Grape Growers v. Bronco Wine Co.*, 203 Cal. App. 3d 432, 452 (1988) (determining that defendant's conduct relating to a single contract constituted a "practice" under the UCL).

⁴⁰ *See Bowen v. Ziasun Techs., Inc.*, 116 Cal. App. 4th 777, 787-90 (2004). Noting that no published decision in California has addressed this issue, the Court of Appeal in *Bowen* analogized the UCL to the Federal Trade Commission Act (the "FTCA"). The court reasoned that the Federal Trade Commission ("FTC") historically has not viewed the FTCA as affecting securities transactions. The court further observed that federal courts, as well as 15 other states, have concluded that consumer protection statutes like the UCL do not apply to securities transactions. *See also Feitelberg v. Credit Suisse First Boston, LLC*, 134 Cal. App. 4th 997, 1009 (2005) (citing *Bowen*); *Strigliabotti v. Franklin Res., Inc.*, No. C 04-00883, 2005 WL 645529, at *10 (N.D. Cal. Mar. 7, 2005) (concluding that the UCL could be used to challenge an alleged scheme to overcharge investors in the management of securities since *Bowen* does not encompass all situations where securities are somehow implicated but not purchased or sold); *Betz v. Trainer Wortham & Co., Inc.*, 829 F. Supp. 2d 860, 866 (N.D. Cal. 2011) ("No court, however, has allowed Section 17200 claims to proceed where, as here, the predicate acts are securities transactions."). *But see Rose v. Bank of Am., N.A.*, 57 Cal. 4th 390, 399 n.8 (2013) (questioning "the scope and merits" of the holding in *Bowen*); *S.F. Residence Club, Inc. v. Amado*, 773 F. Supp. 2d 822, 834 (N.D. Cal. 2011) ("It appears that federal cases refusing to apply *Bowen* to the UCL all involved claims that did not target a securities transaction. These courts refused to rely on *Bowen* to foreclose any UCL claim, merely because the case involved securities in a general sense.") (emphasis in original).

⁴¹ Cal. Civ. Code § 3426 *et seq.*

⁴² *Albert's Organics, Inc. v. Holzman*, 445 F. Supp. 3d 463, 474-75 (N.D. Cal. 2020).

C. Who May Be Sued Under the UCL?

Unlike some other states' unfair and deceptive practices statutes, the UCL does not expressly exempt from coverage any specific industries, such as those that are highly regulated.⁴³ Rather, it applies to any "person,"⁴⁴ as defined under the UCL. Governmental entities do not fall within this definition and cannot be sued under the UCL.⁴⁵ Furthermore, the law is not settled on whether the UCL applies to claims brought on theories of indirect liability, such as vicarious or aiding and abetting liability, agency, or franchisor liability.⁴⁶

⁴³ *But see* discussion *infra* pp. 52-56 ("Primary Jurisdiction"; "Judicial Abstention In Matters Of Economic Policy"; "The 'Safe Harbor' Defense").

⁴⁴ Cal. Bus. & Prof. Code § 17201. *See, e.g., Quelimane Co. v. Stewart Title Guar. Co.*, 19 Cal. 4th 26, 46-47 (1998) (holding that the California Insurance Code did not preclude UCL action against title insurers based on an alleged conspiracy not to issue title insurance); *Wells v. One2One Learning Found.*, 39 Cal. 4th 1164, 1199-1204 (2006) (finding that charter schools, their operators and districts were "persons" as defined by section 17201); *Frazier Nuts, Inc. v. Am. Ag Credit*, 141 Cal. App. 4th 1263, 1283-84 (2006) (finding that a production credit association, federally chartered by the Farm Credit Administration, was not a public entity and, therefore, was subject to suit under the UCL).

⁴⁵ *See, e.g., Townsend v. California*, No. CVF10-0470, 2010 WL 1644740, at *10-11 (E.D. Cal. Apr. 21, 2010) (finding the state of California and the California Highway Patrol were not persons under the UCL); *People for the Ethical Treatment of Animals, Inc. v. Cal. Milk Producers Advisory Bd.*, 125 Cal. App. 4th 871, 875 (2005) (holding that California Milk Advisory Board was not a "person" that could be sued under the UCL); *Bay Area Consortium for Quality Health Care v. Alameda Cnty.*, No. A148430, 2018 WL 2126559, at *9 (Cal. Ct. App. May 9, 2018) (holding Alameda County was not a "person" that could be sued under the UCL) (unpublished).

⁴⁶ *See Emery v. Visa Int'l Serv. Ass'n*, 95 Cal. App. 4th 952, 960 (2002) ("The concept of vicarious liability has no application to actions brought under [the UCL]. . . . A defendant's liability must be based on his personal 'participation in the unlawful practices' and 'unbridled control' over the practices that are found to violate section 17200 or 17500.") (quoting *People v. Toomey*, 157 Cal. App. 3d 1, 15 (1984)); *accord Rogers v. Cal. State Mortg. Co. Inc.*, No. CV F 09-2107, 2010 WL 144861, at *13 (E.D. Cal. Jan. 11, 2010) ("An 'unfair practices claim under section 17200 cannot be predicated on vicarious liability.") (quoting *Emery*, 95 Cal. App. 4th at 960); *In re Jamster Mktg. Litig.*, No. 05CV0819, 2009 WL 1456632, at *8 (S.D. Cal. May 22, 2009); *Rodriguez v. Litton Loan Servicing LP*, No. 09-cv-00029, 2009 WL 1326339, at *5-6 (E.D. Cal. May 12, 2009); *Nichols v. Greenpoint Mortg. Funding, Inc.*, No. SA CV 08-750, 2008 WL 3891126, at *3-4 (C.D. Cal. Aug. 19, 2008). *But see Schulz v. Neovi Data Corp.*, 152 Cal. App. 4th 86, 93-96 (2007) (distinguishing *Emery* and reversing order sustaining demurrer to UCL claim based on aiding and abetting theory on ground that defendants were alleged to have directly contracted with operator of illegal lottery and had direct stakes in the venture); *Perfect 10, Inc. v. Cybernet Ventures, Inc.*, 213 F. Supp. 2d 1146, 1187 (C.D. Cal. 2002) (distinguishing *Emery* and granting preliminary injunction against Internet company based on its activities in supervising access to adult online services), *abrogated on other grounds as recognized by Fabian Perez Art Publ'g LLC v. Las Brujas Inc.*, No. CV15-1847, 2015 WL 11430871, at *4 (C.D. Cal. Mar 27, 2015); *Chetal v. Am. Home Mortg.*, No. C 09-02727, 2009 WL 2612312, at *4 (N.D. Cal. Aug. 24, 2009) (noting that an aiding and abetting theory is available under the UCL); *Plascencia v. Lending 1st Mortg.*, 583 F. Supp. 2d 1090, 1098 (N.D. Cal. 2008) (allowing claims to proceed on aiding and abetting theory); *People v. JTH Tax, Inc.*, 212 Cal. App. 4th 1219, 1242, 1247 (2013) (holding that franchisor can be liable for franchisee's false advertising under normal agency principles and disapproving *Emery* and *Toomey*; "We find no error in the court's conclusion that, '[e]ven if Liberty's franchisees are not its agents for all purposes, they are its agents at a minimum for purposes of advertising."); *People ex rel. Harris v. Sarpas*, 225 Cal. App. 4th 1539, 1562 (2014) (holding that corporate owners could be liable under the UCL where owners and corporation operated as a single enterprise).

D. Who May Sue Under the UCL?

The UCL expressly permits claims to be brought by any “person,” which it defines to include “natural persons, corporations, firms, partnerships, joint stock companies, associations and other organizations of persons.”⁴⁷ However, the ability of corporate plaintiffs to bring UCL claims may be limited under certain circumstances. In *Linear Technology Corp. v. Applied Materials, Inc.*, plaintiff attempted to bring an unfair and deceptive UCL claim against three manufacturers of semiconductor manufacturing equipment arising out of a third-party claim that the equipment infringed patents held by the third party.⁴⁸ The trial court sustained a demurrer to the UCL claim and the Court of Appeal affirmed, reasoning that the UCL claim was “based on contracts not involving either the public in general or individual consumers who are parties to the contract,” and that prosecution of a UCL claim could “deprive [other companies that had purchased the same equipment] of the individual opportunity to seek remedies far more extensive than those available under the UCL,” in violation of due process.⁴⁹

The California Courts of Appeal also have renewed the UCL’s effectiveness in competitor actions. In *Law Offices of Mathew Higbee v. Expungement Assistance Services*,⁵⁰ the Court of Appeal analyzed “the reach of the UCL in the commercial context following the enactment of Proposition 64.” There, plaintiff alleged that defendant used personnel not licensed by the state bar to provide legal services for expungement of criminal records, a service that competed with plaintiff’s law practice, deprived it of market share and forced it to incur expenses to compete. Plaintiff alleged that the provision of legal services by other than California lawyers violated the UCL. Defendant claimed plaintiff suffered no injury cognizable under the UCL because he did not transact business with defendant.

The court held that:

[H]aving alleged that he had been forced to pay increased advertising costs and to reduce his prices for services in order to compete, and that he had lost business and the value of his law practice had diminished, [plaintiff] succeeded in alleging at least an identifiable trifle of injury as necessary for standing under the UCL.⁵¹

The court rejected the argument that, under Proposition 64, “a plaintiff must have had business dealings with the defendant in order to have standing under the UCL.”⁵² Even without “direct

⁴⁷ Cal. Bus. & Prof. Code §§ 17201, 17204.

⁴⁸ 152 Cal. App. 4th 115, 131 (2007).

⁴⁹ *Id.* at 135 (citing *Rosenbluth Int’l, Inc. v. Super. Ct.*, 101 Cal. App. 4th 1073, 1079 (2002)); *see also Pierry, Inc. v. Thirty-One Gifts, LLC*, No. 17-CV-03074, 2018 WL 1684409, at *11 (N.D. Cal. Apr. 5, 2018) (dismissing UCL claim between two relatively “sophisticated” business entities given that there was no harm to the public at large or to consumers generally); *HSM Holdings, LLC v. Mantu I.M. Mobile Ltd.*, No. 20-CV-00967 (LJL), 2021 WL 918556 (S.D.N.Y. Mar. 10, 2021) (dismissing UCL claim and finding a contract between two “sophisticated” businesses did not give rise to action that would protect the public); *Open Text, Inc. v. Northwell Health, Inc.*, No. 2:19-CV-09216-SB-AS, 2021 WL 1235254 (C.D. Cal. Feb. 19, 2021) (finding that two “large, sophisticated” corporations could “not turn to the UCL to remedy” a contractual dispute).

⁵⁰ 214 Cal. App. 4th 544, 552 (2013). *But see Lee v. Luxottica Retail N. Am., Inc.*, 65 Cal. App. 5th 793, 803 (2021) (finding that expected but not yet earned future income was not recoverable even when it is characterized as “lost market share”).

⁵¹ 214 Cal. App. 4th at 561.

⁵² *Id.* at 563-64.

business dealings,” plaintiff’s allegation that “he suffered losses in revenue and asset value and was required to pay increased advertising costs specifically because of the unlawful business practices of [defendant]” was potentially a sufficient “allegation of causation” at the demurrer stage.⁵³ However, the court was careful to limit its holding to business competitor lawsuits, and not the consumer context, holding only that:

[A] business competitor who adequately alleges that he or she has suffered injury in fact and lost money or property as a result of the defendant’s unfair competition is not necessarily precluded from maintaining a UCL lawsuit against the defendant just because he or she has not engaged in direct business dealings with the defendant.⁵⁴

E. Proposition 64 and the UCL Standing Requirement

When Proposition 64 became effective on November 3, 2004,⁵⁵ it imposed two significant restrictions which apply only to actions filed by private individuals or entities.⁵⁶

First, amended section 17204 states the standing requirement:

Actions for any relief pursuant to this chapter shall be prosecuted exclusively in a court of competent jurisdiction . . . by any person ~~acting for the interests of itself, its members or the general public~~ *who has suffered injury in fact and has lost money or property as a result of such unfair competition.*

(Old language stricken, new language in italics.)⁵⁷ The UCL previously granted broad standing to “any person,” allowing the filing of “representative,” “private attorney general” or “general public” actions by plaintiffs who had no dealings with the defendants or the transactions at issue.⁵⁸ These actions

⁵³ *Id.* at 564.

⁵⁴ *Id.* at 565.

⁵⁵ See Cal. Const., art. II, § 10(a) (“An initiative statute or referendum approved by a majority of votes cast thereon takes effect on the fifth day after the Secretary of State files the statement of the vote for the election at which the measure is voted on.”).

⁵⁶ In addition, Proposition 64 placed certain restrictions on the use of monetary penalties recovered by public enforcement officials—*i.e.*, those penalties must be used in the enforcement of consumer protection laws. This change in the law will not impact private UCL actions, where monetary penalties are not available.

⁵⁷ Proposition 64 also amended California Business & Professions Code section 17535 (governing the relief available in FAL lawsuits) to impose the same standing and class action standards as those contained in the revised section 17204, as follows:

Actions for injunction under this section may be prosecuted . . . by any person ~~acting for the interests of itself, its members or the general public~~ *who has suffered injury in fact and has lost money or property as a result of a violation of this chapter. Any person may pursue representative claims or relief on behalf of others only if the claimant meets the standing requirements of this section and complies with Section 382 of the Code of Civil Procedure, but these limitations do not apply to claims brought under this chapter by the Attorney General, or any district attorney, county counsel, city attorney, or city prosecutor in this state.*

(Old language stricken, new language in italics.)

⁵⁸ See *Stop Youth Addiction, Inc. v. Lucky Stores, Inc.*, 17 Cal. 4th 553, 561 (1998) (holding that a for-profit corporation could bring a UCL representative action on behalf of the general public), *superseded by statute on other grounds, as recognized in Arias v. Super. Ct.*, 46 Cal. 4th 969 (2009); *Mass. Mut. Life Ins. Co. v. Super.*

were brought without regard to any procedural standard, or notice of due process requirements.⁵⁹ Many such actions were frivolous and abusive.

Second, as a result of Proposition 64, the UCL requires that private cases involving aggregated claims comport with California’s class action standards. Amended section 17203 provides:

Any person who engages, has engaged, or proposes to engage in unfair competition may be enjoined in any court of competent jurisdiction. The court may make such orders or judgments, including the appointment of a receiver, as may be necessary to prevent the use or employment by any person of any practice which constitutes unfair competition, as defined in this chapter, or as may be necessary to restore to any person in interest any money or property, real or personal, which may have been acquired by means of such unfair competition. *Any person may pursue representative claims or relief on behalf of others only if the claimant meets the standing requirements of section 17204 and complies with Code of Civil Procedure section 382, but these limitations do not apply to claims brought under this chapter by the Attorney General, or any district attorney, county counsel, city attorney, or city prosecutor in this state.*

(New language in italics.) California Code of Civil Procedure section 382 authorizes class litigation.⁶⁰ Section 382 does not itself set forth the specific requirements necessary to maintain a class action, and California courts therefore have interpreted section 382 to impose the requirements that usually apply in other state and federal courts—commonality, typicality, adequacy of representation and superiority.⁶¹

1. The Impact of *Clayworth* and *Kwikset* on the Standing Requirement

a. *Clayworth*: The Availability of a Remedy Is Irrelevant to the Standing Analysis

In *Clayworth v. Pfizer, Inc.*,⁶² retail pharmacies brought UCL claims against pharmaceutical companies for alleged price fixing. Defendants challenged the plaintiffs’ standing, arguing that they did not suffer a loss of money or property because they passed on the overcharges to customers. According to defendants, plaintiffs had no remedy to pursue.⁶³ The California Supreme Court rejected this position, making clear that the issues of standing and remedies are separate: “That a party may ultimately be unable to prove a right to damages (or, here, restitution) does not demonstrate that it

Ct., 97 Cal. App. 4th 1282, 1288 (2002) (“California courts have repeatedly held that relief under the UCL is available without individualized proof of deception, reliance and injury.”)

⁵⁹ See *Kraus v. Trinity Mgmt. Servs., Inc.*, 23 Cal. 4th 116, 126 n.10 (2000) (discussing, among other things, these actions and the unique, attendant due process concerns), *superseded by statute on other grounds, as recognized in Arias*, 46 Cal. 4th 969; see also *Bronco Wine Co. v. Frank A. Logoluso Farms*, 214 Cal. App. 3d 699, 715-21 (1989) (reversing the trial court’s restitution order based on certain due process considerations potentially affecting non-parties). *But see Rincon Band of Luiseño Mission Indians etc. v. Flynt*, 70 Cal. App. 5th 1059, 1090 (2021) (finding there was no standing for Native American tribe, as Tribe was not a public prosecutor nor a “person” as defined in the UCL), *review filed* (Dec. 6, 2021).

⁶⁰ See *Brinker Rest. Corp. v. Super. Ct.*, 53 Cal. 4th 1004, 1021 (2012).

⁶¹ See *id.*; see also *In re Tobacco II Cases*, 46 Cal. 4th 298, 318 (2009) (“*Tobacco II*”); *Fireside Bank v. Super. Ct.*, 40 Cal. 4th 1069, 1089 (2007).

⁶² 49 Cal. 4th 758, 764 (2010).

⁶³ *Id.* at 765.

lacks standing to argue for its entitlement to them.”⁶⁴ “The doctrine of mitigation . . . is a limitation on liability for damages, not a basis for extinguishing standing.”⁶⁵ In short, looking at the language and intent of section 17204, the Court found that plaintiffs need not prove “compensable loss at the outset” in order to have standing.⁶⁶

In connection with this conclusion, the Court also explicitly held that a UCL plaintiff seeking only injunctive relief can have standing. The Court noted that “[s]ection 17203 makes injunctive relief ‘the primary form of relief available under the UCL,’ while restitution is merely ‘ancillary.’”⁶⁷

Accordingly, under *Clayworth*, a plaintiff’s right to seek injunctive relief is not dependent on the ability to seek restitution. Likewise, the availability of a remedy is not relevant to standing.⁶⁸

b. Kwikset: Plaintiff Must Suffer an “Economic Injury” That Is “Caused By” a UCL Violation

In *Kwikset Corp. v. Superior Court*,⁶⁹ plaintiffs alleged that defendant violated the UCL and the FAL when it marketed and sold locksets labeled “Made in U.S.A.” when, in fact, the locksets contained parts from, or were partly manufactured, abroad. Plaintiffs alleged that they purchased the locksets based on the labeling and would not have done so if they were not so labeled. According to defendant, plaintiffs lacked standing because, in essence, they received the benefit of the product, which was usable and not defective.

The California Supreme Court commenced its discussion by stating,

Proposition 64 should be read in light of its apparent purposes, i.e., to eliminate standing for those who have not engaged in any business dealings with would-be defendants and thereby strip such unaffected parties of the ability to file “shakedown lawsuits,” while preserving for actual victims of deception and other acts of unfair competition the ability to sue and enjoin such practices.⁷⁰

The Court then observed, “Proposition 64 accomplishes its goals in relatively few words.”⁷¹ Less than two dozen are at issue here: standing under the UCL extends to “a person who has suffered injury in fact and has lost money or property as a result of the unfair competition.”⁷²

⁶⁴ *Id.* at 789.

⁶⁵ *Id.* (citing *Pool v. City of Oakland*, 42 Cal. 3d 1051, 1066 (1986) (“The rule of [mitigation of damages] comes into play after a legal wrong has occurred, but while some damages may still be averted.”)).

⁶⁶ *Id.*

⁶⁷ *Id.* at 790 (quoting *Tobacco II*, 46 Cal. 4th at 319).

⁶⁸ *Id.*; see also *Finelite, Inc. v. Ledalite Architectural Prods.*, No. C-10-1276, 2010 WL 3385027, at *2 (N.D. Cal. Aug. 26, 2010) (stating the right to seek injunctive relief under the UCL is not dependent on the right to seek restitution).

⁶⁹ 51 Cal. 4th 310, 317 (2011).

⁷⁰ *Id.*

⁷¹ *Id.* at 321 (quoting *Californians for Disability Rights v. Mervyn’s, LLC*, 39 Cal. 4th 223, 228 (2006)).

⁷² *Id.* at 322 (quoting Cal. Bus. & Prof. Code § 17204).

Against this background, the Court found that “the plain language of these clauses suggests a simple test.”⁷³ A UCL plaintiff must: “(1) establish a loss or deprivation of money or property sufficient to qualify as injury in fact, i.e., *economic injury*, and (2) show that economic injury was the result of, i.e., *caused by*, the unfair business practice or false advertising that is the gravamen of the claim.”⁷⁴

With respect to injury in fact, the Court emphasized that:

[t]he text of Proposition 64 establishes expressly that in selecting this phrase the drafters and voters intended to incorporate the established federal meaning. The initiative declares: “It is the intent of the California voters in enacting this act to prohibit private attorneys from filing lawsuits for unfair competition where they have no client who has been *injured in fact under the standing requirements of the United States Constitution*.”⁷⁵

The Court explained: “Under federal law, injury in fact is an invasion of a legally protected interest which is (a) concrete and particularized, and (b) actual or imminent, not conjectural or hypothetical.”⁷⁶ “‘Particularized’ in this context means simply that ‘the injury must affect the plaintiff in a personal and individual way.’”⁷⁷ Accordingly, with respect to standing under the UCL, the Court held:

There are innumerable ways in which economic injury from unfair competition may be shown. A plaintiff may (1) surrender in a transaction more, or acquire in a transaction less, than he or she otherwise would have; (2) have a present or future property interest diminished; (3) be deprived of money or property to which he or she has a cognizable claim; or (4) be required to enter into a transaction, costing money or property, that would otherwise have been unnecessary. Neither the text of Proposition 64 nor the ballot arguments in support of it purport to define or limit the concept of “lost money or property,” nor can or need we supply an exhaustive list of the ways in which unfair competition may cause economic harm.⁷⁸

The Court also noted that “lost money or property—economic injury—is itself a classic form of injury in fact.”⁷⁹

⁷³ *Id.*

⁷⁴ *Id.* (emphasis in original).

⁷⁵ *Id.* (emphasis in original and citation omitted) (quoting Prop. 64, § 1, subd. (e) and citing *Buckland v. Threshold Enters., Ltd.*, 155 Cal. App. 4th 798, 814 (2007)).

⁷⁶ *Id.* at 322-23 (cleaned up) (quoting *Lujan v. Defs. of Wildlife*, 504 U.S. 555, 560 (1992)).

⁷⁷ *Id.* at 323 (quoting *Lujan*, 504 U.S. at 560 n.1).

⁷⁸ *Id.* (citation omitted).

⁷⁹ *Id.*; see also *Johnson v. Nationstar Mortg., LLC*, No. 17-CV-03676, 2018 WL 807370, at *7 (N.D. Cal. Feb. 9, 2018) (observing a split among district courts and finding that the economic harm flowing from a default on a mortgage is “caused by the borrower’s default, and not the alleged unlawful acts”); *Gallano v. Burlington Coat Factory of Cal., LLC*, 67 Cal. App. 5th 953 964 (2021) (stating that money spent defending against debt collection efforts considered an economic injury); *Beltz v. Wells Fargo Home Mortg.*, No. 15-cv-01731, 2017 WL 784910, at *13 (E.D. Cal. Mar. 1, 2017) (“[D]amage to credit is considered loss of money or property for the purposes of the UCL.”); *Holistic Supplements, L.L.C. v. Stark*, 61 Cal. App. 5th 530 (2021) (finding that Business Tax Registration Certificate qualifies as lost “property”); *Meyer v. Capital All.*

Grp., No. 15-CV-2405, 2017 WL 5138316, at *3-4 (S.D. Cal. Nov. 6, 2017) (stating that plaintiffs' loss of ink and paper due to the receipt of "junk" faxes, advertising defendants' loan products, were insufficient injuries to satisfy the economic loss requirement necessary to confer standing under the UCL); *Fraley v. Facebook, Inc.*, 830 F. Supp. 2d 785, 811 (N.D. Cal. 2011) (noting that "several courts have held that the unauthorized release of 'personal information' does not constitute a loss of money or property for purposes of establishing standing under the UCL," but holding that plaintiffs sufficiently alleged a loss of money or property based on potential unpaid compensation where Facebook used plaintiffs' Facebook profiles to endorse third-party products and services); *In re Anthem, Inc. Data Breach Litig.*, 162 F. Supp. 3d 953, 985 (N.D. Cal. 2016) (allegations that defendants did not adequately protect plaintiffs' personal data as promised, thus causing benefit of bargain damages, represent economic injury sufficient to satisfy UCL standing in the data breach context); *Arroyo v. TP-Link USA Corp.*, No. 14-CV-04999, 2015 WL 5698752, at *4 (N.D. Cal. Sept. 29, 2015) (dismissing claims with respect to products that plaintiff did not purchase or whose marketing material he did not view); *Boorstein v. CBS Interactive, Inc.*, 222 Cal. App. 4th 456 (2013) (agreeing that plaintiff lacked standing to bring UCL unlawfulness claim, due to failure to satisfy conditions set forth in predicate statute); *Turcios v. Carma Labs, Inc.*, 296 F.R.D. 638, 644 (C.D. Cal. 2014) (finding that plaintiff lacked standing to assert CLRA claim and UCL claim based on violation of Fair Packaging and Labeling Act because "[p]laintiff has not presented any evidence that his alleged economic injury occurred as a result of" purchasing Chapstick that he would have bought regardless of label); *Backhaut v. Apple, Inc.*, 74 F. Supp. 3d 1033, 1049 (N.D. Cal. 2014) (plaintiff cannot establish economic injury caused by an alleged omission of information where information about alleged defect was previously published in an Internet news article); *Friends of the Earth v. Sanderson Farms, Inc.*, 992 F.3d 939, 944 (9th Cir. 2021) (diverting resources to combat alleged false advertising by poultry company not sufficient to justify organizational standing); *Svenson v. Google Inc.*, 65 F. Supp. 3d 717, 730 (N.D. Cal. 2014) (finding that plaintiff lacks UCL standing because plaintiff failed to "allege[] any facts showing that Defendants' business practice—disclosing users' Contact Information to third-party App vendors—changed her economic position at all"); *Two Jinn, Inc. v. Gov't Payment Serv., Inc.*, 233 Cal. App. 4th 1321, 1334-35 (2015) (pre-litigation investigation expenses cannot be used to establish economic injury under the UCL). *But see Animal Legal Def. Fund v. LT Napa Partners LLC*, 234 Cal. App. 4th 1270, 1280-82 (2015) (holding that the expenditure of resources to investigate defendant's alleged wrongdoing was different from the pre-litigation expenses discussed in *Two Jinn, Inc.*, and could establish economic injury under the UCL because the expenses were incurred prior to and independent of the litigation); *Hodsdon v. Mars, Inc.*, 162 F. Supp. 3d 1016, 1022 (N.D. Cal. 2016) ("California law permits litigants to pursue claims under the UCL, CLRA, and FAL if they show that the deceptive practice caused pecuniary loss."), *aff'd*, No. 16-15444 (9th Cir. June 4, 2018); *Performance Prod. Co. v. Virus Int'l, Inc.*, No. G058667, 2021 WL 480913, at *1, *6 (Cal. Ct. App. Feb. 10, 2021) (affirming summary judgment against plaintiff because no evidence was presented that any consumer would have purchased from plaintiff rather than defendant as a result of defendant's alleged cheating on tariffs, or that even if such misconduct was established, it caused him some financial harm under the UCL) (unpublished); *Robinson v. U-Haul Co. of Cal.*, 4 Cal. App. 5th 304, 317 (2016) (economic injury requirement satisfied for UCL claim for malicious prosecution when plaintiff incurred court costs and attorneys' fees in defense against malicious prosecution); *Rojas-Lozano v. Google, Inc.*, 159 F. Supp. 3d 1101, 1120 (N.D. Cal. 2016) (finding that plaintiff did not suffer economic injury because she failed to allege that she would have changed her behavior if she had known that transcribing part of a reCAPTCHA would facilitate Google's profit earning); *Galang v. Wells Fargo Bank, N.A.*, No. 16-CV-03468, 2017 WL 1210021, at *6 (N.D. Cal. Apr. 3, 2017) (holding that plaintiff had standing to bring UCL claim challenging foreclosure because injury in fact can be established once foreclosure proceedings are initiated and not completed); *Amer v. Wells Fargo Bank N.A.*, No. 17-cv-03872, 2017 WL 4865564, at *12 (N.D. Cal. Oct. 27, 2017) (finding that impending foreclosure might potentially be a type of cognizable injury under the UCL); *Fernandez v. Progressive Mgmt. Sys.*, No. 321CV00841BENWVG, 2022 WL 2541272, at *4 (S.D. Cal. July 7, 2022) (finding that impact to credit is an economic injury where there is loss of money or property); *Falcone v. Nestle USA, Inc.*, No. 3:19-CV-723-L-DEB, 2024 WL 4868298, at *3 (S.D. Cal. Sept. 26, 2024) (holding that plaintiff's willingness to "pay a premium" based on allegedly false misrepresentations is an economic injury sufficient to support standing); *B.K. v. Eisenhower Med. Ctr.*, 721 F. Supp. 3d 1056 (C.D. Cal. 2024) (plaintiff failed to allege injury under UCL because loss of inherent value of personal data in instances in which plaintiffs paid no money to defendant is not an economic injury),

The Court then went on to “offer a further observation concerning the order in which the elements of standing are best considered”:

Because, as noted, economic injury is itself a form of injury in fact, proof of lost money or property will largely overlap with proof of injury in fact. If a party has alleged or proven a personal, individualized loss of money or property in any nontrivial amount, he or she has also alleged or proven injury in fact. Because the lost money or property requirement is more difficult to satisfy than that of injury in fact, for courts to first consider whether lost money or property has been sufficiently alleged or proven will often make sense. If it has not been, standing is absent and the inquiry is complete. If it has been, the same allegations or proof that suffice to establish economic injury will generally show injury in fact as well, and thus it will again often be the case that no further inquiry is needed.⁸⁰

Kwikset therefore not only states the test for evaluating the issue of injury sufficient to confer standing, but it also sets the order of the analysis.⁸¹

reconsideration granted in part on other grounds, No. EDCV 23-2092 JGB (DTBX), 2024 WL 2037404 (C.D. Cal. Apr. 11, 2024)); *Yeh v. Barrington Pac., LLC*, No. B337904, 2026 WL 161299, at *11 (Cal. Ct. App. Jan. 21, 2026) (allowing claim under California Investigative Consumer Reporting Agencies Act to proceed based on alleged disclosure and privacy violations, but rejecting UCL claim on same facts because the alleged violation did not cause any plaintiff to lose money or property; case arose in the context of applications for apartment housing, but no plaintiff had an application denied).

⁸⁰ *Kwikset*, 51 Cal. 4th at 325 (citation omitted).

⁸¹ See also *Epic Games, Inc. v. Apple, Inc.*, 67 F.4th 946, 1000 (9th Cir. 2023) (impact on subsidiary’s earnings provided standing for parent to seek injunctive relief), *cert. denied* (U.S. Jan. 16, 2024); *Henderson v. Gruma Corp.*, No. CV 10-04173, 2011 WL 1362188, at *4 (C.D. Cal. Apr. 11, 2011) (finding that purchase of guacamole dip constitutes a “nontrivial” injury and concluding otherwise would prohibit a majority of product-based actions, thereby “thwart[ing] the purposes of California’s consumer protection statutes”); *Allergan, Inc. v. Athena Cosmetics, Inc.*, 640 F.3d 1377, 1382 (Fed. Cir. 2011) (finding that plaintiff sufficiently alleged an economic injury where defendant manufactured, marketed and/or sold products without a prescription, federal or state approval and proper labeling and, as a result, plaintiff “lost sales, revenue, market share, and asset value”); *Futterman v. Kaiser Found. Health Plan, Inc.*, 91 Cal. App. 5th 656, 664 (2023) (“Overpayment for mental health coverage by members [of a managed health care plan] who sought mental health treatment is a nontrivial economic injury sufficient to confer standing.”) (following *Kwikset*); *Glen Oaks Ests. Homeowners Ass’n v. Re/Max Premier Props., Inc.*, 203 Cal. App. 4th 913, 919-22 (2012) (finding that homeowners’ association had suffered “injury in fact” and “lost money or property” for, among other things, investigative costs associated with repairing and replacing damaged property); *Lueras v. BAC Home Loans Servicing, LP*, 221 Cal. App. 4th 49, 832 (2013) (holding that the allegation that plaintiff’s “home was sold at a foreclosure sale is sufficient to satisfy the economic injury prong of the standing requirement of section 17204” and granting plaintiff leave to amend to allege a “causal connection” between defendant’s “allegedly unlawful, unfair, or fraudulent conduct and Lueras’s economic injury”); *Sarun v. Dignity Health*, 232 Cal. App. 4th 1159, 1167-70 (2014), *modified*, *Moran v. Prime Healthcare Mgmt., Inc.*, 3 Cal. App. 5th 1131 (2016) (paying portion of hospital bill, and receipt of an invoice showing a balance due, established injury in fact and loss of money or property, even though hospital offered patient an opportunity to apply for a discounted billing rate and patient failed to do so); *In re Adobe Sys., Inc. Privacy Litig.*, 66 F. Supp. 3d 1197, 1224 (N.D. Cal. 2014) (finding that plaintiffs’ allegations that they relied on Adobe’s claims that personal data would be protected sufficient to establish UCL standing). In an unpublished case, the California Court of Appeal held that a brief, temporary detention of funds, for example, in connection with a billing error that is corrected promptly, does not constitute a sufficient deprivation of money or property to create UCL standing. *Carter v. Farmers Ins. Grp.*, No. B297020, 2020 WL 4034682 (Cal. Ct. App. July 17, 2020) (unpublished). To allow standing in such

Authority applying *Kwikset* adds that a defendant’s allegedly improper use and monetization of consumer data (the plaintiff’s “personal content and information”) does not create UCL standing, because consumers have no “vested interest in any money earned” from the use of their data.⁸² Other authority has restricted claims of economic injury under the UCL where a plaintiff’s claims are based on the suspension or closure of social media accounts.⁸³

In 2023, the California Supreme Court, relying on *Kwikset*, broadly expanded organizational standing to pursue UCL claims.⁸⁴ The California Medical Association, on behalf of its member physicians, sued a health insurer based on policies allegedly designed to unfairly limit physicians’ ability to refer patients to out-of-network providers for care. The lower courts found that the organization lacked standing because, regardless of the impact on its members, the organization itself had not suffered any injury-in-fact or any loss of money or property. The California Supreme

circumstances would improperly “create UCL liability to any retailer that accidentally double charges a customer, even if the retailer were to refund the money immediately.” *Id.* at *6. *See also Aoki v. Gilbert*, No. 11-CV-02797, 2020 WL 6741693, at *24-25 (Nov. 17, 2020); *Hart v. TWC Prod. & Tech. LLC*, 526 F. Supp. 3d 592, 603 (N.D. Cal. 2021) (finding that consumers do not have a property interest in their geolocation data such that its alleged misuse constitutes deprivation of property within the meaning of the UCL); *Cobos v. Robinhood Fin. LLC*, No. 221CV00843VAPMRWX, 2021 WL 1035123, at *3 (C.D. Cal. Feb. 10, 2021) (finding loss of ability to purchase stock shares in the future does not constitute deprivation of property under the UCL); *Doe I v. Google LLC*, No. 23-CV-02431-VC, 2024 WL 3490744 (N.D. Cal. July 22, 2024) (holding that the loss of personal data is not sufficient to demonstrate an economic injury even where “there are allegations that the plaintiffs’ personal data has a measurable monetary value and there is a market for such data that the plaintiffs could easily access.”); *Jones v. Tonal Sys.*, No. 3:23-cv-1267-JES-BGS, 2024 U.S. Dist. LEXIS 178056, at *33 (S.D. Cal. Sep. 30, 2024) (“courts in this Circuit have not extrapolated from the fact that a user’s data has economic value to someone that its collection constitutes an economic loss to the user.”); *Doe v. GoodRx Holdings, Inc.*, No. 23-cv-00501-AMO, 2025 U.S. Dist. LEXIS 140287 (N.D. Cal. July 22, 2025) (holding plaintiffs adequately alleged UCL standing based on economic injury from the loss of value of their personal data in a Meta Pixel healthcare tracking case).

⁸² *In re Google Assistant Priv. Litig.*, 457 F. Supp. 3d 797, 840 (N.D. Cal. 2020). *But see A.B. By & Through Turner v. Google LLC*, No. 5:23-CV-03101-PCP, 2024 WL 4933345, at *6 (N.D. Cal. Dec. 2, 2024) (“[T]here is a split of authority in this District on this issue and no binding Ninth Circuit precedent.”); *In re Meta Pixel Tax Filing Cases*, 724 F. Supp. 3d 987, 1025-26 (N.D. Cal. 2024) (holding privacy harms involving personal data can constitute an injury to money or property sufficient to establish UCL standing under *Kwikset* when plaintiffs allege: (1) they surrendered more or acquired less in a transaction than they would have had they known how their data would be used; (2) the value of their personal identifying information (“PII”) was diminished through theft or misappropriation, if plaintiff intended to participate in the market for PII or otherwise derive economic value from their PII, or (3) they were deprived of their right to exclude the defendant from their intangible personal property); *Kis v. Cognism Inc.*, No. 22-cv-05322-AMO, 2024 U.S. Dist. LEXIS 151864, at *17-18 (N.D. Cal. Aug. 23, 2024) (holding that plaintiffs who suffer a loss of their personal information suffer economic injury and thus have UCL standing); *Rodriguez v. ByteDance, Inc.*, No. 23 CV 4953, 2025 WL 2495865 (N.D. Ill. Aug. 29, 2025) (rejecting subscription fee theory of loss where plaintiffs continued to use and pay for the app, undermining their claim of injury because, if the theory were true, plaintiffs would have ceased using and paying for the app and finding plaintiffs’ battery-loss theory too speculative to show harm where plaintiffs failed to allege that battery drain resulted from defendants’ unauthorized access rather than normal functioning of the CapCut app).

⁸³ *Murphy v. Twitter, Inc.*, 60 Cal. App. 5th 12, 39-40 (2021) (finding no economic injury where a social media company suspended, and later banned, the account of a user who had been posting controversial content the company considered violative of its rules against hateful conduct. The court found the website’s terms of service stated the user had no “property interest in [the] [social media] account or . . . followers, but only the content” created by the user, and that plaintiff pleading “generally that she relie[d] on Twitter for her livelihood” did not establish “any actual loss of income or financial support”).

⁸⁴ *Cal. Med. Ass’n v. Aetna Health of Cal. Inc.*, 14 Cal. 5th 1075 (2023).

Court reversed, holding “that the UCL’s standing requirements are satisfied when an organization, in furtherance of a bona fide, preexisting mission, incurs costs to respond to perceived unfair competition that threatens that mission, so long as those expenditures are independent of costs incurred in UCL litigation or preparations for such litigation.”⁸⁵ The court accepted the organization’s claim that it directly sustained harm by having to divert staff members’ time to help physicians respond to the anti-referral policy: “When staff are diverted to a new project undertaken in response to an unfair business practice, the organization loses the value of their time, which otherwise would have been used to benefit the organization in other ways.”⁸⁶

c. The Causation Requirement: “As a Result of”

Courts have interpreted the phrase “as a result of” to mean “caused by.”⁸⁷ The “causal connection is broken when a complaining party would suffer the same harm whether or not a defendant complied with the law.”⁸⁸ Further, allegations must indicate how an injury resulted from the unfair competition.⁸⁹ As explained below with respect to *Tobacco II*, however, in the context of

⁸⁵ *Id.* at 1082.

⁸⁶ *Id.* at 1089.

⁸⁷ *See, e.g., Kwikset*, 51 Cal. 4th at 326; *Lorenzo v. Qualcomm Inc.*, 603 F. Supp. 2d 1291, 1303 (S.D. Cal. 2009) (citing *Hall v. Time, Inc.*, 158 Cal. App. 4th 847, 855 (2008)).

⁸⁸ *Troyk v. Farmers Grp., Inc.*, 171 Cal. App. 4th 1305, 1349 (2009); *see also Allergan*, 640 F.3d at 1383 (“While a direct business dealing is certainly one way in which a plaintiff could be harmed, the California courts have also recognized claims under the UCL where a direct business dealing was lacking.”); *City of Long Beach v. Total Gas & Power N. Am., Inc.*, 465 F. Supp. 3d 416, 449-50 (S.D.N.Y. 2020) (holding that municipality lacked standing under UCL to challenge alleged manipulation in natural gas futures market that indirectly caused the municipality to pay more for natural gas, because municipality never transacted directly with alleged manipulator or in the particular local market where the manipulation supposedly occurred), *aff’d*, No. 20-2020-CV, 2021 WL 5754295 (2d Cir. Dec. 3, 2021); *Hahn v. Select Portfolio Servicing, Inc.*, 424 F. Supp. 3d 614, 635 (N.D. Cal. 2020) (granting summary judgment to mortgage servicer on UCL claim based on alleged unfairness during review of loan modification request because plaintiffs presented “no evidence suggesting that they had the ability to cure their default, or otherwise would have been approved for a loan modification” even if their application had been processed properly).

⁸⁹ *Cappello v. Walmart Inc.*, 394 F. Supp. 3d 1015, 2013 (N.D. Cal. 2019) (finding that plaintiffs had plausibly alleged a violation of company’s own privacy policy, had adequately alleged both economic loss and causation under a “benefit of the bargain” theory and had standing under the UCL); *Townsend v. Wells Fargo Bank, N.A.*, No. 18-cv-07382, 2019 WL 4145464, at *4 (N.D. Cal. Aug. 30, 2019) (finding plaintiffs failed to establish standing under the UCL because they did not establish a causal connection between Wells Fargo’s reporting to credit bureaus and plaintiffs’ diminished credit rating where reporting occurred after plaintiffs declared bankruptcy), *aff’d*, 831 F. App’x 338 (9th Cir. 2020); *Brownfield v. Bayer Corp.*, No. 09-cv-00444, 2009 WL 1953035, at *4 (E.D. Cal. July 6, 2009) (finding “conclusory” allegations did not confer standing); *Klein v. Avis Rent a Car Sys. Inc.*, No. CV 08-0659, 2009 WL 151521, at *4 (C.D. Cal. Jan. 21, 2009) (stating that on claim for imposition of excessive insurance premium, plaintiff did not allege “that [Defendants’] conduct caused him to pay more than he would have had Defendants been licensed [by the California Insurance Commissioner]”); *Lorenzo*, 603 F. Supp. 2d at 1304 (plaintiff did not allege that he would not have purchased a cell phone or related service had he been aware of defendant’s misrepresentations); *McGough v. Wells Fargo Bank, N.A.*, No. C12-0050, 2012 WL 5199411, at *6 (N.D. Cal. Oct. 22, 2012) (finding that alleged unlawful conduct did not cause foreclosure; instead, plaintiff’s default caused foreclosure); *Durell v. Sharp Healthcare*, 183 Cal. App. 4th 1350, 1355, 1363 (2010) (holding that the “as a result” analysis in *Tobacco II* applies to unlawful claims based on misrepresentations and deception; causation in a UCL action should “hinge on the nature of the alleged wrongdoing rather than the specific prong of the UCL the consumer invokes”); *see also Kane v. Chobani, Inc.*, 973 F. Supp. 2d 1120, 1134, 1129 (N.D. Cal. 2014) (reiterating that reliance is a required element in claims premised on

claims based on fraudulent conduct, the phrase does not impose a “tort causation requirement,” which would require a showing of actual reliance on specific misstatements.⁹⁰

Some courts have interpreted “caused by” broadly. For example, in *Veera v. Banana Republic, LLC*, the court held that if a consumer is “influenced by the momentum to buy” to proceed with a purchase despite learning of false advertising as to the price before consummating the transaction, then that is sufficient to create a question as to whether they suffered economic injury “caused by” the false advertising.⁹¹ The court described this as a type of “bait and switch” in which the consumer relies on the deceptive advertising price (40% off) when choosing the item to be purchased and becomes so “invested in the decision to buy” that he or she continues with the transaction “despite his or her better judgment.”⁹² Notably, there was a dissent in *Veera* which challenged whether the plaintiff could show reliance, given that she knew the 40% discount representation was false before she purchased: “I see the majority’s ‘momentum to buy’ theory as both a departure from well-settled principles regarding reliance in ordinary fraud actions and as a dilution of the Prop. 64 requirement that the plaintiff suffer economic injury as a result of the defendant’s improper conduct.”⁹³ Similarly,

misrepresentation and deception brought under the unlawful prong of the UCL), *order vacated on other grounds by Kane v. Chobani, LLC*, 645 F. App’x 593, 594 (9th Cir. 2016); *Orcilla v. Big Sur, Inc.*, 244 Cal. App. 4th 982, 1013 (2016) (standing sufficiently pled by allegations of unconscionable mortgage loan agreements, because plaintiffs would not have lost their loan security had defendants not enforced the allegedly unconscionable loan agreements through foreclosure proceedings); *Rivas v. Wells Fargo Bank, N.A.*, No. 16-cv-01473, 2016 WL 8730674, at *9-10 (E.D. Cal. 2016) (finding plaintiff had standing to sue under the UCL because plaintiff alleged that he incurred foreclosure fees and costs in connection with defendant’s allegedly unlawful and unfair foreclosure practices, and that defendant’s alleged foreclosure violations caused plaintiff to stop making payments and contributed to his inability to secure a modification); *Ivanoff v. Bank of Am., N.A.*, 9 Cal. App. 5th 719 (2017) (concluding that plaintiff established standing through allegations that she paid money to the bank and received billings for increased monthly loan payments in excess of what she would have owed had it not been for the bank’s unlawful business practices); *Bishop v. 7-Eleven, Inc.*, 651 F. App’x 657, 658 (9th Cir. 2016) (reversing district court’s dismissal for lack of standing because plaintiff adequately alleged that he relied on defendant’s misrepresentation, without which he would not otherwise have purchased defendant’s product, even though the only alleged misconduct was a failure to include disclosures required under the Food Labeling Laws); *Turner v. Apple, Inc.*, No. 5:20-CV-07495-EJD, 2022 WL 445755, at *4 (N.D. Cal. Feb. 14, 2022) (holding that plaintiff did not have standing to pursue UCL and CLRA claims because plaintiff did not rely on any misstatement or omission from Apple when deciding to purchase his iPhone).

⁹⁰ *Tobacco II*, 46 Cal. 4th at 325, 327; *see also Scilex Pharms. Inc. v. Sanofi-Aventis U.S. LLC*, No. 21-CV-01280-JST, 2021 WL 11593043, at *6 (N.D. Cal. Aug. 16, 2021) (holding that a non-consumer plaintiff can allege a false advertising claim without having to show its own reliance and may pursue a claim based on consumers’ reliance on the allegedly false statements). *But see Morizur v. Seaworld Parks & Ent., Inc.*, No. 15-cv-2172, 2020 WL 6044043, at *17 (N.D. Cal. Oct. 13, 2020) (rejecting, at trial, plaintiff’s UCL claim against Sea World based on lack of credibility of plaintiff’s evidence that she would not have bought a Shamu plush toy, but for Sea World’s alleged misstatement about its treatment of killer whales; “reliance is an essential element of a plaintiff’s statutory standing to sue under the UCL, FAL, and CLRA”); *Cholakyan v. Mercedes-Benz USA, LLC*, 796 F. Supp. 2d 1220, 1229 (C.D. Cal. 2011) (finding that where UCL claim was based on allegedly misleading communications, “California courts require evidence of reliance before they will find that causation and ‘injury in fact’ have been proved.”).

⁹¹ 6 Cal. App. 5th 907, 921-22 (2016) (finding that plaintiffs raised a triable issue of fact as to standing and causation when they were “lured” into a store by signs proclaiming a 40% off sale, but, after learning at the register that the sale did not apply to every item in the store, chose to purchase certain items at full price).

⁹² *Id.* at 921.

⁹³ *Id.* at 926 (Bigelow, P.J., dissenting).

in *Hansen v. Newegg.com Americas, Inc.*,⁹⁴ the court held that plaintiff's alleged reliance on advertisements containing false or inflated "list" prices was sufficient to establish standing under the UCL, FAL and CLRA.⁹⁵

In *Lagrisola v. North American Financial Corporation*,⁹⁶ borrowers brought an action against a lender under the UCL since the lender lacked the proper licensure to lend in the state of California during the time period (2014-2018) in which it lent money to the borrowers.⁹⁷ The lender filed a demurrer on the grounds that the borrowers lacked standing to assert a UCL claim, and the trial court sustained the demurrer without leave to amend.⁹⁸ The Court of Appeal affirmed the trial court's ruling since the borrowers failed to allege that they suffered a particular harm "caused by" the lenders' unlicensed status.⁹⁹ The borrowers also failed to allege that they did not want the loan, that they paid more for their loan than they otherwise would have, or that they would have obtained a loan "at the same or lower price from another lender that was licensed."¹⁰⁰ The Court of Appeal noted that this matter was distinguishable from *Kwikset*, since the borrowers did not expressly allege that they relied on a representation concerning licensure when deciding where to borrow.¹⁰¹ As such, the borrowers did not, and could not, have standing to assert a UCL claim against the lender.

d. UCL Standing and Federal Courts

After *Kwikset*, in any given case, one must consider whether a plaintiff can meet both Article III and UCL standing requirements for purposes of litigating in federal court. As noted by the California Supreme Court in *Kwikset*, "because economic injury is but one among many types of injury in fact, the Proposition 64 requirement that injury be economic renders standing under section 17204 substantially narrower than federal standing under [Article III], which may be predicated on a broader range of injuries."¹⁰² Accordingly, a plaintiff could have Article III standing,

⁹⁴ 25 Cal. App. 5th 714 (2018).

⁹⁵ *Id.* at 727.

⁹⁶ 96 Cal. App. 5th 1178 (2023), *review denied* (Feb. 14, 2024).

⁹⁷ *Id.* at 1183.

⁹⁸ *Id.* at 1185-86.

⁹⁹ *Id.* at 1887.

¹⁰⁰ *Id.* at 1189.

¹⁰¹ *Id.* at 1194.

¹⁰² *Kwikset*, 51 Cal. 4th at 324 (citing *Troyk*, 171 Cal. App. 4th at 1348 n.31 ("We note [the] UCL's standing requirements appear to be more stringent than the federal standing requirements. Whereas a federal plaintiff's 'injury in fact' may be intangible and need not involve lost money or property, Proposition 64, in effect, added a requirement that a UCL plaintiff's 'injury in fact' specifically involve 'lost money or property.'")); *see also* *Ingalls v. Spotify USA, Inc.*, No. C 16-03533, 2017 WL 3021037, at *4 (N.D. Cal. July 17, 2017) (observing that when a claim is based on California state law, rather than on misrepresentation, "but for" causation applies); *Hinojos v. Kohl's Corp.*, 718 F.3d 1098, 1107 (9th Cir. 2013) (holding that "when a consumer purchases merchandise on the basis of false price information, and when the consumer alleges that he would not have made the purchase but for the misrepresentation, he has standing to sue under the UCL and FAL because he has suffered an economic injury" and rejecting defense that plaintiff would have purchased product anyway); *Jue v. Costco Wholesale Corp.*, No. C 10-00033, 2010 WL 889284, at *5 (N.D. Cal. Mar. 11, 2010) (finding that complaint that failed to show that defendant's alleged failure to provide its employees "suitable seating" was linked to plaintiffs' loss of compensation, or any other money or property, the court found the named plaintiff lacked standing under Article III and the UCL); *Two Jinn, Inc. v. Gov't Payment Serv., Inc.*, No. 09CV2701, 2010 WL 1329077, at *2 (S.D. Cal. Apr. 1, 2010) (alleging loss of potential customers was "mere conjecture" and, thus, insufficient for standing under

but lack UCL standing, depending on the facts at issue.¹⁰³ Conversely, a plaintiff who has suffered an injury in fact (and thus has UCL standing) could lack Article III standing to seek injunctive relief in federal court if the plaintiff has no intention of buying the challenged product again.¹⁰⁴

Article III, which requires an injury in fact to be “concrete and particularized and [a]ctual or imminent”); *Callahan v. Ancestry.com Inc.*, No. 20-CV-08437-LB, 2021 WL 783524 (N.D. Cal. Mar. 1, 2021) (finding no standing under Article III in case where plaintiffs alleged defendant website profited off of the use of their image because plaintiffs could not demonstrate any “commercial interest” of their own was impinged by the website’s use of those images); *Chase v. Hobby Lobby Stores, Inc.*, No. 17-cv-00881, 2017 WL 4358146 (S.D. Cal. Oct. 2, 2017) (finding that plaintiff in deceptive pricing class action brought under the UCL and CLRA had standing to challenge pricing scheme not only with respect to the specific two items purchased, but for all items to which defendant applied the alleged deceptive pricing scheme); *Azimpour v. Sears, Roebuck & Co.*, No. 15-CV-2798, 2017 WL 1496255, at *5 (S.D. Cal. Apr. 26, 2017) (rejecting argument that plaintiff who purchased a single pillow lacked standing to bring claims relating to pricing of other items not purchased, reasoning that “[t]his case is not about a pillow—it is about a price tag. Plaintiff’s allegations are based on Defendant’s allegedly deceptive pricing scheme which uniformly applies to and affects all products.”); *Ning Xianhua v. Oath Holdings, Inc.*, 536 F. Supp. 3d 535 (N.D. Cal. 2021) (holding that illicit disclosure of pro-democracy emails by email web service to regime that subsequently found and tortured the email sender was sufficient injury to establish Article III standing in a UCL case).

¹⁰³ See *Bass v. Facebook, Inc.*, 394 F. Supp. 3d 1024, 1040 (N.D. Cal. 2019) (finding, on an issue of first impression in the Ninth Circuit, that a plaintiff’s loss of time spent “sorting through” around thirty “phishing” emails received as a result of a data breach was sufficient to establish Article III standing, but that plaintiff failed to establish standing under the UCL or CLRA because plaintiff failed to show either (1) that there was a market for his stolen personal information and his ability to participate in that market was impaired, or (2) that plaintiff intended to sell his personal information and the value of the information had been devalued by the breach); *Mosley v. Wells Fargo Bank NA*, No. 17-CV-05064, 2017 WL 5478628, at *7 (N.D. Cal. Nov. 15, 2017) (holding that violation of Homeowner’s Bill of Rights may be sufficient to confer Article III constitutional standing but insufficient to confer UCL standing when the plaintiff fails to allege the loss of money or property); *Van Patten v. Vertical Fitness Grp. LLC*, 847 F.3d 1037, 1048-49 (9th Cir. 2017) (affirming order granting summary judgment in defendant’s favor on UCL claim because plaintiff could not prove that the receipt of unsolicited text messages caused an economic injury since plaintiff paid for an unlimited text messaging plan); *D’Angelo v. FCA US, LLC*, 726 F. Supp. 3d 1179, 1195 (S.D. Cal. 2024) (holding that plaintiff established Article III standing in a privacy case, but did not have UCL standing because the fact that data is valuable to a defendant “do[es] not support an inference that the data is valuable” to a plaintiff); *Stern v. Acad. Mortg. Corp.*, No. 2:24-cv-00015-DBBDAO, 2025 WL 2852171 (D. Utah Oct. 8, 2025) (recognizing that lost time may qualify as an economic injury under the UCL where the defendant failed to rebut the plaintiffs’ argument, and deeming the point conceded for purposes of the motion to dismiss).

¹⁰⁴ See, e.g., *Lanovaz v. Twinings N. Am., Inc.*, 726 F. App’x 590, 591 (9th Cir. 2018) (finding plaintiff’s allegation that she would “consider buying” a company’s products in the future insufficient to establish Article III standing); *Wicker v. Walmart, Inc.*, 533 F. Supp. 3d 944, 950 (C.D. Cal. 2021) (finding that fear of COVID-19 was “not enough to establish a credible and individualized threat of future harm.”); *Peacock v. 21st Amend. Brewery Cafe, LLC*, No. 17-CV-01918, 2018 WL 452153, at *9 (N.D. Cal. Jan. 17, 2018) (plaintiff failed to plead sufficient facts to show an actual or imminent threat of a recurring harm to necessitate an injunction under the UCL and CLRA because plaintiff did not allege that he had any intent to purchase defendant’s product in the future); *Opperman v. Path, Inc.*, 84 F. Supp. 3d 962, 987 (N.D. Cal. 2015) (plaintiff lacks standing to seek injunctive relief if he has not alleged a real or immediate threat that he will be wronged again). *But see Le v. Kohls Dep’t Stores, Inc.*, 160 F. Supp. 3d 1096, 1110 (E.D. Wis. 2016) (finding that plaintiff had Article III standing to pursue injunctive relief against defendant’s alleged “company-wide, pervasive, and continuous false advertising campaign,” despite plaintiff’s general awareness of the misleading price advertising, because otherwise no plaintiff could ever seek injunctive relief under the UCL) (internal quotation marks omitted); *Tracton v. Viva Labs, Inc.*, No. 16-cv-2772, 2017 WL 4125053, at *4 (S.D. Cal. Sept. 18, 2017) (holding that plaintiff had standing to pursue injunctive relief because plaintiff

In *Davidson v. Kimberly-Clark Corp.*,¹⁰⁵ the Ninth Circuit resolved whether a “previously deceived consumer who brings a false advertising claim can allege that her inability to rely on the advertising in the future is an injury sufficient to grant her Article III standing to seek injunctive relief.” In *Davidson*, plaintiff alleged that she had purchased defendant’s wipes, and paid a premium, because they were advertised and labeled to be “flushable”; she believed that “flushable” meant “suitable for flushing,” in that the wipes would not damage pipes or sewage systems.¹⁰⁶ After purchasing the product, plaintiff noticed that the wipes did not break down in the toilet like typical flushable products, and her further research into the issue indicated that flushable wipes had been known to cause damage to home plumbing and municipal sewer systems.¹⁰⁷ Plaintiff did not purchase the “flushable” wipes again but alleged that she desired to purchase “truly flushable” wipes in the future “if it were possible to determine prior to purchase if the wipes were suitable to be flushed.”¹⁰⁸

The Ninth Circuit reversed the district court’s order granting defendant’s motion to dismiss with prejudice, finding that plaintiff “properly alleged that she faces a threat of imminent or actual harm by not being able to rely on Kimberly-Clark’s labels in the future, and that this harm is sufficient to confer standing to seek injunctive relief.”¹⁰⁹ The Ninth Circuit rejected the reasoning of several district courts that plaintiffs with knowledge of a defendant’s alleged misrepresentations lack standing to seek injunctive relief under the CLRA and UCL.¹¹⁰ Instead, the Ninth Circuit adopted the reasoning of district courts holding that a plaintiff faces an actual and imminent threat of future injury where the plaintiff may be unable to rely on the defendant’s representations in the future, or because the plaintiff may again purchase the mislabeled product.¹¹¹ The Ninth Circuit explained that:

[A] previously deceived consumer may have standing to seek an injunction against false advertising or labeling, even though the consumer now knows or suspects that the advertising was false at the time of the original purchase, because the consumer may suffer an ‘actual and imminent, not conjectural or hypothetical’ threat of future harm.¹¹²

The Ninth Circuit further analyzed,¹¹³ more specifically, why plaintiff met the standing requirements for prospective injunctive relief, detailing how plaintiff sufficiently alleged a concrete and

alleged that she would purchase the defendant’s product again in the future, thereby establishing a real and immediate threat of continued harm, at least at the pleading stage).

¹⁰⁵ 873 F.3d 1103 (9th Cir. 2017), *amended and superseded on denial of reh’g en banc by Davidson v. Kimberly-Clark Corp.*, 889 F.3d 956 (9th Cir. 2018).

¹⁰⁶ *Davidson*, 889 F.3d at 961-62.

¹⁰⁷ *Id.* at 962.

¹⁰⁸ *Id.*

¹⁰⁹ *Id.* at 967.

¹¹⁰ *Id.* at 967-68.

¹¹¹ *Id.* at 969-70; *see also Safransky v. Fossil Grp., Inc.*, No. 17cv1865, 2018 WL 1726620, at *7 (S.D. Cal. Apr. 9, 2018).

¹¹² *Davidson*, 889 F.3d at 969 (citation omitted).

¹¹³ In its original opinion, the Ninth Circuit further reasoned that a contrary holding would “effectively gut” the UCL and CLRA by allowing defendants to defeat claims for injunctive relief by removing cases from state court and then moving to dismiss for failure to meet Article III’s standing requirements. *See Davidson*, 873 F.3d at 1115. The Ninth Circuit subsequently amended its opinion and denied plaintiff’s petition for rehearing en banc. In its amended opinion, the Ninth Circuit omitted its anti-removal rationale.

particularized injury, a threat of repeated injury and redressability.¹¹⁴ Some courts have applied *Davidson* broadly.¹¹⁵ Others have read it more narrowly.¹¹⁶

As an example of the former, in *Luong v. Subaru of America, Inc.*,¹¹⁷ plaintiffs brought a putative class action challenging allegedly defective windshields found in particular vehicle models. Defendants argued that plaintiffs' claim for injunctive relief under the UCL should be dismissed because plaintiffs failed to allege an imminent or actual threat of future harm under *Davidson*, which, according to defendants, would require an allegation that plaintiffs intended to purchase another of

¹¹⁴ See *Davidson*, 889 F.3d at 971-72; see also *Shank v. Presidio Brands, Inc.*, No. 17-cv-00232, 2018 WL 1948830, at *5 (N.D. Cal. Apr. 25, 2018) (denying defendant's motion to dismiss the class action complaint in reliance on *Davidson*, finding plaintiffs had standing to seek injunctive relief because they alleged they could not trust defendant's claims about their products in the future); *Kutza v. Williams-Sonoma, Inc.*, No. 18-cv-03534, 2018 WL 5886611, *4 (N.D. Cal. Nov. 9, 2018) (same). But see *Kulp v. Munchkin, Inc.*, No. 2:22-CV-09381-WLH-E, 2023 WL 4843340, at *4 (C.D. Cal. June 21, 2023) (dismissing injunctive relief claim for lack of standing; plaintiffs alleged deceptive advertising of the features of a child's potty seat, but despite *Davidson* lacked standing to pursue injunctive relief claim because they did not plead they were in the market for a future purchase, and because even if they were in the market, they are now aware of the allegedly undisclosed safety risks associated with the product); *Kenney v. Fruit of the Earth, Inc.*, No. 23-55583, 2024 U.S. App. LEXIS 27083, at *2-3 (9th Cir. Oct. 25, 2024) (holding plaintiff lacks standing to pursue injunctive relief where plaintiff need not repurchase sunscreen product to determine whether it has non-zinc active ingredients because a non-zinc ingredient is listed on the back label); *Hayes v. Kraft Heinz Co.*, No. 1:23-CV-16596, 2024 WL 4766319, at *1, 5 (N.D. Ill. Nov. 13, 2024) (holding plaintiff lacks standing to seek injunctive relief because plaintiff is aware of the presence of artificial ingredients in defendant's products are labeled "No Artificial Flavors, Preservatives, or Dyes").

¹¹⁵ See, e.g., *Lejbm v. Transnational Foods, Inc.*, No. 17-CV-1317, 2018 WL 1258256, at *6 (S.D. Cal. Mar. 12, 2018) (finding plaintiff had standing to seek injunctive relief under the UCL, FAL and CLRA where she alleged she "would like to, and intends to, continue purchasing the Product in the future"); *Berrin v. Delta Air Lines, Inc.*, No. 2:23-cv-04150-MEMF-MRW, 2024 U.S. Dist. LEXIS 226228 (C.D. Cal. Dec. 11, 2024) (finding plaintiff had standing to seek injunctive relief under the UCL and FAL where her alleged injury was her inability to rely on the validity of Delta's representations that it is a carbon neutral airline, despite her intention to continue flying Delta); *Trammell v. Albertsons Cos., Inc.*, No. 24-CV-00862-AJB-AHG, 2025 WL 591069, at *5 (S.D. Cal. Feb. 24, 2025) (finding the plaintiff lacked standing to seek injunctive relief where he admitted knowledge of the Signature Select Fruit & Grain cereal bars' artificial flavoring and DL malic acid ingredients, thus eliminating the risk that he will be misled the next time he looks at the product's label).

¹¹⁶ See, e.g., *Loomis v. Slendertone Distrib., Inc.*, No. 3:19-cv-854-MMA, 2019 WL 5790136, at *26 (S.D. Cal. Nov. 6, 2019) (finding plaintiff lacked standing to seek injunctive relief under the UCL where she alleged only that she "would consider" buying another electrical muscle stimulation device from defendant without specifying the particular product, distinguishing *Davidson*); *Tryan v. Ulthera, Inc.*, No. 17-cv-02036, 2018 WL 3955980, at *9-10 (E.D. Cal. Aug. 17, 2018) (distinguishing *Davidson* and finding that where plaintiffs never plausibly alleged they would ever use defendant's product again, standing to seek injunctive relief was absent); *Bruton v. Gerber Prods. Co.*, No. 12-CV-02412, 2018 WL 1009257 (N.D. Cal. Feb. 13, 2018) (distinguishing *Davidson* where defendant stopped making the misleading statements and there was no actual or imminent threat of future harm); *Circle Click Media, LLC v. Regus Mgmt. Grp., LLC*, 743 F. App'x 883, 884 (9th Cir. 2018) (holding that because plaintiffs failed to allege that they intended to do any business with defendants in the future, they failed to demonstrate that they were likely to suffer future injury as required to establish Article III standing); *Sinatro v. Barilla Am., Inc.*, No. 22-CV-03460-DMR, 2022 WL 10128276, at *10 (N.D. Cal. Oct. 17, 2022) (finding that since plaintiffs had now become aware of the location of where the products are manufactured, plaintiffs cannot allege to be misled by the representation in the future).

¹¹⁷ No. 17-cv-03160, 2018 WL 2047646 (N.D. Cal. May 2, 2018).

the defective vehicle models.¹¹⁸ The district court disagreed, finding that plaintiffs sufficiently alleged imminent future harm by contending that they continued to own their vehicles and had an interest in being provided non-defective replacement windshields, as well as an extended vehicle warranty.¹¹⁹

2. Tobacco II and the Standing Requirement

a. The Decision in Tobacco II

In *Tobacco II*, plaintiffs based their UCL claims on the allegation that the defendant tobacco companies had engaged in 40 years of deceptive advertising regarding the health effects of cigarette smoking.¹²⁰ After Proposition 64 was enacted, defendants successfully moved to decertify the class, arguing that plaintiffs could not establish that each class member spent money to purchase cigarettes as a result of particular cigarette advertisements.

On review, the California Supreme Court's majority opinion, relying principally on the plain language of Proposition 64, concluded that only the named plaintiff must have standing to bring a UCL claim on behalf of a class.¹²¹ The Court also concluded that the ballot materials suggested that the initiative was intended only to prevent "shakedown" lawsuits against small businesses, not to "curb the broad remedial purpose of the UCL or the use of class actions to effect that purpose."¹²² More importantly, though, the majority rejected the argument that all class members must have the same injury as the named plaintiff in order for a UCL class to be certified, reasoning that Proposition 64 did not undermine prior cases holding that individualized proof of deception, reliance or injury is not required in UCL cases.¹²³ In doing so, the Court emphasized that the UCL is designed to protect the public from fraud and other unlawful conduct, and that "the focus of the statute is on the defendant's conduct" rather than injury to class members.¹²⁴

Further, addressing what named plaintiffs must plead and prove under the UCL in false advertising cases, as referenced above, the Court rejected the suggestion that Proposition 64's "as a result of" language "introduced a tort causation element into UCL actions."¹²⁵ Instead, in order for class representatives to establish standing, they must allege "actual reliance," but within the framework of existing law under, and the traditional broad scope of, the UCL.¹²⁶ Therefore, the Court stated:

¹¹⁸ *Id.* at *6.

¹¹⁹ *Id.*

¹²⁰ 46 Cal. 4th at 308-09.

¹²¹ *Id.* at 314-16.

¹²² *Id.* at 317.

¹²³ *Id.* at 320-21.

¹²⁴ *Id.* at 324.

¹²⁵ *Id.* at 325.

¹²⁶ *Id.* at 326-28. See *In re NJOY, Inc. Consumer Class Action Litig.*, 120 F. Supp. 3d 1050 (C.D. Cal. 2015) (holding that named plaintiff could establish standing due to defendant's failure to warn of the risks associated with certain ingredients in electronic cigarettes but could not establish standing for failure to disclose the names of those harmful ingredients because plaintiff had admitted that even if the names of the ingredients were disclosed he still would have purchased the defendant's e-cigarettes); *Tracton*, 2017 WL 4125053, at *3 (finding that since the complaint did not allege that plaintiff relied on misrepresentations

While a plaintiff must show that the misrepresentation was an immediate cause of the injury-producing conduct, the plaintiff need not demonstrate it was the only cause. It is not necessary that the plaintiff's reliance upon the truth of the fraudulent misrepresentation be the sole or even the predominant or decisive factor influencing his conduct. It is enough that the representation has played a substantial part, and so had been a substantial factor in influencing his decision. Moreover, a presumption, or at least an inference, of reliance arises wherever there is a showing that a misrepresentation was material. A misrepresentation is judged to be "material" if a reasonable man would attach importance to its existence or nonexistence in determining his choice of action in the transaction in question, and as such materiality is generally a question of fact unless the fact misrepresented is so obviously unimportant that the jury could not reasonably find that a reasonable man would have been influenced by it.¹²⁷

made on defendant's website, plaintiff did not have standing to proceed on those claims); *Michel v. United States*, No. 16-CV-277, 2017 WL 4922831, at *19 (S.D. Cal. Oct. 31, 2017) (holding that plaintiff lacked standing to sue the manufacturer of a narcotics field test that produced a false positive result for methamphetamine because the plaintiff needed to "demonstrate her own reliance on the alleged misrepresentations or omissions, rather than the reliance of third parties," and here she neither purchased the product in question nor did she see any advertising for it); *Major v. Ocean Spray Cranberries, Inc.*, No. 12-cv-03067, 2015 WL 859491, at *6 (N.D. Cal. Feb. 26, 2015) (denying class certification for a deceptive advertising claim because the named plaintiff admitted that she did not detrimentally rely on the defendant's advertisement of "no sugar added" as indicating its products were "low calorie," which is the deceptive practice contemplated by 21 C.F.R. § 101.6(c)(2) under which she sought to have the class certified); *Valentine v. Crocs, Inc.*, 783 F. Supp. 3d 1204, 1215-17 (N.D. Cal. 2025) (holding that plaintiff's failure to view the challenged advertisement precluded a showing of reliance in purchasing the shoes at issue)

¹²⁷ *Tobacco II*, 46 Cal. 4th at 326-27 (internal quotation marks, alteration marks and citations omitted); see also *Berger v. Home Depot USA, Inc.*, 741 F.3d 1061, 1067 (9th Cir. 2014) (finding that plaintiff could not represent class as to time periods in which he did not have standing), *abrogated on other grounds by Microsoft Corp. v. Baker*, 582 U.S. 23 (2017); *Hale v. Sharp Healthcare*, 183 Cal. App. 4th 1373, 1381-82 (2010) (concluding that *Tobacco II*'s reliance requirement was applicable under the "unlawful" prong of the UCL where the underlying conduct was alleged misrepresentation); *In re FCA US LLC Monostable Elec. Gearshift Litig.*, 280 F. Supp. 3d 975, 1001 (E.D. Mich. 2017) (observing that actual reliance may be presumed because the alleged product defect—the propensity of a vehicle to accelerate suddenly and dangerously out of control—was material); *Opperman*, 84 F. Supp. 3d at 978 (holding "[i]f a plaintiff sufficiently alleges exposure to a long-term advertising campaign as set forth in *Tobacco II*, she need not plead specific reliance on an individual representation," and setting forth a six-factor test to prove a *Tobacco II* type ad campaign); *In re ConAgra Foods, Inc.*, 90 F. Supp. 3d 919, 987 (C.D. Cal. 2015) (finding an inference of class-wide reliance appropriate for plaintiffs' California UCL and CLRA claims for purchase of cooking oils labeled "100% Natural" that were allegedly made with genetically modified organisms). *But see Haskins v. Symantec Corp.*, 654 F. App'x 338, 339 (9th Cir. 2016) (stating that *Tobacco II*'s exception to the individual reliance requirement of UCL standing does not extend to "misrepresentations [that] were not part of an extensive and long-term advertising campaign like the decades-long campaign engaging in saturation advertising targeting adolescents in *Tobacco II*"); *Gutierrez v. Johnson & Johnson Consumer Inc.*, No. 19-CV-1345 TWR (AGS), 2021 WL 822721, at *1 (S.D. Cal. Jan. 22, 2021) (finding that conclusory statements of being exposed to marketing materials "for decades" insufficient to confer standing under *Tobacco II*); *Goonewardene v. ADP, LLC*, 5 Cal. App. 5th 154, 184 (2016) (alleging only misleading statements was insufficient to plead reliance when plaintiff did not allege that she actually saw the statements or that they influenced her conduct), *review granted*, 388 P.3d 818 (Cal. 2017), *rev'd and remanded on other grounds* by 6 Cal. 5th 817 (2019).

In some circumstances, an omission may be considered material for purposes of establishing a claim under the FAL. If the defendant “made a statement, but omitted information that undercuts the veracity of the statement,” then the plaintiff may bring an FAL claim.¹²⁸ However, if the defendant “did not make any statement at all about a subject,” then the plaintiff cannot claim that an omission was a material misrepresentation made under the FAL.¹²⁹

b. Distinguishing the Individual Reliance vs. Reasonable Consumer Standards in Evaluating UCL and CLRA Claims

It is worth noting that the “reasonable consumer” standard applied for UCL class certification purposes, “unlike the individual reliance requirement . . . is not a standing requirement.”¹³⁰ The “reasonable consumer standard” is used in determining what constitutes a “material misrepresentation” in a class action context.¹³¹ In this respect, courts avoid subjective inquiries into each class member’s experience with the product.¹³² Instead, they focus on a defendant’s representations about the product through a single, objective “reasonable consumer” standard.¹³³ Under this standard, “a misrepresentation [is] material . . . if a reasonable [person] would attach importance to its existence or nonexistence in determining his choice of action in the transaction in question.”¹³⁴ The fact that some consumers may have purchased the product for other reasons does not defeat a finding that the product was marketed with a material misrepresentation, which establishes an injury.¹³⁵

II. LIABILITY UNDER THE UCL

A. Claims for “Unlawful” Conduct

1. The Liability Standard

Put simply, a practice is “unlawful” if it violates a law other than the UCL. The UCL “borrows violations of other laws and treats these violations, when committed pursuant to business activity,

¹²⁸ *Hodsdon*, 162 F. Supp. 3d at 1023.

¹²⁹ *Id.*

¹³⁰ *Reid v. Johnson & Johnson*, 780 F.3d 952, 958 (9th Cir. 2015) (rejecting a district court decision to evaluate consumer standing requirement under a “reasonable consumer standard”).

¹³¹ *Dei Rossi v. Whirlpool Corp.*, No. 12-CV-00125, 2015 WL 1932484, at *7 (E.D. Cal. Apr. 28, 2015); *see also In Re: Macbook Keyboard Litig.*, No. 5:18-CV-02813-EJD, 2021 WL 1250378, at *13 (N.D. Cal. Apr. 5, 2021); *see also Yumul v. Smart Balance, Inc.*, 733 F. Supp. 2d 1117, 1125 (C.D. Cal. 2010) (“California courts have held that reasonable reliance is not an element of claims under the UCL, FAL, and CLRA.”).

¹³² *See Peacock v. Pabst Brewing Co.*, No. 24-2494, 2025 WL 1189562, at *1 (9th Cir. Apr. 24, 2025) (“[t]he plaintiff’s own personal experience and assumptions are also insufficient on their own to meet the reasonable consumer standard” for purposes of class certification premised on a UCL claim).

¹³³ *Dei Rossi*, 2015 WL 1932484, at *7.

¹³⁴ *See Bruno v. Quten Research Inst., LLC*, 280 F.R.D. 524, 535 (C.D. Cal. 2011) (quoting *Tobacco II*, 46 Cal. 4th at 312) (internal quotation marks omitted).

¹³⁵ *Dei Rossi*, 2015 WL 1932484, at *7 (holding defendant’s nationwide marketing campaign and prominent display of the energy star logo on all its appliances created a presumption of material reliance by the class upon those representations). *But see Jones v. ConAgra Foods, Inc.*, No. C 12-06133, 2014 WL 2702726, at *15 (N.D. Cal. June 13, 2014) (denying class certification where expert offered no objective criteria, such as survey data, to show that defendant’s “all natural” label would be material to a reasonable person).

as unlawful practices independently actionable under [the UCL].”¹³⁶ “Unlawful” claims have been predicated on numerous laws and regulations existing at various levels of government, including:

- Federal statutes;¹³⁷
- Federal regulations;¹³⁸
- State statutes;¹³⁹

¹³⁶ *Farmers Ins. Exch. v. Super. Ct.*, 2 Cal. 4th 377, 383 (1992) (internal quotation marks omitted); *Clerkin v. MyLife.com, Inc.*, No. C 11-00527, 2011 WL 3607496, at *6 (N.D. Cal. Aug. 16, 2011) (“Violation of almost any federal, state or local law may serve as the basis for a UCL claim.”).

¹³⁷ See, e.g., *Ballard v. Equifax Check Servs., Inc.*, 158 F. Supp. 2d 1163, 1176 (E.D. Cal. 2001) (violating federal Fair Debt Collection Practices Act constituted unlawful practice); *Sw. Marine, Inc. v. Triple A Mach. Shop, Inc.*, 720 F. Supp. 805, 808 (N.D. Cal. 1989) (violating federal environmental laws constituted unlawful practice); *CoStar Grp., Inc. v. Com. Real Est. Exch., Inc.*, 150 F.4th 1056, 1068 (9th Cir. 2025) (violation of the Sherman Act constitutes “unlawful conduct” on which to base a claim under the “unlawful” prong of the UCL); *Gutierrez v. Abbot Lab’ys*, No. 2:24-cv-02427-TLN-SCR, 2025 WL 2307847 (E.D. Cal. Aug. 8, 2025) (holding that multiple front-label nutrient-related statements, such as “IMMUNE SUPPORT,” “BRAIN DEVELOPMENT,” and “DIGESTIVE HEALTH,” when read together, can constitute an impermissible implied nutrient-content claim under FDA regulations and California Health & Safety Code provisions adopting federal standards).

¹³⁸ See *Sw. Marine*, 720 F. Supp. at 807-08 (violating Navy procurement regulation constituted unlawful practice). But see *King v. Navy Fed. Credit Union*, 713 F. Supp. 3d 729 739 (C.D. Cal. 2024) (alleged violation of Consumer Financial Protection Bureau “supervisory guidance” does not give rise to a UCL claim, because unlike a formal regulation adopted pursuant to the procedures of the federal Administrative Procedures Act, informal agency guidance does not “have the force and effect of law”; granting motion to dismiss without leave to amend) (quoting 12 C.F.R. pt. 1074, App. A).

¹³⁹ See, e.g., *Ingalls*, 2017 WL 3021037, at *2 (bringing suit for alleged violations of California’s Automatic Renewal Law); *Sisemore v. Master Fin., Inc.*, 151 Cal. App. 4th 1386, 1426 (2007) (Unruh Civil Rights Act); *Quelimane*, 19 Cal. 4th at 42-43 (Cartwright Act); *Hewlett v. Squaw Valley Ski Corp.*, 54 Cal. App. 4th 499, 520-25 (1997) (Forest Practices Act), *superseded by statute, as recognized in J.F. Shea Constr., Inc. v. Cnty. of Siskiyou*, No. C062117, 2010 WL 438368, at *9 (Cal. Ct. App. Feb. 9, 2010) (unpublished); *Podolsky v. First Healthcare Corp.*, 50 Cal. App. 4th 632, 649 (1996) (CLRA); *People ex rel. Van de Kamp v. Cappuccio, Inc.*, 204 Cal. App. 3d 750, 759 (1988) (breaching Fish & Game Code sufficient predicate for unlawful practice); *Stop Youth Addiction*, 17 Cal. 4th at 573 (violating Penal Code prohibition of cigarette sales to minors constituted sufficient unlawful practice); *Reilly v. Apple, Inc.*, No. 21-xc-04601-EMC, 2022 WL 1215305, at *3 (N.D. Cal. Apr. 25, 2022) (dismissing UCL claim for alleged violation of California’s fraudulent inducement statute for failure to allege fraud with particularity); see also *Mansner v. Sierra Foothills Pub. Util. Dist.*, No. CV-F-08-1250, 2008 WL 5114619, at *7 (E.D. Cal. Dec. 4, 2008) (California Labor Code); *Lu v. Hawaiian Gardens Casino, Inc.*, 170 Cal. App. 4th 466, 482-83 (2009) (same), *aff’d*, 50 Cal. 4th 592 (2010); *accord Blue Cross of Cal., Inc. v. Super. Ct.*, 180 Cal. App. 4th 1237, 1254 (2009) (“When a statute [] grants enforcement authority to a particular government agency [] and does not grant it to anyone else, a local law enforcement official [a district attorney or a city attorney] can still pursue UCL claims based on conduct made unlawful by the statute.”). But see *Martinez v. Welk Grp., Inc.*, No. 09 CV 2883, 2011 WL 90313, at *11 (S.D. Cal. Jan. 11, 2011) (finding that plaintiff could not assert an unlawful claim based upon violations of the Toxic Mold Protection Act; plaintiff could not allege how defendant violated the Act when no mold standards had yet been adopted); *People v. Persolve, LLC*, 218 Cal. App. 4th 1267, 1274, 1276-77 (2013) (holding that an “‘unlawful’ business practice cause of action” based on violations of the FDCPA and Rosenthal Act “can be prosecuted under an exception to the litigation privilege” because when “the ‘borrowed’ statute is more specific than the litigation privilege and the two

- State regulations;¹⁴⁰
- Local ordinances;¹⁴¹
- Prior case law;¹⁴²
- Standards of professional conduct,¹⁴³ and
- Common law doctrines.¹⁴⁴

are irreconcilable, unfair competition law claims based on conduct specifically prohibited by the borrowed statute are excepted from the litigation privilege”); *Fuller v. First Franklin Fin. Corp.*, 216 Cal. App. 4th 955, 968 (2013) (permitting imposition of vicarious liability where plaintiff alleged that defendant “acted pursuant to a business plan under which it obtained overvalued appraisals to make loans to otherwise unqualified borrowers in order to maximize the volume of loans available for sale to investors who would bear the resulting high risk of foreclosure (along with the borrowers)” and paid an “undisclosed kickback” to its agent for securing loans); *Gonzales v. CarMax Auto Superstores, LLC*, 840 F.3d 644, 654 (9th Cir. 2016) (granting summary judgment to plaintiff on his CLRA and UCL claims based on defendant dealer’s violation of California Vehicle Code requiring car dealers to provide consumers with completed inspection reports prior to selling a certified vehicle); *Elgindy v. AGA Serv. Co.*, No. 20-CV-06304-JST, 2021 WL 1176535, at *16 (N.D. Cal. Mar. 29, 2021) (denying motion to dismiss where plaintiff alleged defendant “bundled” fees that violated the Insurance Code with its legitimate services and did not disclose the inclusion of those fees); *Petconnect Rescue, Inc. v. Salinas*, No. 20-CV-00527-H-DEB, 2021 WL 5178647, at *5 (S.D. Cal. Nov. 8, 2021) (finding that plaintiff sufficiently alleged unlawful claim where defendant purportedly sold rescue dogs in violation of California Health and Safety Code section 122345.5(a)); *Hoffman v. Life Ins. Co. of the Sw.*, 740 F. Supp. 3d 918, 927-29 (N.D. Cal. 2024) (granting a motion to dismiss since annuity plan parameters like cap, participation and spread rates are not fees, and nondisclosure does not violate state law).

¹⁴⁰ See, e.g., *People v. McKale*, 25 Cal. 3d 626, 635 (1979) (determining that violation of mobile home park regulations was unlawful); *People v. Casa Blanca Convalescent Homes, Inc.*, 159 Cal. App. 3d 509, 528-30 (1984) (stating that violation of nursing home regulations could serve as predicate unlawful conduct), *abrogated on other grounds by Cel-Tech*, 20 Cal. 4th at 185.

¹⁴¹ See, e.g., *Consumers Union of U.S., Inc. v. Alta-Dena Certified Dairy*, 4 Cal. App. 4th 963, 967 (1992) (lacking compliance with county ordinance regulating the sale of raw milk products was unlawful); *People v. Thomas Shelton Powers, M.D., Inc.*, 2 Cal. App. 4th 330, 334, 336 (1992) (ignoring city subdivision code was unlawful), *abrogated by Kraus*, 23 Cal. 4th 116.

¹⁴² See, e.g., *Bondanza v. Peninsula Hosp. & Med. Ctr.*, 23 Cal. 3d 260, 266-68 (1979) (holding surcharge on delinquent account was “unlawful” in that it violated rule adopted by court in earlier case); *AmeriPOD, LLC v. DavisREED Constr. Inc.*, No. 17-cv-00747, 2017 WL 2959351, at *6-7 (S.D. Cal. July 11, 2017) (holding intentional interference with contract can form the basis of a UCL claim under 9th Circuit case law).

¹⁴³ See, e.g., *People ex rel. Herrera v. Stender*, 212 Cal. App. 4th 614, 632 (2012) (transgressing rules of professional conduct governing attorneys may serve as a predicate for UCL “unlawful” action); *Saunders v. Super. Ct.*, 27 Cal. App. 4th 832, 839-41 (1994) (licensing statute governing certified shorthand reporters may serve as predicate for UCL “unlawful” action).

¹⁴⁴ See, e.g., *Cortez v. Glob. Ground Support, LLC*, No. 09-4138, 2009 WL 4282076, at *3-4 (N.D. Cal. Nov. 25, 2009) (following decisions stating that common law torts can provide basis for UCL claim); *House of Lebanon Org., Inc. v. House of Pac. Relations Int’l Cottages, Inc.*, No. 17-cv-00232, 2017 WL 2380121, at *4 (S.D. Cal. June 1, 2017) (holding that breach of contract, being a violation of California common law, is sufficient “to sustain a claim under the unlawful prong of the UCL”); *Nestle USA, Inc. v. Crest Foods, Inc.*, No. LACV1607519, 2017 WL 3267665, at *20 (C.D. Cal. July 28, 2017) (permitting “unlawful” claim based on the common law of breach of implied covenant of good faith and fair dealing); *Moran*, 3 Cal. App. 5th at

To plead a UCL claim based on an “unlawful” practice, a plaintiff must allege facts sufficient to show a violation of the underlying law and, given Proposition 64’s standing requirement, should be required to allege facts demonstrating the resulting harm.¹⁴⁵

Historically, courts have imposed some limitations on the broad “borrowing” of underlying law that is permitted on unlawful claims.¹⁴⁶ However, the California Supreme Court issued a pair of decisions in 2013 making clear that federal and state statutes that have no private right of action can nonetheless serve as a basis for a UCL “unlawful” violation.

In *Rose v. Bank of America, N.A.*,¹⁴⁷ plaintiffs alleged a claim under the “unlawful” prong of the UCL based on alleged violations of TISA, a statute that Congress had amended to remove any private right of action but left a section permitting states to maintain laws that are consistent with TISA. The California Supreme Court allowed the claim to stand, reasoning that:

1142-43 (permitting “unlawful” claim based on common law unconscionability for allegedly excessive contract pricing for hospital services). *But see Pneuma Int’l, Inc. v. Yong Kwon Cho*, No. A151536, 2019 WL 3313607, at *8-9 (Cal. Ct. App. July 24, 2019) (unpublished) (holding that tort of trespass to chattels, which allows recovery for minor interferences with possession of personal property not amounting to conversion, could not serve as the predicate for a UCL “unlawful” violation); *Stearns v. Select Comfort Retail Corp.*, 763 F. Supp. 2d 1128, 1150 (N.D. Cal. 2010) (explaining that negligence and product liability claims, and common law claims, may not constitute predicate acts); *Shroyer v. New Cingular Wireless Servs., Inc.*, 622 F.3d 1035, 1044 (9th Cir. 2010) (stating that the unlawful prong of the UCL requires a business practice to be “forbidden by law, be it civil or criminal, federal, state, or municipal, statutory, regulatory, or court-made” and, thus, a common law violation, such as breach of contract, is insufficient); *Prostar Wireless Grp., LLC v. Domino’s Pizza, Inc.*, No. 16-CV-05399, 2017 WL 67075, at *6 (N.D. Cal. Jan. 6, 2017) (citing *Shroyer* and holding that alleged breach of fiduciary duty insufficient to state claim under “unlawful” prong of UCL); *S. Cal. Inst. of Law v. TCS Educ. Sys.*, No. CV 10-8026, 2011 WL 1296602, at *11 (C.D. Cal. Apr. 5, 2011) (finding a breach of contract claim alone insufficient to state an “unlawful” claim because a “breach of contract claim ‘may only form the basis of a section 17200 claim if the breach itself is “unlawful, unfair, or fraudulent””) (quoting *Spring Design, Inc. v. Barnesandnoble.com, LLC*, No. C 09-5185, 2010 WL 5422556, at *9 (N.D. Cal. Dec. 27, 2010)).

¹⁴⁵ See *McKale*, 25 Cal. 3d at 635 (“Without supporting facts demonstrating the illegality of a rule or regulation, an allegation that it is in violation of a specific statute is purely conclusory and insufficient to withstand demurrer.”).

¹⁴⁶ See *Hartless v. Clorox Co.*, No. 06CV2705, 2007 WL 3245260, at *4 (S.D. Cal. Nov. 2, 2007) (dismissing UCL claim seeking to enforce Federal Insecticide, Fungicide, and Rodenticide Act because statute expressly precludes private actions); *Rose v. Bank of Am., N.A.*, 200 Cal. App. 4th 1441, 1447 (2011) (holding that the UCL could not be used to redress violations of the Truth in Savings Act (“TISA”) because Congress’ repeal of the statutory right of consumers to enforce TISA bars all private actions; the UCL cannot be used to “plead around” this bar), *rev’d*, 57 Cal. 4th 390 (2013). *But see Stop Youth Addiction*, 17 Cal. 4th at 563-66 (UCL action not barred simply because it was predicated upon a statute that does not expressly provide a private right of action); *AICCO, Inc. v. Ins. Co. of N. Am.*, 90 Cal. App. 4th 579, 597 (2001) (plaintiffs allowed to plead around the bar to private causes of action under California’s Unfair Insurance Practices Act (“UIPA”) by recasting as UCL action); *Hangarter v. Paul Revere Life Ins. Co.*, 236 F. Supp. 2d 1069, 1103-06 (N.D. Cal. 2002) (rejecting defendants’ argument that plaintiff should not be permitted to use UCL claims as an end run around the prohibition of private rights of action under the UIPA and reasoning that predicate statute must actually bar the action or clearly permit the conduct), *aff’d in part and rev’d in part on other grounds sub nom. Hangarter v. Provident Life & Accident Ins. Co.*, 373 F.3d 998 (9th Cir. 2004); *Mansner*, 2008 WL 5114619, at *7; *Hawaiian Gardens Casino*, 170 Cal. App. 4th at 477 (allowing claim based on California Labor Code provisions that did not provide for a private right of action).

¹⁴⁷ 57 Cal. 4th at 393.

Plaintiffs are not suing to enforce TISA, nor do they seek damages for TISA violations. Instead, they pursue the equitable remedies of restitution and injunctive relief, invoking the UCL's restraints against unfair competition. Doing so is entirely consistent with the congressional intent reflected in the terms and history of TISA. Congress expressly left the door open for the operation of state laws that hold banks to standards equivalent to those of TISA.¹⁴⁸

The Court further reasoned that “[t]o forestall an action under the [UCL], another provision must actually ‘bar’ the action or clearly permit the conduct.”¹⁴⁹

The same day that it issued *Rose*, the California Supreme Court also handed down its opinion in *Zhang v. Superior Court*.¹⁵⁰ In *Zhang*, the Court held that plaintiffs may sue insurers under the UCL based on violations of state insurance laws even though the insurance code precludes a private right of action. Plaintiffs had alleged “causes of action for false advertising and insurance bad faith,” which the Court reasoned “provide grounds for a UCL claim independent from” the Insurance Code sections that otherwise bar private claims.¹⁵¹ The Court held that while private actions under the insurance code section at issue are barred, “when insurers engage in conduct that violates both the [Insurance Code section] and obligations imposed by other statutes or the common law, a UCL action may lie.”¹⁵²

Notwithstanding the decisions in *Rose* and *Zhang*, however, the Northern District of California held in *Newton v. American Debt Services, Inc.*¹⁵³ that the violation of an FDIC consent order cannot form the basis of a UCL claim for “unlawful” or “unfair” conduct. The court emphasized that the FDIC entered its consent order pursuant to 12 U.S.C. § 1818, which precludes a court from “affect[ing] by injunction or otherwise the issuance or enforcement of any notice or order [issued under this section], or to review, modify, suspend, terminate, or set aside such notice or order.”¹⁵⁴ The court determined that allowing a plaintiff “to ‘borrow’ the FDIC Order as predicate authority for a UCL violation, and thereby . . . litigate her claims that [the defendant] acted unlawfully by contravening that Order, it most certainly would ‘affect . . . enforcement’ of the Order.”¹⁵⁵ Potentially limiting the scope of its ruling, however, the court noted, “What [12 U.S.C. § 1818] bars is enforcement of an FDIC cease and desist order itself (as distinct from the substantive regulatory law being enforced).”¹⁵⁶

¹⁴⁸ *Id.* at 397.

¹⁴⁹ *Id.* at 398.

¹⁵⁰ *Zhang v. Super. Ct. (Cal. Capital Ins. Co.)*, 57 Cal. 4th 364 (2013).

¹⁵¹ *Id.* at 369.

¹⁵² *Id.* at 384.

¹⁵³ 75 F. Supp. 3d 1048 (N.D. Cal. 2014).

¹⁵⁴ *Id.* at 1058.

¹⁵⁵ *Id.* at 1059.

¹⁵⁶ *Id.*

2. Defenses Specific to Unlawful Claims

a. Defense to Underlying Violation

An affirmative defense to a violation of the underlying law is also a defense to the attendant’s unlawful claim.¹⁵⁷ Similarly, a defendant’s full compliance with the underlying law is a defense to an unlawful claim.¹⁵⁸ As discussed below, however, a statute of limitations defense to the underlying claim will not defeat a UCL unlawful claim. Furthermore, at least some equitable defenses have been held *not* to apply to unlawful claims.¹⁵⁹

b. Change in Underlying Law

A defense may arise by virtue of a change in the underlying law or repeal of the underlying law before the plaintiff obtains final judgment on an unlawful claim.¹⁶⁰

¹⁵⁷ See *Hobby Indus. Ass’n of Am., Inc. v. Younger*, 101 Cal. App. 3d 358, 372 (1980); see also *Aquino v. Credit Control Servs.*, 4 F. Supp. 2d 927, 930 (N.D. Cal. 1998) (dismissing UCL action where plaintiff failed to “set forth any factual allegations that the defendant’s approach violated any state or federal provisions”); *Metro Publ’g, Ltd. v. San Jose Mercury News, Inc.*, 861 F. Supp. 870, 881 (N.D. Cal. 1994) (dismissing UCL claim after underlying trademark infringement and dilution claims were dismissed); *Fabozzi v. StubHub, Inc.*, No. C-11-4385, 2012 WL 506330, at *5 (N.D. Cal. Feb. 15, 2012) (plaintiff’s claim, based on defendant’s failure to disclose, was defeated where the underlying statute did not contain a disclosure obligation and, thus, was not breached); *In re Bayer Phillip Colon Health Probiotics Sales Practs. Litig.*, No. 11-03017, 2017 WL 1395483 (D.N.J. Apr. 18, 2017) (dismissing UCL claim based upon allegations of fraudulent advertising due to plaintiff’s lack of evidence showing the actual falsity of the advertisements); *Dr. Seuss Enters., L.P. v. ComicMix LLC*, 300 F. Supp. 3d 1073 (S.D. Cal. 2017) (denying motion to dismiss UCL claims in copyright and trademark action because defendant failed to prove each element of nominative fair use defense).

¹⁵⁸ See *McCann v. Lucky Money, Inc.*, 129 Cal. App. 4th 1382, 1397-98 (2005) (holding that California law did not require money transmitters to disclose wholesale rate of exchange; disclosure of retail rate was sufficient); *Blank v. Kirwan*, 39 Cal. 3d 311, 329 (1985); *Millare v. Bank of Am.*, No. CV-21-8398, 2022 WL 1434109 (C.D. Cal. Apr. 1, 2022) (dismissing UCL claim based on an alleged “unfair” failure to monitor elder’s bank account activity, because banks do not have a duty to supervise account activity under California law); *Hawkins v. Kellogg Co.*, 224 F. Supp. 3d 1002, 1012-13 (S.D. Cal. 2016) (dismissing UCL claim because defendant’s use of partially hydrogenated oil (PHO) was permitted until June 2018 per FDA regulation and subsequent congressional ratification, and thus not a violation of the federal laws predating the UCL claim). *But see Casa Blanca Convalescent Homes*, 159 Cal. App. 3d at 530-31 (stating that defendant’s substantial compliance with the underlying law is not a defense).

¹⁵⁹ See, e.g., *Ticconi v. Blue Shield of Cal. Life & Health Ins. Co.*, 160 Cal. App. 4th 528, 544-45 (2008) (reversing order denying certification of UCL claim on ground that unclean hands and fraud defenses did not apply to unlawful claim and therefore did not create individual issues).

¹⁶⁰ See *Governing Bd. of Rialto Unified Sch. Dist. v. Mann*, 18 Cal. 3d 819, 829 (1977) (recognizing California’s general rule that “a cause of action or remedy dependent on a statute falls with a repeal of the statute”); *Californians For Disability Rights*, 39 Cal. 4th at 233 (finding that Proposition 64 applied to then-pending actions).

B. Claims for “Unfair” Conduct

1. The Liability Standard

The “unfair” prong has been interpreted to allow courts maximum discretion to address improper business practices,¹⁶¹ and no certain definition of “unfairness” in the consumer context has yet been formulated.¹⁶² In the past, courts frequently used one of two tests. The first involved “an examination of [the practice’s] impact on its alleged victim, balanced against the reasons, justifications and motives of the alleged wrongdoer.”¹⁶³ In brief, “the court must weigh the utility of the defendant’s conduct against the gravity of the harm to the alleged victim”¹⁶⁴ In the second, courts adopted language from FTC guidelines, which define “unfair” conduct with reference to section 5 of the FTCA.¹⁶⁵ Under this test, a business act is “unfair” when it “offends an established public policy or when the practice is immoral, unethical, oppressive, unscrupulous or substantially injurious to consumers.”¹⁶⁶ However, no “unfair” liability flows from a good faith mistake in applying

¹⁶¹ See *Candelore v. Tinder, Inc.*, 19 Cal. App. 5th 1138, 1155 (2018) (holding that alleged age discrimination in violation of California’s Unruh Civil Rights Act violated both the “unlawful” and “unfair” prongs of the UCL); *Smith v. Chase Mortg. Credit Grp.*, 653 F. Supp. 2d 1035, 1045-46 (E.D. Cal. 2009) (concluding that defendant’s alleged violation of internal policy provides basis for unfairness claim); see, e.g., *Motors, Inc. v. Times Mirror Co.*, 102 Cal. App. 3d 735, 740 (1980).

¹⁶² See *Mui Ho v. Toyota Motor Corp.*, 931 F. Supp. 2d 987, 1000 n.5 (N.D. Cal. 2013) (“California courts and the legislature have not specified which of several possible ‘unfairness’ standards is the proper one.”); *Ferrington v. McAfee, Inc.*, No. 10-CV-01455, 2010 WL 3910169, at *11 (N.D. Cal. Oct. 5, 2010) (“California law is currently unsettled with regard to the correct standard to apply to consumer suits alleging claims under the unfair prong of the UCL”).

¹⁶³ *Motors*, 102 Cal. App. 3d at 740.

¹⁶⁴ *State Farm Fire & Cas. Co.*, 45 Cal. App. 4th at 1104 (citations omitted); see also *Donadio v. Hyundai Motor Am.*, No. 8:23-cv-01453-JWH-JDE, 2024 U.S. Dist. LEXIS 166679, at *10-17 (C.D. Cal. Sept. 16, 2024) (denying motion to dismiss UCL unfairness claim where plaintiff’s vehicle transmission failed and defendant refused to fix it or issue a recall, because there is no countervailing interest defendant could argue for its failure to fix the transmission leaving the vehicle unsafe to operate); *Hutchinson v. AT&T Internet Servs., Inc.*, No. CV-07-3674, 2009 WL 1726344, at *8 (C.D. Cal. May 5, 2009) (applying the test); *In re Anthem, Inc. Data Breach Litig.*, 162 F. Supp. 3d at 990 (applying balancing test and allowing UCL claim under unfair prong for data breach claims because of “California’s public policy of protecting customer data,” notwithstanding defendants’ contention that plaintiffs failed to allege that the data breach was immoral, unethical, oppressive, unscrupulous or substantially injurious to consumers) (quoting *In re Adobe Sys., Inc. Privacy Litig.*, 66 F. Supp. 3d at 1227).

¹⁶⁵ See *Colgate v. JUUL Labs, Inc.*, 402 F. Supp. 3d 728, 760 (N.D. Cal. 2019) (holding that plaintiffs stated a claim for unfair business practices under both the *Sperry* test and the “tethering test” because a public policy against marketing e-cigarettes to minors was “tethered” to public policies expressed in statutes prohibiting the sale of e-cigarettes to minors); *Hutchinson*, 2009 WL 1726344, at *8 (noting that California courts have adopted the FTC guidelines established in *F.T.C. v. Sperry & Hutchinson Co.*, 405 U.S. 233, 244 (1972)). But see *Vasic v. PatentHealth, L.L.C.*, 171 F. Supp. 3d 1034, 1043 (S.D. Cal. 2016) (“[T]he Ninth Circuit has rejected the use of the FTC test in the consumer context’ because it focuses on ‘anti-consumer conduct’ as opposed to ‘anti-competitive conduct.’”) (quoting *Backus v. Gen. Mills, Inc.*, 122 F. Supp. 3d 909, 929 (N.D. Cal. 2015)).

¹⁶⁶ See *Cnty. Assisting Recovery, Inc. v. Aegis Sec. Ins. Co.*, 92 Cal. App. 4th 886, 894 (2001); *Podolsky*, 50 Cal. App. 4th at 647; *State Farm Fire & Cas. Co.*, 45 Cal. App. 4th at 1104; see also *Bardin v. DaimlerChrysler Corp.*, 136 Cal. App. 4th 1255, 1270 (2006); *Jolley v. Chase Home Fin., LLC*, 213 Cal. App. 4th 872, 907-08 (2013) (“[W]hile dual tracking may not have been forbidden by statute at the time, the new legislation and its legislative history may still contribute to its being considered ‘unfair’ for purposes of the UCL.”); *Hodsdon*, 162 F. Supp. 3d at 1027 (“Granting that the labor practices at issue are immoral, there remains

federal law, or a policy designed to comply with federal law, where the mistake is not severe enough to qualify as “oppressive” or “unscrupulous.”¹⁶⁷

Over the years, many courts have criticized these definitions of “unfairness” as vague and amorphous.¹⁶⁸ Indeed, in *Cal-Tech Communications, Inc. v. L.A. Cellular Telephone Co.*,¹⁶⁹ the California Supreme Court rejected the definitions in the context of a non-consumer claim, and criticized their use in consumer cases, as well. In so doing, the Court sympathized with “the need for California businesses to know, to a reasonable certainty, what conduct California law prohibits and what it permits.”¹⁷⁰ The Court then articulated a “more precise test” for determining what is “unfair” in litigation involving competitors, drawing from principles of federal law pursuant to section 5 of the FTCA.¹⁷¹ However, the Court did not articulate a test applicable to the consumer context.

The various criticisms of the consumer definitions, including by the California Supreme Court in *Cel-Tech*, seemingly have spurred the Court of Appeal to attempt to remedy the situation. As an initial matter, some courts state that, where a claim of unfairness is predicated on public policy, such public policy must be “‘tethered’ to specific constitutional, statutory or regulatory provisions.”¹⁷²

an important distinction between them and the actual harm for which [plaintiff] seeks to recover, . . . [Defendant’s] failure to disclose information it had no duty to disclose in the first place is not substantially injurious, immoral, or unethical.”).

¹⁶⁷ See *Nia v. Bank of Am., N.A.*, 725 F. Supp. 3d 1150, 1192 (S.D. Cal. 2024). *But cf.*, *Jerman v. Carlisle, McNellie, Rini, Kramer & Ulrich LPA*, 559 U.S. 573, 581-85 (2010) (holding a mistake of law does not qualify as a “bona fide error” for purposes of liability under the Fair Debt Collection Practices Act, 15 U.S.C. § 1692 *et seq.*).

¹⁶⁸ *E.g.*, *In re EpiPen Litig.*, No. 17-MD-2785, 2020 WL 1873989, at *55 (D. Kan. Feb. 27, 2020) (noting “internal dissonance about the test courts should use”).

¹⁶⁹ 20 Cal. 4th at 185 (“We believe these definitions are too amorphous and provide too little guidance to courts and businesses.”).

¹⁷⁰ *Id.* (“An undefined standard of what is ‘unfair’ fails to give businesses adequate guidelines as to what conduct may be challenged and thus enjoined and may sanction arbitrary or unpredictable decisions about what is fair or unfair.”)

¹⁷¹ Specifically, the Court adopted the following test for “unfair” business practices involving competitors: “When a plaintiff who claims to have suffered injury from a direct competitor’s ‘unfair’ act or practice invokes section 17200, the word ‘unfair’ in that section means conduct that threatens an incipient violation of an antitrust law, or violates the policy or spirit of one of those laws because its effects are comparable to or the same as a violation of the law, or otherwise significantly threatens or harms competition.” *Id.* at 187. In addition, the Court stated that “[o]ur notice of federal law under section 5 means only that federal cases interpreting the prohibition against ‘unfair methods of competition’ may assist us in determining whether a particular challenged act or practice is unfair under the test we adopt.” *Id.* at 186 n.11; see also *Rimini St., Inc. v. Oracle Int’l Corp.*, 473 F. Supp. 3d 1158 (D. Nev. 2020) (granting summary judgment to UCL defendant in competitor vs. competitor case on grounds that plaintiff failed to proffer evidence that the defendant’s “conduct was motivated by an anti-competitive purpose”; defendant’s evidence was that its conduct was lawfully intended to prevent copyright infringement).

¹⁷² *Gregory v. Albertson’s, Inc.*, 104 Cal. App. 4th 845, 854 (2002) (stating that *Cel-Tech* “may signal a narrower interpretation of the prohibition of unfair acts or practices in all unfair competition actions and provides reason for caution in relying on the broad language in earlier decisions that the court found to be ‘too amorphous’” and requiring that UCL “unfair” claims based on public policy be tethered to specific constitutional, statutory or regulatory provisions); see also *Scripps Clinic v. Super. Ct.*, 108 Cal. App. 4th 917, 939 (2003) (applying “unfair” definition proposed in *Gregory*); *Schnall v. Hertz Corp.*, 78 Cal. App. 4th 1144, 1166-67 (2000) (applying *Cel-Tech* to a consumer case by referencing a legislatively declared policy as the basis for unfairness); *Kimmins v. Fagan & Fagan*, No. D047599, 2006 WL 3445513, at *7 (Cal. Ct.

Moreover, in *In re Firearm Cases*,¹⁷³ the Court of Appeal, First District, held that in order to prove “unfairness,” the plaintiff must establish some causal link between the defendant’s business practice and the alleged harm to the public. Further, in *Camacho v. Automobile Club of Southern California*,¹⁷⁴ the Court of Appeal, Second District, articulated a very precise test. Relying again on the language of and policy considerations underlying section 5 of the FTCA, the court concluded that the elements of “unfair” conduct are: “(1) the consumer injury must be substantial; (2) the injury must not be outweighed by any countervailing benefits to consumers or competition, and (3) it must be an injury that consumers themselves could not reasonably have avoided.”¹⁷⁵

In a 2020 decision, the Ninth Circuit recapitulated the various standards for determining unfairness as follows:

Under the UCL’s unfairness prong, courts consider either: (1) whether the challenged conduct is tethered to any underlying constitutional, statutory or regulatory provision, or that it threatens an incipient violation of an antitrust law, or violates the policy or spirit of an antitrust law, (2) whether the practice is immoral, unethical, oppressive, unscrupulous or substantially injurious to consumers, or (3) whether the practice’s impact on the victim outweighs the reasons, justifications and motives of the alleged wrongdoer.¹⁷⁶

App. Nov. 30, 2006) (same) (unpublished); *cf. Simila v. Am. Sterling Bank*, No. 09-CV-781, 2010 WL 3988171, at *6 (S.D. Cal. Oct. 12, 2010) (noting split between courts as to whether UCL requirement that claims of “unfairness” be “tethered” to underlying law applies to consumers, but applying “tethering” test and dismissing UCL claim); *Reilly*, 2022 WL 1215305, at *6-8 (same); *Sanchez v. Bear Stearns Residential Mortg. Corp.*, No. 09-CV-2056, 2010 WL 1911154, at *7 (S.D. Cal. May 11, 2010) (finding, in line with *Cel-Tech*, that allegations of unfair conduct under the UCL must be “tethered” to violation of an underlying law); *Hodsdon*, 162 F. Supp. 3d at 1027 (invoking a general public policy against child and forced labor without referencing specific statutes, regulations, or constitutional provisions is insufficient); *Goonewardene*, 5 Cal. App. 5th at 188 (labor and wage orders identified by plaintiff in support of her UCL claims were insufficient to allege reliance because they did not apply to defendant). *But see Shvarts v. Budget Grp., Inc.*, 81 Cal. App. 4th 1153, 1158 (2000) (citing *Cel-Tech* but applying previous test for determining whether conduct is “unfair”); *Progressive W. Ins. Co. v. Super. Ct.*, 135 Cal. App. 4th 263, 286 (2005) (“[W]e believe section 17200’s ‘unfair’ prong should be read more broadly in consumer cases because consumers are more vulnerable to unfair business practices than businesses and without the necessary resources to protect themselves from sharp practices.”); *Jackson v. Lara*, 100 Cal. App. 5th 337, 347-48 (2024) (Court of Appeal affirmed dismissal of UCL claim premised on plaintiff’s allegations that he was improperly excluded from defendant’s establishment on the basis of race and physically assaulted by an employee because: (1) plaintiff failed to cite to any legal authority or identify a basis that establishes the existence of a “public policy against consumers being subject to violence and unwarranted contact by employees at a business establishment” under the UCL, and (2) plaintiff failed to allege that defendant’s practices were “unfair” under *Cel-Tech*, which specifically limited “unfair” conduct to anticompetitive practices.)

¹⁷³ 126 Cal. App. 4th 959, 981 (2005).

¹⁷⁴ 142 Cal. App. 4th 1394, 1403 (2006).

¹⁷⁵ *Id.*; *see Berenblat v. Apple, Inc.*, No. 08-4969, 2009 WL 2591366, at *5 (N.D. Cal. Aug. 21, 2009) (finding no unfairness under the UCL where a product operated properly during its express warranty period); *Hovsepian v. Apple, Inc.*, No. 08-5788, 2009 WL 5069144, at *4 (N.D. Cal. Dec. 17, 2009) (same). *But see Lin v. JPMorgan Chase Bank, N.A.*, 2:24-cv-01837-JLS-E, 2024 U.S. Dist. LEXIS 146868, at *29-30 (applying the third element of the *Camacho* test and finding plaintiff plausibly pled an unfair UCL claim because she could not have reasonably avoided her injury as she was the elderly victim of a long-term fraud scheme).

¹⁷⁶ *Doe v. CVS Pharm., Inc.*, 982 F.3d 1204, 1214-15 (9th Cir. 2020) (internal citations and quotations omitted).

Given the various tests articulated by the Court of Appeal, the California Supreme Court or the Legislature may ultimately determine what the test should be. At this point, it is an open issue for both courts and litigants as to which test will govern an “unfairness” claim.¹⁷⁷ For instance, in *Capito v. San Jose Healthcare System*,¹⁷⁸ the California Supreme Court considered whether a hospital’s nondisclosure of fees for certain treatment prior to providing medical services was “unfair” under the UCL. The *Capito* court declined to articulate a standard for “unfair” business conduct given that, no matter which “unfair” standard applied, the hospital’s publication of its “chargemaster” in compliance with state and federal disclosure requirements is sufficient to preclude a finding that the hospital violated the UCL.¹⁷⁹

2. Defenses to Claims of “Unfairness”

a. Conduct Is Not “Unfair”

The principal defense is straightforward: The conduct is not unfair pursuant to the test that the court chooses to apply. For example, in *Walker v. Countrywide Home Loans, Inc.*,¹⁸⁰ plaintiffs challenged as unfair the defendant’s practice of passing on the actual cost of conducting property inspections to delinquent mortgage borrowers. The trial court granted summary judgment in favor of defendant, which was affirmed. The Court of Appeal reasoned that defendant’s practice of passing on the actual cost of property inspection fees was not “unfair” as a matter of law because the small cost of the inspections (at most, \$12) was insignificant when compared to their utility—protecting

¹⁷⁷ See *Lozano v. AT&T Wireless Servs. Inc.*, 504 F.3d 718, 735, 736 (9th Cir. 2007) (“California’s unfair competition law, as it applies to consumer suits, is currently in flux”; courts faced with consumer lawsuits have the option to either apply *Cel-Tech* or *Camacho* but the approaches are not mutually exclusive because “adopting one standard does not necessitate rejection of the other”); *Moran*, 3 Cal. App. 5th at 1147-48 (discussing without resolving the split authority on the proper formulation of unfairness in consumer actions, but permitting an unfairness claim based on common law unconscionability); *In re Qualcomm Litig.*, No. 17-cv-00108, 2017 WL 5985598, at *6-11 (S.D. Cal. Nov. 8, 2017) (recognizing “California law is unsettled with regard to the correct standard to apply to non-competitor consumer suits” and analyzing claim under all three “primary consumer tests,” i.e., the “tethering test,” “balancing test” and “FTC test”); see also *Oskoui v. J.P. Morgan Chase Bank, N.A.*, 851 F.3d 851, 856-57 (9th Cir. 2017) (finding that plaintiff alleged a “viable” claim under UCL for a “fraudulent and an unfair” business practice based on allegations that defendant accepted payments from plaintiff pursuant to a loan modification plan while simultaneously continuing with foreclosure proceedings and knowing plaintiff would not be eligible for modification in any event). But see *McMahon v. JPMorgan Chase Bank, N.A.*, No. 16-CV-1459, 2017 WL 2363690, at *5 (E.D. Cal. May 31, 2017) (dismissing an “unfair” claim based on defendant’s alleged failure to respond to plaintiff’s loan modification application because, unlike in *Oskoui*, there were no allegations that plaintiff made payments on a modification plan or that defendant proceeded with foreclosure); *In re Plum Baby Food Litig.*, No. 24-2766, 2025 WL 1200700, at *2 (9th Cir. Apr. 25, 2025) (“[i]n recent years, the California Supreme Court has repeatedly declined requests to set forth a definitive standard for omission-based CLRA and UCL claims”).

¹⁷⁸ 17 Cal. 5th 273 (2024).

¹⁷⁹ *Id.* at 381, 384.

¹⁸⁰ 98 Cal. App. 4th 1158, 1173 (2002).

the real estate securing the loan.¹⁸¹ Similarly, in *Bickoff v. Wells Fargo Bank N.A.*,¹⁸² it was not unfair for a bank to foreclose on an overdue construction loan where it had never guaranteed permanent financing. In *Harris v. Wells Fargo Bank N.A.*,¹⁸³ it was not unfair for a bank to record a notice of default against secured real property at the same time as the borrower was preparing, but had not completed, a borrower's loan modification application. In *Abramson v. Marriott Ownership Resorts, Inc.*, the court recognized that while the definition of "unfair" conduct has been in flux in California courts, the test articulated in *Camacho* is a "better" test to determine whether a plaintiff has met the heightened pleading standard.¹⁸⁴

b. Business Justification

A defendant may use the reasons, justifications and motives underlying the challenged business practice to show that it is not "unfair."¹⁸⁵ For example, a defendant may claim that the challenged conduct is an essential part of its business operations or that it is acting consistent with industry practice for an important reason.¹⁸⁶

¹⁸¹ *Id.* at 1176 ("There is nothing 'unethical' about passing a reasonable cost of protecting the security to a defaulting borrower."); *see also Hutchinson*, 2009 WL 1726344, at *8 (concluding that an early termination fee served legitimate interests and, thus, was not unfair); *Circle Click Media LLC v. Regus Mgmt. Grp. LLC*, No. 12-04000, 2013 WL 57861, at *8 (N.D. Cal. Jan. 3, 2013) (finding that late-fee provision in contract was not unfair because plaintiff could not establish that injury was substantial or that plaintiff could not have avoided alleged injury); *Lopez v. Bank of Am., N.A.*, 505 F. Supp. 3d 961, 976-77 (N.D. Cal. 2020) (finding that defendant's policy to pay agent fees pursuant to a compensation agreement was not unfair because there was no established policy it was offending and it was not causing any consumer injury). *But see Bretches v. OneWest Bank*, No. B238686, 2012 WL 6616478, at *10 (Cal. Ct. App. Dec. 19, 2012) (finding that a systematic breach of standard consumer contracts can constitute an unfair business practice under the UCL) (unpublished).

¹⁸² No. 14-CV-1065, 2016 WL 3280439, at *15-16 (S.D. Cal. June 14, 2016), *aff'd*, 705 F. App'x 616 (9th Cir. 2017).

¹⁸³ No. 5:16-CV-00645, 2016 WL 3410161, at *4 (C.D. Cal. June 15, 2016), *vacated on other grounds*, No. EDCV 16-645, 2016 WL 11486587 (C.D. Cal. July 14, 2016) (vacating prior opinion following recusal of prior assigned judge under 28 U.S.C. § 455).

¹⁸⁴ 155 F. Supp. 3d 1056 (C.D. Cal. 2016).

¹⁸⁵ *See Motors*, 102 Cal. App. 3d at 740; *Californians for Population Stabilization v. Hewlett-Packard Co.*, 58 Cal. App. 4th 273, 286 (1997) (in action challenging liquidated damages provisions in defendants' employment contracts with non-U.S. citizens, finding no unfair business practice given the nature of the industry and certain immigration laws), *abrogated on other grounds by Cortez v. Purolator Air Filtration Prods. Co.*, 23 Cal. 4th 163 (2000); *Levitt v. Yelp! Inc.*, 765 F.3d 1123, 1136-37 (9th Cir. 2014) (finding defendant's alleged attempts to extort a small business to purchase advertising on Internet site not unfair because plaintiffs had not pleaded facts sufficient to support an inference of extortion).

¹⁸⁶ *See Walker*, 98 Cal. App. 4th at 1175; *Kunert v. Mission Fin. Servs. Corp.*, 110 Cal. App. 4th 242, 265 (2003) (finding that the "unfair" prong of the UCL was not intended to eliminate retailers' profits in action challenging payment of a dealer reserve); *Byars v. SCME Mortg. Bankers, Inc.*, 109 Cal. App. 4th 1134, 1149 (2003) (holding that a lender's payment of a yield spread premium ("YSP") to a broker did not violate the UCL on various grounds, including because YSPs are "widespread and commonly used as a method to compensate mortgage brokers for services provided to borrowers and the lender"). Nonetheless, compliance with industry practice in and of itself, without a link to a justifiable business concern, probably is not a defense; *Chern v. Bank of Am.*, 15 Cal. 3d 866, 876 (1976) (stating that lender's calculation of "per annum" interest rate based on a 360-day year could violate the UCL, notwithstanding that such practice was "customary" in the banking community). *But see S. Bay Chevrolet v. Gen. Motors Acceptance Corp.*,

c. Alternative Source Defense

A defendant may defeat a claim of unfairness by showing that the consumer had a “reasonably available alternative source[] of supply.”¹⁸⁷ Derived from cases addressing the doctrine of unconscionability, this defense arises from the notion that a business practice is not “unfair” if the same service or product, without the allegedly offensive term, is available either from the defendant or from the defendant’s competitors.¹⁸⁸ Similarly, where the plaintiff had a “choice” in performing some act, such as entering into an obligation, a defendant may argue that the challenged conduct is not “unfair.”¹⁸⁹

d. “Safe Harbor” Defense—Conduct Explicitly Authorized By Law

A defense exists where the business practice at issue is expressly authorized by statute.¹⁹⁰ Examples of the successful assertion of the “authorized by law” defense are rare, however, because

72 Cal. App. 4th 861 (1999) (finding a similar method to calculate interest in an ongoing business relationship between sophisticated businesses did not violate the UCL).

¹⁸⁷ *In re Sony Grand WEGA KDF-E A10/A20 Series Rear Projection HDTV TV Litig.*, 758 F. Supp. 2d 1077, 1101 (S.D. Cal. 2010) (citing *Dean Witter Reynolds, Inc. v. Super. Ct.*, 211 Cal. App. 3d 758, 768 (1989)) (applying the alternative source defense to a UCL claim based on unconscionability).

¹⁸⁸ *See, e.g., Shadoan v. World Sav. & Loan Ass’n*, 219 Cal. App. 3d 97, 103, 106 (1990) (holding prepayment penalties on a home loan to be an invalid basis for UCL claim where defendant had simultaneously offered other similar products without the disputed term); *Dean Witter*, 211 Cal. App. 3d at 772 (holding that, because defendants’ competitors were not charging an IRA close-out fee, plaintiff had a meaningful choice and, therefore, such fees were not unconscionable); *accord Cal. Grocers Ass’n v. Bank of Am.*, 22 Cal. App. 4th 205, 209 (1994) (holding that a \$3 NSF fee charged to retailers was not unconscionable because the fee was at the low end of the scale when compared to the fees charged by other institutions).

¹⁸⁹ *See, e.g., Olsen v. Breeze, Inc.*, 48 Cal. App. 4th 608, 628-29 (1996) (affirming summary adjudication against plaintiff on UCL claim involving alleged “unfair” contractual releases relating to ski bindings since consumers had a choice in the matter—they did not have to ski).

¹⁹⁰ *See Cel-Tech*, 20 Cal. 4th at 183 (“Acts that the Legislature has determined to be lawful may not form the basis for an action under the unfair competition law.”); *Alvarez v. Chevron Corp.*, 656 F.3d 925, 933 (9th Cir. 2011) (applying California’s safe harbor doctrine, “courts may not use the [UCL] to condemn actions the Legislature permits,” and affirming dismissal of UCL claim because gasoline dispensing design was certified by the California Department of Food and Agriculture’s Division of Measurement Standards, and therefore permitted by law); *Lopez v. Nissan N. Am., Inc.*, 201 Cal. App. 4th 572, 576-79 (2011) (plaintiffs contended that defendants violated the UCL by designing vehicle odometers that allegedly over-registered mileage by two percent; the court affirmed dismissal on grounds that Cal. Bus. & Prof. Code § 12500 provides a tolerance of plus or minus four percent); *Hauk v. JP Morgan Chase Bank USA*, 552 F.3d 1114, 1122 (9th Cir. 2009) (finding that safe harbor applied when credit card issuer complied with disclosure provisions of the Truth in Lending Act (“TILA”)); *Suzuki v. Hitachi Glob. Storage Techs., Inc.*, No. C 06-07289, 2007 WL 2070263, at *3 (N.D. Cal. July 17, 2007) (same); *Lazar v. Hertz Corp.*, 69 Cal. App. 4th 1494, 1505 (1999) (“A business practice cannot be unfair if it is permitted by law.”) (citation omitted); *Hobby Indus. Ass’n of Am.*, 101 Cal. App. 3d at 369-70 (dismissing UCL action against wholesalers and retailers for sale of certain prohibited packages because the statute prohibiting such packages explicitly exempted wholesalers and retailers); *Chavez v. Whirlpool Corp.*, 93 Cal. App. 4th 363, 375 (2001) (holding that conduct permissible under doctrine enunciated in *United States v. Colgate & Co.*, 250 U.S. 300 (1919), could not be deemed “unfair” as a matter of law); *Alaei v. Rockstar, Inc.*, 224 F. Supp. 3d 992, 1001 (S.D. Cal. 2016) (citing *Cel-Tech* and dismissing UCL claim where plaintiff seeks to “use the UCL to attack conduct which the legislature has thoughtfully considered and deemed lawful”); *Day v. GEICO Cas. Co.*, No. 24-2201, 2025 WL 1895311, at *1 (9th Cir. July 9, 2025) (affirming grant of summary judgment because Section 1860.1 of the Insurance Code, which establishes a “prior approval system,” whereby insurance companies are

“the Legislature’s mere failure to prohibit an activity does not prevent a court from finding it unfair.”¹⁹¹ Similarly, a plaintiff’s failure to prove a violation of some other statute does not preclude a court from enjoining unfair conduct under the UCL.¹⁹²

The safe harbor defense was asserted successfully at trial in UCL litigation pursued by public prosecutors against sellers and distributors of opioid medication. The prosecutors’ claim was rejected in large part because the Pain Patient’s Bill of Rights, provided, among other things, that “[a] physician who uses opiate therapy to relieve severe chronic intractable pain may prescribe a dosage deemed medically necessary to relieve the patient’s pain.”¹⁹³ The court found that the government failed to prove that the opioid medication introduced into the stream of commerce was not sold for purposes unrelated to medical necessity. The court also found that the opioid sales were not inconsistent with federal law governing the sale of controlled substances, and that California law expressly protected patients’ right to have opioid medication prescribed to relieve chronic pain. Accordingly, the sales could not be challenged on grounds of unfairness.¹⁹⁴

C. Claims for “Fraudulent” Conduct

1. The Liability Standard

As noted above, in *Tobacco II*, the California Supreme Court reaffirmed the line of decisions stating that UCL claims premised on fraudulent conduct do not require proof of intent, reliance or

required to submit their proposed rates to the Commissioner of California's Department of Insurance for approval before formally changing them. provides a “safe harbor” against plaintiff’s claim); *Rogozinski v. Reddit, Inc.*, No. 24-735, 2025 WL 1650019, at *2 (9th Cir. June 11, 2025) (affirming dismissal of plaintiff’s UCL claims based, in part, on unfair conduct where the question of whether Reddit acted in an unfair manner by asserting trademark ownership over the WALLSTREETBETS mark “rises and falls with the merits of Rogozinski’s trademark ownership claim”), cert. denied, No. 25-568, 2025 WL 3507025 (U.S. Dec. 8, 2025).

¹⁹¹ *Cel-Tech*, 20 Cal. 4th at 184; see *Ebner v. Fresh, Inc.*, 838 F.3d 958 (9th Cir. 2016) (safe harbor doctrine barred claim that an accurate net weight statement for lip balm was deceptive, but did not bar separate omission claim regarding product accessibility because omitting supplemental statements on cosmetic labels was not affirmatively permitted by statute); *McCoy v. Nestle USA, Inc.*, 173 F. Supp. 3d 954, 972 (N.D. Cal. 2016), *aff’d*, No. 16-15794 (9th Cir. July 10, 2018); *Motors*, 102 Cal. App. 3d at 741; see also *Thompson v. Am. Tow Serv.*, No. A114373, 2007 WL 3045195, at *4 (Cal. Ct. App. Oct. 19, 2007) (holding that a municipal ordinance cannot establish safe harbor under the UCL) (unpublished); *Ramirez v. Balboa Thrift & Loan*, 215 Cal. App. 4th 765, 774, 776-78, 780-81 (2013) (reversing denial of class certification because defendant was not entitled to assert the Rees-Levering Act’s safe harbor that it properly denied reinstatement of defaulted auto loans as a basis for opposing certification); *Rojas v. Platinum Auto Grp., Inc.*, 212 Cal. App. 4th 997, 1005 (2013) (reversing demurrer because plaintiff “need not have suffered actual damage from Platinum’s violation of the [Rees-Levering Act’s] disclosure requirements” where alleged disclosure violations were “trivial”).

¹⁹² *Epic Games*, 67 F.4th at 1001.

¹⁹³ *People v. Purdue Pharma L.P.*, No. 30201400725287CUBTCX, 2021 WL 5227329, at *6 (Cal. Super. Ct. Nov. 1, 2021) (quoting Cal. Health & Safety Code § 124961(d)).

¹⁹⁴ See *id.* at *8 (“[T]he highly regrettable but foreseeable adverse downstream consequences are not unreasonable . . . [They are] the entirely foreseeable consequence of the continued approval of opioids by both the Federal government and the California Legislature.”).

damages (setting aside the issue of standing for named plaintiffs).¹⁹⁵ Rather, under those decisions, a plaintiff must show only that members of the public were likely to be deceived.¹⁹⁶

¹⁹⁵ *Tobacco II*, 46 Cal. 4th at 320-21.

¹⁹⁶ See, e.g., *Robertson v. Clean Control Corp.*, No. 5:24-cv-01478-SSS-DTBx, 2024 WL 5193852, at *3-5 (C.D. Cal. Dec. 18, 2024) (holding label of concentrated cleaning product has a “meaningful capacity to deceive consumers” because understanding which uses of the concentrate actually yield the advertised 32 gallons of solution requires more math than a reasonable consumer should be expected to calculate, especially when the label’s instructions use varied units of liquid measurement); *Mass. Mut. Life Ins. Co.*, 97 Cal. App. 4th at 1288; *Chapman v. Skype Inc.*, 220 Cal. App. 4th 217, 227-30 (2013) (holding that “consumers are likely to believe that Skype’s ‘Unlimited US & Canada’ [] calling plan offers unlimited calling within the United States and Canada for a fixed monthly fee and that they will fail to notice the disclosure to the contrary in the fair usage policy” and reversing summary judgment because “whether a reasonable consumer is likely to be deceived by the representation that the calling plan is ‘Unlimited’ is a question of fact”); *West v. JPMorgan Chase Bank, N.A.*, 214 Cal. App. 4th 780, 806 (2013) (finding complaint stated claims for “unfair or fraudulent practices” where plaintiff alleged that bank’s temporary loan modification program did not comply with federal law, and that the bank made misrepresentations regarding borrower’s right to challenge the bank’s calculations and pending foreclosure sales, and wrongfully conducted a foreclosure sale when the borrower was in compliance with her temporary loan modification); *Glaski v. Bank of Am., N.A.*, 218 Cal. App. 4th 1079, 1101 (2013) (allegations of wrongful foreclosure were sufficient to state a UCL claim); *Rufini v. CitiMortgage, Inc.*, 227 Cal. App. 4th 299, 311 (2014) (same); *Lona’s Lil Eats, LLC v. DoorDash, Inc.*, No. 20-CV-06703, 2021 WL 151978, at *1 (N.D. Cal. Jan. 18, 2021) (“non-consumer plaintiff[s] can allege false advertising claims under the UCL . . . without alleging [their] own reliance[] as long as the plaintiff has alleged a sufficient causal connection” between the allegedly deceptive act and the plaintiff’s alleged economic injury) (citing *Allergan USA Inc. v. Imprimis Pharms., Inc.*, No. SA CV 17-1551, 2017 WL 10526121, at *13 (C.D. Cal. Nov. 14, 2017)); *Doe v. Roblox Corp.*, No. 3:21-CV-03943-WHO, 2022 WL 1459568 (N.D. Cal. May 9, 2022) (holding that Plaintiff adequately alleged fraud under the UCL and that reasonable consumers can be misled by conduct, not just verbal or written statements, where Defendant’s metaverse allegedly enticed minors to purchase virtual goods that might later be deleted after being purchased). But see *Yaffe v. JP Morgan Chase Bank, N.A.*, No. 24-cv-01357-RFL, 2024 WL 5063820, at *2 (N.D. Cal. Dec. 11, 2024) (dismissing claim because plaintiff failed to make “specific factual allegations of a fraudulent business practice likely to deceive members of the public” that satisfies Rule 9(b)’s heightened pleading standard); *Korolshteyn v. Costco Wholesale Corp.*, No. 15-CV-709, 2017 WL 3622226, at *5-6 (S.D. Cal. Aug. 23, 2017) (granting summary judgment for defendant in false advertising and labeling case, observing that in false advertising cases “a common thread . . . is that when a defendant presents scientific studies supporting its advertising claim, a plaintiff must do more than present its own studies that do not support the advertising claim, thereby demonstrating that evidence is equivocal” to show that “all reasonable scientists do not agree,” no jury conclusion “would change either of these facts”), *aff’d in part, rev’d in part and remanded on other grounds* by 755 F. App’x 725 (9th Cir. 2019); *Arias v. Select Portfolio Servicing Inc.*, No. 17-CV-01130, 2017 WL 6447890, *8 (E.D. Cal. Dec. 18, 2017) (noting that allegations of fraudulent acts or conduct must state with particularity the circumstances allegedly constituting fraud, including descriptions of facts such as “the time, place, persons, statements and explanations of why allegedly misleading statements are misleading”). Compare *Equinox Hotel Mgmt., Inc. v. Equinox Holdings, Inc.*, No. 17-CV-06393, 2018 WL 659105, at *14 (N.D. Cal. Feb. 1, 2018) (where competitor asserted trademark infringement claims, the court recognized a split of authority amongst district courts as to whether competitors must allege actual reliance under “fraud” prong of UCL and adopted “majority approach” requiring plaintiff-competitor to plead its own “actual reliance,” as opposed to reliance of third parties, i.e., customers or potential customers, on defendant’s mark); *In re Trader Joe’s Co. Dark Chocolate Litig.*, 726 F. Supp. 3d 1150, 1167-68 (S.D. Cal. 2024) (plaintiffs plausibly alleged that reasonable consumer could be misled by lack of disclosure on Trader Joe’s dark chocolate products the presence of allegedly harmful heavy metals).

In *Lavie v. Procter & Gamble Co.*,¹⁹⁷ the Court of Appeal held that trial courts faced with fraudulent or false advertising claims must apply an “ordinary consumer acting reasonably under the circumstances” standard, rather than a “least sophisticated consumer” standard. In *Lavie*, a consumer who had an ulcer that started to bleed after ingestion of Aleve pain reliever sued defendant for stating in television commercials that Aleve was gentler to the stomach lining than aspirin. Following a bench trial, the trial court ruled in favor of defendant, holding that the statements were true and not likely to deceive reasonable consumers. The Court of Appeal affirmed, reasoning that California and federal courts had never applied a “least sophisticated consumer” standard absent evidence that an advertisement targeted particularly vulnerable customers.¹⁹⁸ “A representation does not become false and deceptive merely because it will be unreasonably misunderstood by an insignificant and unrepresentative segment of the class of persons to whom the representation is addressed.”¹⁹⁹ The court warned, however, that,

[w]here the advertising or practice is targeted to a particular group or type of consumers, either more sophisticated or less sophisticated than the ordinary consumer, the question whether it is misleading to the public will be viewed from the vantage point of members of the targeted group, not others to whom it is not primarily directed.²⁰⁰

In *Becerra v. Dr Pepper/Seven Up, Inc.*,²⁰¹ plaintiffs could not sufficiently allege that reasonable consumers would understand the word “diet” in a soda’s name to promise weight loss or healthy weight management. Plaintiff contended that the word “diet” contained an “implicit promise [] that, because Diet Dr Pepper does not contain sugar or calories, it will assist in weight loss, or at least healthy weight management.”²⁰² The Ninth Circuit affirmed the district court’s motion to dismiss, finding that, when viewing the term in its proper context as a soft drink, the word diet is a “relative claim about the calorie content of that soft drink compared to the same brand’s ‘regular’ (full-caloric)

¹⁹⁷ 105 Cal. App. 4th 496, 512 (2003).

¹⁹⁸ *Id.* at 504.

¹⁹⁹ *Id.* at 507 (internal quotations and citation omitted).

²⁰⁰ *Id.* at 512; *see also Consumer Advocs. v. Echostar Satellite Corp.*, 113 Cal. App. 4th 1351, 1360 (2003) (confirming the reasonable consumer standard applied in *Lavie*); *Patricia A. Murray Dental Corp. v. Dentsply Int’l, Inc.*, 19 Cal. App. 5th 258, 275 (2018) (holding that evidence was insufficient to demonstrate that the directions accompanying an ultrasonic scaler for use in oral surgery were misleading because dentists acting reasonably would not have been misled by the directions); *In re OnStar Contract Litig.*, 278 F.R.D. 352, 378 (E.D. Mich. 2011) (where putative class members received different disclosures from different sources and disclosures changed over time, the court found it “impossible” to apply a reasonable consumer standard as to reliance class-wide); *Fried v. Snapple Beverage Corp.*, No. 24-CV-653-DMS-DDL, 2024 WL 4479877, at *4 (S.D. Cal. Oct. 11, 2024) (holding that it was plausible that a reasonable consumer is likely to be deceived by “ALL NATURAL” labeling when a product contains manufactured citric acid, as opposed to citric acid derived from fruits.). *But see People v. Cole*, 113 Cal. App. 4th 955, 980 (2003) (reasoning that, even under a reasonable consumer standard, a reasonable consumer may be “unwary or trusting,” “need not be exceptionally acute and sophisticated” and that “courts simply recognize that the general public is more gullible than the sophisticated buyer”) (internal quotations and citations omitted), *aff’d*, 38 Cal. 4th 964 (2006).

²⁰¹ 945 F.3d 1225 (9th Cir. 2019).

²⁰² *Id.* at 1129.

option,” and therefore no reasonable consumer would come to plaintiffs’ asserted conclusion that the product would assist in weight loss.²⁰³

In another labeling case, *McGinity v. Procter & Gamble Company*,²⁰⁴ the Ninth Circuit provided guidance as to how a more detailed label on the back of a mass-market consumer product can “ameliorate any tendency” of the front label to mislead.²⁰⁵ So long as the front label is not “unambiguously deceptive,” providing detailed, accurate information on the back label can insulate the seller from UCL and CLRA liability.²⁰⁶

However, the presence of back-label clarifications may not always be enough to protect against UCL and CLRA liability. The specific details of the labeling matter greatly. For example, in *Whiteside v. Kimberly Clark Corp.*,²⁰⁷ a consumer brought suit against a baby wipe manufacturer alleging that the terms “plant-based wipes” and “natural care” were misleading.²⁰⁸ Each of the products had, on its back label, language clarifying that some ingredients were synthetic.²⁰⁹ However, only some of the products included an asterisk on the front label.²¹⁰ The Ninth Circuit held that the non-asterisked claims were misleading, but dismissed the claims relating to those products which had an asterisk on the front label.²¹¹

In *Meyers v. McDonalds USA LLC*,²¹² a federal district court held that plaintiffs sufficiently alleged that McDonalds misled consumers when disclosures for additional charges were in “less than visible font,” placed “far from” the item the charge applied to, and lacked any asterisk “to draw a customer’s attention.”²¹³ The court determined that a reasonable consumer “should not be expected to scan the entirety of the menu” to find a disclosure.²¹⁴ The court also reasoned that defendant’s “order confirmation display,” which appeared after items were selected and before the consumer paid, did not adequately disclose the surcharge since “given the placement and styling of the . . .

²⁰³ *Id.*

²⁰⁴ 69 F.4th 1093 (9th Cir. 2023).

²⁰⁵ *Id.* at 1098.

²⁰⁶ *Id.*; see also *Robles v. GOJO Indus., Inc.*, No. 22-55627, 2023 WL 4946601, at *2 (9th Cir. Aug. 3, 2023) (Consumer failed to state a UCL claim since the front label of a hand sanitizer product, which states “Kills More than 99.99% of Most Illness Causing Germs,” contains an asterisk directing the consumer to the back label to clarify the claims of the front label); *Mier v. CVS Pharmacy, Inc.*, No. 8:20-CV-01979-DOC-ADS, 2023 WL 6985706, at *4 (C.D. Cal. Oct. 20, 2023) (same); *Prescott v. Abbott Lab’s*, 736 F. Supp. 3d 775, 778, 784 (N.D. Cal. 2024) (relying on *McGinity*, consumer plausibly alleged UCL claim concerning front-label representations on defendant manufacturer’s meal replacement products stating that these products “help manage blood sugar,” were the “#1 doctor recommended brand,” and were “scientifically designed for people with diabetes” because a reasonable consumer would understand them to mean that these products help consumers manage blood sugar and diabetes even though these products contained side-label disclosures limiting the scope of the front-label representations).

²⁰⁷ 108 F.4th 771(9th Cir. 2024).

²⁰⁸ *Id.* at 774.

²⁰⁹ *Id.* at 776.

²¹⁰ *Id.*

²¹¹ *Id.* at 784.

²¹² 2024 U.S. Dist. LEXIS 232656 (C.D. Cal. Oct. 3, 2024).

²¹³ *Id.* at *19 (internal quotation marks omitted).

²¹⁴ *Id.* at *20.

surcharge, a reasonable consumer could believe” the surcharge was included in the combo price, and not added to it.²¹⁵

In contrast, in *Hill v. Roll International Corp.*,²¹⁶ plaintiffs alleged that they purchased Fiji bottled water based on an understanding that a green drop depicted on the bottles meant that Fiji bottled water was an environmentally conscious product and endorsed by an environmental organization. However, applying the reasonable consumer standard as outlined in *Lavie*, as well as analyzing examples contained in an FTC guide, the Court of Appeal held that “no reasonable consumer would be misled to think that [a] green drop on Fiji water represents a third party organization’s endorsement or that Fiji water is environmentally superior to that of the competition.”²¹⁷ The court did note, however, that “in these days of inevitable and readily available Internet criticism and suspicion of virtually any corporate enterprise, . . . a reasonable consumer also does not include one who is overly suspicious.”²¹⁸

The Ninth Circuit clarified in *Hodsdon v. Mars, Inc.*²¹⁹ that an allegedly fraudulent omission regarding a non-physical defect has to relate to the “central functionality” of the product for the omission to be actionable under the UCL, FAL or CLRA.²²⁰ In *Hodsdon*, plaintiff claimed that defendant’s failure to disclose, on its products’ labels, the involvement of child or slave labor in the products’ supply chain was fraudulent, unfair and unlawful in violation of the UCL. The Ninth Circuit dismissed plaintiff’s claims, given that there was no physical or safety defect involved and plaintiff failed to sufficiently plead how the omitted information related to the “central functionality” of the products.²²¹

The California Court of Appeal broadly interpreted “deceptive” business practices in *Brady v. Bayer Corp.*²²² In that case, the Court of Appeal held that plaintiff sufficiently alleged a claim under the UCL and CLRA, reasoning that the “One-A-Day” vitamin brand misled the public by actually requiring consumption of two of its vitamin “gummies” per day, given the company’s longstanding history, the effect of its brand name on a reasonable consumer and (in particular) the fact that the serving size was written in fine print on the back label.²²³ The Court of Appeal canvassed relevant

²¹⁵ *Id.* at *20-*22.

²¹⁶ 195 Cal. App. 4th 1295, 1298 (2011).

²¹⁷ *Id.* at 1301.

²¹⁸ *Id.* at 1304.

²¹⁹ 891 F.3d 857 (9th Cir. 2018).

²²⁰ *See id.* at 859-60; *Beyer v. Symantec Corp.*, 333 F. Supp. 3d 966, 979-80 (N.D. Cal. 2018) (finding that a software defect is a physical defect that relates to the central functionality of the software, unlike the use of child labor in chocolate production in *Hodsdon*); *Ponzio v. Mercedes-Benz USA, LLC*, 447 F. Supp. 3d 194, 247 (D.N.J. 2020) (holding that in a UCL case based upon a failure to disclose, the plaintiff must allege an omission pertaining to either a safety defect or to a central function of the product). *But see Wright v. Costco Wholesale Corp.*, 651 F. Supp. 3d 1099 (N.D. Cal. 2023) (denying motion to dismiss in putative class action alleging UCL violation based on claim Costco tuna is “dolphin safe”).

²²¹ *Hodsdon*, 891 F.3d at 865.

²²² 26 Cal. App. 5th 1156, 1159 (2018).

²²³ *See id.* at 1172 (“You cannot take away in the back fine print what you gave on the front in large conspicuous print. The ingredient list must confirm the expectations raised on the front, not contradict them.”). *But see Eidmann v. Walgreen Co.*, 522 F. Supp. 3d 634 (N.D. Cal. 2021), *appeal dismissed*, No. 21-15659, 2021 WL 4785889 (9th Cir. May 17, 2021) (identical ingredients in medicine marketed for infants

case law and discussed four themes for misleading-label claims: (1) common sense, (2) literal truth/literal falsity, (3) the front-back dichotomy, and (4) brand names misleading in themselves. The court found that plaintiff’s claim could proceed beyond the pleading stage under each of the four theories.²²⁴

In *People v. Purdue Pharma L.P.*, the Orange County Superior Court rejected, after a trial on the merits, a claim brought by public prosecutors against manufacturers and sellers of opioid medication on the theory that the defendants’ marketing materials were deceptive. The court found that no specific false statement was identified pertaining to the medical characteristics of the drug or of the potential risk of addiction, and viewed within its overall context, the marketing material presented by the government was not false or misleading.²²⁵ Further, the government could not claim that the defendants’ marketing statements were misleading simply because they tended to result in increased prescription writing, because the medical appropriateness of opioid pain medication was the subject of legitimate scientific debate, and because the government failed to prove that increased prescription volume was not medically justified.²²⁶ Accordingly, *Purdue* demonstrates that while state courts interpret the UCL to have an expansive reach, where there are legitimate scientific questions over a particular product, liability will be difficult to establish.

Undeterred, prosecutors continue to use UCL litigation in an effort to pursue broader public policy goals, for example, with respect to social media usage by teenagers,²²⁷ and with respect to abortion.²²⁸

2. Defenses Specific to Fraudulent Claims

a. Conduct Not “Likely to Mislead”

The principal defense to a claim of fraudulent conduct is proof that the challenged business act or practice is not “likely to mislead” an ordinary consumer and thus has not resulted in any actual injury.²²⁹ The analysis often is fact-specific, and statements that are literally true may still be unlawful

and medicine for children, respectively, did not constitute an omission under the UCL because the manufacturer never stated the ingredients were different and merely changed the label marketing).

²²⁴ See *Brady*, 26 Cal. App. 5th at 1172-73.

²²⁵ 2021 WL 5227329, at *4.

²²⁶ *Id.*

²²⁷ Nathan Handon, *States accuse Meta of ‘cultivating addiction’ to social media in California lawsuit* (October 24, 2023), <https://www.courthousenews.com/states-accuse-meta-of-cultivating-addiction-to-social-media-in-california-lawsuit/>.

²²⁸ Press Release, Off. Att’y Gen., *Attorney General Bonta Sues Anti-Abortion Group, Five California Crisis Pregnancy Centers for Misleading Patients* (September 21, 2023), <https://oag.ca.gov/news/press-releases/attorney-general-bonta-sues-anti-abortion-group-five-california-crisis-pregnancy>.

²²⁹ See *McGinity*, 69 F.4th at 1098 (where statements on front package label are ambiguous, more complete information on the package’s rear label may ameliorate any claim that packaging is likely to mislead consumers); *Chong v. Nestle Waters N. Am., Inc.*, No. CV-19-10901, 2020 WL 7690175, at *8 (C.D. Cal. Nov. 30, 2020) (finding that a plaintiff cannot assert that a label of the product is misleading when the details of the product are clearly and conspicuously disclosed elsewhere on the product packaging); *Moore v. Trader Joe’s Co.*, 4 F.4th 874, 886 (9th Cir. 2021) (no misleading advertising where ingredients list on the back label “simply confirms what the front label. . . accurately conveys”); *Panelli v. Target Corp.*, No. 24-CV-01218-H-DEB, 2024 WL 4596412, at *4-5 (S.D. Cal. Oct. 28, 2024) (following *Moore*, court dismissed plaintiff’s UCL and CLRA claims because defendant company’s advertising that its 100% cotton sheets

if they are likely to mislead the public.²³⁰ Conversely, statements that arguably were literally false might not be misleading if the plaintiff fails to present evidence that a reasonable consumer actually would be misled by the statement.²³¹ Proof might be offered in the form of testimony from experts or randomly selected members of the class represented in the action, and/or consumer surveys. Substantial disclosure of the central challenged practices often is central to defeating a UCL “fraudulent” claim. Where a disputed contractual term is at issue, courts have held that clear, unambiguous language will defeat a fraudulent claim as a matter of law.²³²

In *Marshall v. P&G*, plaintiffs alleged that the label of Clearblue Menopause Stage Indicator was false and misleading under the CLRA and UCL.²³³ The plaintiffs claimed the product misled consumers into believing it could indicate menopause solely by measuring Follicle Stimulating Hormone (“FSH”) levels, which they argued was not possible. Here, the court conducted a detailed analysis of the plaintiffs’ claims at the pleading stage by examining the full context of the products labeling, noting that the label clearly stated that the “likely” menopause stage is provided only when the test sticks are used with the accompanying app, which combines FSH results with other factors. The court also considered documents incorporated into the complaint, which contradicted the plaintiffs’ allegations about the product’s efficacy and the relevance of FSH measurements. This thorough examination of the complaint and the incorporated documents led the court to conclude

have 800 thread count, when it is physically impossible for cotton threads to be fine enough to allow for 600 or more threads in a single square inch of 100% cotton fabric, would not mislead a reasonable consumer because a reasonable consumer would not interpret defendant’s representation as promising something that is impossible to find); *Bodenburg v. Apple Inc.*, 146 F.4th 761, 769 (9th Cir. 2025) (dismissing the plaintiff’s UCL, CLRA, and FAL claims where plaintiff’s claim of deceptive practice “derives only from the potential ambiguity in Apple’s statements and lacks support in any express representation by Apple” and therefore is not likely to deceive a reasonable consumer).

²³⁰ See *Fitzhenry-Russel v. Keurig Dr. Pepper, Inc.*, 345 F. Supp. 3d 1111, 1115 (N.D. Cal. 2018); see also *Prescott v. Nestle USA, Inc.*, No. 22-15706, 2023 WL 5346039, at *1 (9th Cir. Aug. 21, 2023) (vacating and remanding dismissal of a putative class action lawsuit on the basis that the consumers have plausibly alleged that a product labeled as “White Morsels” would lead them to believe the product was made of real white chocolate); *Salazar v. Walmart, Inc.*, 83 Cal. App. 5th 561 (2022) (reversing dismissal where plaintiff pleaded that consumers might be misled into believing that product advertised as “white baking chips” contained white chocolate, based on positioning on shelf with other chocolate items, even though the package’s ingredient list did not list white chocolate as an ingredient), *review denied* (2023).

²³¹ See *Tran v. Sioux Honey Ass’n Coop.*, 471 F. Supp. 3d 1019 (C.D. Cal. 2020) (motion for summary judgment granted in favor of honey producer; plaintiff had claimed that statements that the honey was “Pure” and “100% Pure” were literally false because the honey contained trace amounts of agricultural chemicals due to bees gathering nectar from plants in areas treated with chemicals; no evidence was presented that a reasonable consumer would assume that “pure” honey lacked even trace amounts of chemicals from ambient environment).

²³² See *Bickoff*, 2016 WL 3280439, at *15 (finding that the “public would not be likely to be deceived into thinking permanent financing was guaranteed” because Wells Fargo provided “many statements of limitation and condition” that referenced permanent financing and the absence of permanent financing in the agreement); *Van Ness v. Blue Cross of Cal.*, 87 Cal. App. 4th 364, 376 (2001) (affirming summary judgment in favor of defendant where the language in the health insurance policy and related materials clearly stated the terms of coverage, notwithstanding plaintiff’s assertion that he was misled); *Shvarts*, 81 Cal. App. 4th at 1160 (per-gallon price for fuel was not deceptive, given full disclosure of charge on rental car contract). *But see Mullins v. Premier Nutrition Corp.*, 178 F. Supp. 3d 867, 891-92 (N.D. Cal. 2016) (rejecting argument that disclaimer on back of Joint Juice product would disabuse all reasonable customers of allegedly fraudulent advertising claims that the product relieved osteoarthritis).

²³³ No. 25-cv-00923-AMO, 2025 WL 2662863 (N.D. Cal. Sept. 17, 2025).

that the plaintiffs did not plausibly allege that a reasonable consumer would be misled by the products labeling, thus justifying dismissal without leave to amend.

In a recent case appealed to the Second Circuit, the plaintiff in *La Rosa v. SPD Swiss Precision Diagnostics GmbH* argued that the defendants deceitfully mislabeled their at-home ovulation products as "99% Accurate" at testing for early ovulation, when the products do not test for actual ovulation but instead detect a surge in luteinizing hormone (LH) levels.²³⁴ The Second Circuit affirmed the trial court's dismissal of the UCL, CLRA, and FAL claims, holding that the plaintiffs failed to plausibly allege that the labeling was likely to mislead a reasonable consumer.²³⁵ The Court found that, when read as a whole, the product representations made it "implausible that a reasonable consumer would be misled to believe that the kits accurately predict ovulation with 99% accuracy," as the additional paneling clearly stated that the products detect surges in LH hormone levels, a strong predictor of ovulation.²³⁶

In another case from the federal Central District of California, the plaintiff in *Mickelonis v. Media* argued that the defendants had misled consumers when they advertised a re-release of a classic video game would include several pieces of third-part software, called "mods," but then released without those mods.²³⁷ The court denied the plaintiff's motion for summary judgment because although plaintiff "need not show Defendant's knowledge" that a claim was false, they had failed to demonstrate that a reasonable customer would be deceived.²³⁸ The case appears to have settled after plaintiff's motion was denied.

b. "Puffing" Defense

If the claim involves an alleged false representation in connection with a sale of goods, the defendant may argue that the statement was mere "puffing"—sales talk that no reasonable person would rely upon or mistake as a factual claim.²³⁹ For example, in *Consumer Advocates v. Echostar Satellite Corp.*,²⁴⁰ the Court of Appeal applied a "puffing" defense in holding that certain statements were not actionable under the UCL. The statements at issue consisted of advertisements that defendant's system provided "crystal clear digital" video or "CD quality" audio. The court reasoned that such statements were not "factual representations," but rather, were "boasts, all-but-meaningless superlatives, . . . a claim which no reasonable consumer would take as anything more weighty than an advertising slogan."²⁴¹ Similarly, a court has held that social media companies who

²³⁴ No. 24-1575-CV, 2025 WL 841687, at *1 (2d Cir. Mar. 18, 2025).

²³⁵ *Id.* at *2.

²³⁶ *Id.* at *3; *see also Pitre v. KeVita, Inc.*, No. 24-CV-06309-JST, 2025 WL 2294913, at *5 (N.D. Cal. Aug. 8, 2025) (holding that UCL and CLRA claims failed because plaintiff did not plausibly allege fraud or deception, as her theory rested on unsupported claim that the product required more consumption of fiber for health benefits).

²³⁷ *Mickelonis v. Media*, No. 8:23-cv-01220-MWC-ADS, 2025 WL 305007, at *3-4 (C.D. Cal. Oct. 2, 2025).

²³⁸ *Id.* at *27, *38.

²³⁹ *See Shaeffer v. Califia Farms, LLC*, 44 Cal. App. 5th 1125, 1139 (2020) (literally true statements are not actionable if a "series of inferential leaps" is necessary to reach the potentially deceptive meaning).

²⁴⁰ 113 Cal. App. 4th at 1361-62.

²⁴¹ *Id.* at 1361 n.3 ("The statements are akin to 'mere puffing,' which under long-standing law cannot support liability in tort.") (quoting *Hauter v. Zogarts*, 14 Cal. 3d 104, 111 (1975)); *see also Hodges v. King's Hawaiian Bakery W., Inc.*, No. 21-CV-04541-PJH, 2021 WL 5178826 (N.D. Cal. Nov. 8, 2021) (dismissing UCL, CLRA, and FAL claims alleging that defendant's packaging and marketing of its sweet rolls was misleading).

attract users by promoting their commitment to free speech and expression cannot be sued under the UCL because such lofty promises were unlikely to deceive members of the general public into believing they could post content without any form of moderation from the company.²⁴² It is worth noting that while courts permit sellers to “puff” their products, the question of whether a seller’s representation regarding a product is factually specific and materially relied upon by a consumer in making a purchase is still one courts defer to the trier of fact.²⁴³

because the “mere use of a geographic reference, including a reference to the company’s historical origin, does not convey a representation about a product’s current origin” to reasonable consumers); *Stickrath v. Globalstar, Inc.*, 527 F. Supp. 2d 992, 1003 (N.D. Cal. 2007) (dismissing UCL and CLRA claims because generalized statements were “mere puffery”); *Long v. Hewlett-Packard Co.*, No. C 06-02816, 2007 WL 2994812, at *7 (N.D. Cal. July 27, 2007) (same); *Haskell v. Time, Inc.*, 857 F. Supp. 1392, 1399-403 (E.D. Cal. 1994) (dismissing most statements in Publisher’s Clearinghouse Sweepstakes solicitations as “puffing” because no reasonable consumer could believe them to be true); *Edmundson v. Procter & Gamble Co.*, 537 F. App’x 708, 709 (9th Cir. 2013) (dismissing UCL and CLRA claims because statements were “non-actionable puffery” that was “general, subjective, and cannot be tested”); *Nilon v. Nat.-Immunogenics Corp.*, No. 12-CV-00930, 2013 WL 5462288, at *2 (S.D. Cal. Sept. 30, 2013) (denying motion for class certification without prejudice because UCL and CLRA claims cannot proceed based on lack of substantiation by scientific evidence of supplement’s efficacy); *Ivie v. Kraft Foods Glob., Inc.*, 961 F. Supp. 2d 1033 (N.D. Cal. 2013) (granting in part and denying in part motion to dismiss allegations under UCL of mislabeled and unlawful branding regarding natural and health benefit claims on packages, and denying preemption based on FDA regulations); *Cheremie v. HBB, LLC*, 545 F. App’x 626 (9th Cir. 2013) (affirming dismissal of CLRA claims based on alleged mislabeling of presence of melatonin in product because no reasonable consumer would be misled by package’s clear labeling); *Rasmussen v. Apple Inc.*, 27 F. Supp. 3d 1027, 1043 (N.D. Cal. 2014) (statements regarding high quality of product did not constitute actionable “misrepresentations about specific or absolute characteristics”); *Romoff v. Gen. Motors LLC*, 574 F. Supp. 3d 782, 788 (S.D. Cal. 2021) (dismissing UCL claim concerning seller’s undisclosed profit in “destination charge” to deliver vehicle to dealer since reasonable consumers “would not be surprised to learn that the price of goods often includes profit for the seller”), *aff’d*, No. 22-55170, 2023 WL 1097258 (9th Cir. Jan. 30, 2023).

²⁴² *Twitter*, 60 Cal. App. 5th at 40-41 (finding that “Twitter’s general declarations of commitment to free speech principles cannot support a fraud claim” as “no reasonable person” would find such “proclamations” as indicative that Twitter “would not take any action to self-regulate content on its platform”).

²⁴³ *See, e.g., Rutledge v. Hewlett-Packard Co.*, 238 Cal. App. 4th 1164, 1176 (2015) (holding plaintiff’s allegations that she purchased her notebook based on an HP advertisement regarding its notebook screens created a triable issue of material fact as to the nature of defendant’s representation and whether the advertisement triggered a duty to disclose the product’s screen defect).

D. General Defenses to UCL Actions

1. Constitutional Challenges

The UCL has survived numerous constitutional challenges based on vagueness²⁴⁴ and due process.²⁴⁵ Although the defense bar has long hoped that the California Supreme Court would address due process considerations, as yet it has declined to do so. Proposition 64, in imposing a standing requirement and requiring compliance with class standards on aggregated claims, may further insulate the UCL from constitutional challenge.

In *People v. Johnson & Johnson*,²⁴⁶ the Court of Appeal rejected a Due Process challenge to the UCL's penalty regime. In *Johnson & Johnson*, defendant manufactured and marketed pelvic mesh products intended to treat stress urinary incontinence and pelvic organ prolapse.²⁴⁷ In 2016, the Attorney General filed an enforcement action against defendant alleging it violated the UCL and FAL in disseminating deceptive advertisements of its pelvic mesh products.²⁴⁸ The trial court found that defendant committed hundreds of thousands of UCL and FAL violations, and issued a civil penalty of \$344 million.²⁴⁹ On appeal, defendant claimed that it did not receive fair notice that (i) its conduct was punishable and (ii) the potential severity of the civil penalty award.²⁵⁰ More specifically, defendant argued that the trial court improperly interpreted the UCL and FAL to require defendant to "warn consumers of all risks associated with its products regardless of consumers' existing knowledge or consideration."²⁵¹ However, the Court of Appeal found that defendant had fair notice on both counts.²⁵² First, with respect to fair notice that defendant's conduct was punishable, the Court of Appeal reasoned that the Attorney General gave defendant direct notice when investigating defendant in 2012 concerning the above-discussed conduct. Second, defendant had notice of the

²⁴⁴ See, e.g., *People ex rel. Mosk v. Nat'l Rsch. Co.*, 201 Cal. App. 2d 765, 772 (1962) (holding that former California Civil Code section 3369, the UCL's predecessor, was not void due to uncertainty and/or vagueness since "[a] statute designed to protect the public good must be upheld unless its nullity clearly, positively and unmistakably appears"); cf. *People v. Super. Ct. (Caswell)*, 46 Cal. 3d 381, 389 (1988) (stating that, to avoid a vagueness challenge, "a statute must be sufficiently definite to provide adequate notice of the conduct proscribed. '[A] statute which either forbids or requires the doing of an act in terms so vague that men of common intelligence must necessarily guess at its meaning and differ as to its application, violates the first essential of due process of law.'") (citations omitted).

²⁴⁵ See, e.g., *Thomas Shelton Powers, M.D.*, 2 Cal. App. 4th at 343-44 (rejecting a due process challenge to the court's power to order restitution and/or disgorgement of profits under the UCL where there was no cognizable victim); *AT&T Mobility LLC v. AU Optronics Corp.*, 707 F.3d 1106, 1113-14 (9th Cir. 2013) (reversing district court's holding that "Due Process Clause will permit the application of California law in a price-fixing case only when a plaintiff purchased the price-fixed goods in California" and holding that "anticompetitive conduct by a defendant within a state that is related to a plaintiff's alleged injuries and is not 'slight and casual' [] establishes a 'significant aggregation of contacts, creating state interests, such that choice of its law is neither arbitrary nor fundamentally unfair.'") (footnote and citation omitted); *Am. Bankers Mgmt. Co. v. Heryford*, 885 F.3d 629, 631 (9th Cir. 2018) (district attorney's retention of private counsel to pursue civil penalties under the UCL did not violate due process).

²⁴⁶ 77 Cal. App. 5th 295 (2022), cert. denied (2023).

²⁴⁷ *Id.* at 306.

²⁴⁸ *Id.* at 310.

²⁴⁹ *Id.* at 305.

²⁵⁰ *Id.* at 358.

²⁵¹ *Id.*

²⁵² *Id.* at 359.

severity of the civil penalty award because defendant was on notice that each violation under the UCL and FAL is \$2,500, and defendant knew it disseminated thousands of letters to the public.²⁵³ In 2023, the United States Supreme Court denied the defendant's petition for certiorari, strongly suggesting that future Due Process challenges on notice grounds also will be unsuccessful.

2. First Amendment Defense

In *Kasky v. Nike, Inc.*,²⁵⁴ the California Supreme Court addressed whether a defendant's statements made in the course of a public relations campaign were constitutionally protected from suit under the UCL. In response to adverse publicity regarding its overseas labor practices, Nike issued various statements, including in press releases and letters sent to newspaper editors, university presidents and athletic directors.²⁵⁵ Plaintiff alleged that Nike's comments were false and misleading under the UCL.²⁵⁶ The trial court sustained a demurrer without leave to amend, holding that Nike's statements constituted non-commercial speech and were therefore absolutely immune from liability under the UCL. The Court of Appeal affirmed.

The California Supreme Court reversed, concluding that Nike's statements constituted commercial speech subject only to limited protections, which therefore could be the basis of a UCL claim.²⁵⁷ The Court found that the statements were not fully protected by the First Amendment because they did not deal with important issues of public concern.²⁵⁸ Also, applying a three-part analysis, the Court reasoned that commercial speech arises from: (a) a commercial speaker; (b) an intent to address a commercial audience, and (c) factual representations of a commercial nature.²⁵⁹

Although the United States Supreme Court initially granted certiorari, it subsequently dismissed certiorari as improvidently granted.²⁶⁰ *Nike* therefore remains good law. Courts have since considered the scope of *Kasky*. In *Serova v. Sony Music Entertainment*,²⁶¹ a purchaser of music supposedly recorded by Michael Jackson before his death filed a putative class action against Sony, claiming that Sony violated the UCL and CLRA because the packaging and marketing of the album misrepresented to consumers that Jackson performed all of the tracks on the album, when in fact, he did not. Sony argued that its marketing statements should be considered non-commercial speech because their veracity was unknown and thus part of the discourse on an issue of public interest, and further, that the marketing statements themselves were inextricably intertwined with the constitutionally protected music it promoted and thus immune from liability under California's consumer protection laws.

²⁵³ *Id.*

²⁵⁴ 27 Cal. 4th 939, 948 (2002). Previously, in *Blatty v. N.Y. Times Co.*, 42 Cal. 3d 1033, 1044-45 (1986), the California Supreme Court held that a UCL claim could not be pursued based on the defendant's allegedly improper failure to include a novel on its bestseller list because the editorial decision determining the composition of the list was free speech protected by the First Amendment to the United States Constitution.

²⁵⁵ *Kasky*, 27 Cal. 4th at 948.

²⁵⁶ *Id.*

²⁵⁷ *Id.* at 970.

²⁵⁸ *Id.* at 962, 964-65.

²⁵⁹ *Id.* at 963-64.

²⁶⁰ *Nike, Inc. v. Kasky*, 539 U.S. 654 (2003).

²⁶¹ 13 Cal. 5th 859 (2022).

The Court of Appeal ruled that Sony's statements were non-commercial speech protected by the First Amendment because there was no evidence Sony actually knew of the fabrication at the time it made its statements about the music's authenticity, and that to hold the company liable based on statements made when it had a good-faith belief in the music's authenticity would violate the company's First Amendment right to take a position on the public controversy. The Court also ruled that the company still had a First Amendment right to participate freely in the debate over authenticity even though it stood to profit from the music.²⁶²

However, the California Supreme Court rejected the Court of Appeal's ruling, holding that Sony's initial statements to the public did amount to commercial speech.²⁶³ In doing so, the Court reasoned Sony's lack of knowledge of the authenticity of the album was not relevant in determining whether the statements were commercial speech.²⁶⁴ Instead, the Court held that the statements were commercial speech because the statements promoted the album for sale, and the audience of the statements comprised potential purchasers of the album. Moreover, the Court reasoned that, even if commercial speech relates to a public controversy, such speech is not wholly immune from regulation.²⁶⁵ The Court also dismissed Sony's arguments that its marketing statements were inextricably intertwined with the album's protected content because Sony was not required to make any statement whatsoever about the authenticity of the new Jackson songs when promoting the album.²⁶⁶

Moreover, in *Woulfe et al v. Universal City Studios LLC et al*,²⁶⁷ consumers who rented digital copies of the movie *Yesterday* sued Universal Studios on the grounds that the movie trailer for *Yesterday* falsely portrayed actress Ana de Armas as being in the movie. According to plaintiffs, the trailer, which included scenes with de Armas that were cut from the released version of the film, constituted false advertising and a violation of the UCL and CLRA. Like in *Serova*, Universal moved to strike plaintiffs' consumer protection law claims, arguing that they did not apply because the scenes depicted in the trailer were inextricably intertwined with protected content—the movie itself. The United States District Court for the Central District of California rejected the film studio's First Amendment defense and held that its trailer amounted to false commercial speech since the trailer was intended to encourage consumers to purchase or rent *Yesterday*. Because Universal had sufficient interest in the commercial success of the movie, the trailer was deemed commercial speech subject to regulation.²⁶⁸

Independent of the First Amendment, the federal Communications Decency Act (CDA) protects those who maintain platforms for distribution of content over the Internet from liability for decisions to post or remove content created by others.²⁶⁹ The CDA thus bars UCL claims asserting that such decision-making is an unfair practice.²⁷⁰ While the full scope of CDA immunity was initially

²⁶² See *Serova v. Sony Music Ent.*, 44 Cal. App. 5th 103, 129 (2020).

²⁶³ *Serova*, 13 Cal. 5th at 876.

²⁶⁴ *Id.* at 868.

²⁶⁵ *Id.* at 875-76.

²⁶⁶ *Id.* at 882.

²⁶⁷ No. 2:22-CV-00459-SVW-AGR, 2022 U.S. Dist. LEXIS 235602 (C.D. Cal. Dec. 20, 2022).

²⁶⁸ *Id.* at *50.

²⁶⁹ 47 U.S.C. § 230(c).

²⁷⁰ *Enhanced Athlete, Inc. v. Google LLC*, 479 F. Supp. 3d 824, (N.D. Cal. 2020); *Ripple Labs Inc. v. YouTube LLC*, No. 20-CV-02747, 2020 WL 6822891, at *6 (N.D. Cal. Nov. 20, 2020); *YZ Prods., Inc. v. Redbubble, Inc.*, No. 20-CV-06615, 2021 WL 2633552 (N.D. Cal. June 24, 2021).

uncertain,²⁷¹ the Ninth Circuit recently clarified that the CDA bars UCL claims premised on allegations that the defendant had a duty to moderate content posted on its platform (*i.e.*, those claims that classify the defendant as a “publisher” under § 230(c)(1)).²⁷²

3. Statute of Limitations

The statute of limitations for UCL actions is “four years after the cause of action accrued.”²⁷³ The doctrine of equitable tolling based on fraudulent concealment has been applied to UCL claims.²⁷⁴ In 2013, the California Supreme Court held in *Aryeh v. Canon Bus. Solutions, Inc.*²⁷⁵ that common law accrual doctrines are applicable to causes of action under the UCL.

There are two accrual doctrines: the *continuing violation* doctrine and the *continuous accrual* doctrine. The *continuing violation* doctrine extends the time to file a lawsuit when plaintiff’s injury allegedly is caused by a series of small and related harms, making it difficult to determine when the actionable injury accrued. This doctrine may allow plaintiff to recover for earlier harm, even if the violations began years before the limitations period. By contrast, the *continuous accrual* doctrine extends the time to file a lawsuit when plaintiff allegedly is injured by a recurring or similar event and the injury caused by each event is sufficient to constitute the basis of its own independent lawsuit. This doctrine may save the claim from a time bar, but limits plaintiff’s damages to those suffered during the limitations period. In *Aryeh*, the Court applied the *continuous accrual* doctrine to a UCL claim and suggested that this doctrine may apply to many types of UCL cases going forward. The courts are still evaluating the impact of *Aryeh* on claims that may previously have been found to be time-barred.²⁷⁶

²⁷¹ See *Turo Inc. v. City of Los Angeles*, No. 218-CV-06055, 2020 WL 3422262, at *8-9 (C.D. Cal. June 19, 2020) (refusing to apply CDA immunity to provider of peer-to-peer vehicle-sharing platform, because primary goal of the litigation was to regulate conduct, rather than speech; platform’s operations were preliminarily enjoined because by “facilitating ‘unlicensed bookings’” that were causing excessive airport traffic), *rev’d on other grounds*, 847 F. App’x 442 (9th Cir. 2021). Action at the United States Supreme Court level likewise may affect the applicability of the CDA to UCL claims. See *Gonzalez v. Google, LLC*, 2 F.4th 871 (9th Cir. 2021) (applying CDA broadly to federal statutory claim), *vacated*, 598 U.S. 617 (2023) (expressly declining to resolve question of how to interpret CDA).

²⁷² See *Calise v. Meta Platforms, Inc.*, 103 F.4th 732, 744 (9th Cir. 2024) (holding that § 230(c)(1) shielded Meta from Plaintiff’s UCL claim, as the predicate duty under the UCL “not only touches on quintessential publishing conduct, but it is also indeed the very conduct that § 230(c)(1) addresses.”)

²⁷³ Cal. Bus. & Prof. Code § 17208.

²⁷⁴ See *Snapp & Assocs. Ins. Servs., Inc. v. Robertson*, 96 Cal. App. 4th 884, 891-92 (2002) (holding that equitable tolling was not appropriate where plaintiff was on notice of the defendant’s alleged wrongful conduct), *disapproved on other grounds by Aryeh v. Canon Bus. Sols., Inc.*, 55 Cal. 4th 1185, 1193 (2013). *But see Cortez v. New Century Mortg. Corp.*, No. C 11-1019, 2012 WL 368647, at *8 (N.D. Cal. Feb. 3, 2012) (stating plaintiff could proceed with UCL action based on lender’s alleged failure to disclose material terms of loan if she could establish equitable tolling).

²⁷⁵ 55 Cal. 4th at 1185.

²⁷⁶ See, *e.g.*, *Hameed v. IHOP Franchising LLC*, 520 F. App’x 520, 522 (9th Cir. 2013) (concluding that continuous accrual theory did not permit time-barred UCL claim to proceed because plaintiff did not allege a recurring wrongful act but that contract terms were unfair); *Plumlee v. Pfizer, Inc.*, No. 13-CV-00414, 2014 WL 695024, at *8 (N.D. Cal. Feb. 21, 2014) (granting judgment on pleadings with leave to amend where plaintiff failed to meet “burden of pleading the time and manner of discovery, or of pleading facts that show her diligence” because plaintiff’s allegations provided “no basis for the Court to conclude she was unable to discover such facts earlier despite reasonable diligence”); *Allen v. Similasan Corp.*, No. 12-

A plaintiff also may use the UCL in state court (but not federal court) to obtain a longer statute of limitations than would apply to the underlying law giving rise to the claim for “unlawful” conduct. In *Cortez v. Purolator Air Filtration Products Co.*,²⁷⁷ the California Supreme Court held that the UCL’s four-year statute of limitations applied, rather than the three-year statute of limitations under the provisions of the Labor Code that formed the basis of the claim. The Court simply concluded that “any UCL cause of action is subject to the four-year period of limitations created by that section.”²⁷⁸

CV-0376, 2013 WL 5436648, at *6 (S.D. Cal. Sept. 27, 2013) (granting leave to amend as to tolling of UCL claim where court found “no reason this doctrine should not apply, as the Plaintiffs made discrete purchases of different products over many years”); *Crown Chevrolet v. Gen. Motors, LLC*, No. 13-CV-01362, 2014 WL 246500, at *2-3 (N.D. Cal. Jan. 22, 2014) (“As the underlying cause of action is a RICO violation, the accrual rule of injury discovery that applies to the RICO claim also applies to the UCL claim” which was barred because “[i]f its injury is the alleged forced sale [] then its claim accrued in October 2008. If its injury is the breach of its side agreement . . . then its claim accrued at the time of the first breach in November 2008.”); *Ortega v. Nat. Balance Inc.*, No. CV-13-05942, 2013 WL 6596792, at *5 (C.D. Cal. Dec. 16, 2013) (finding that “[p]laintiffs sufficiently pled delayed discovery as to their own claims” and “pled generalized allegations consistent with the elements of the delayed discovery rule” and rejecting assertion that allegations were too conclusory); *Irving v. Lennar Corp.*, No. 12-CV-0290, 2013 WL 4900402, at *10 (E.D. Cal. Sept. 11, 2013) (applying *Aryeh* and granting leave to amend where “plaintiffs have not adequately alleged what caused them to suspect they were injured and the cause of the injury”); *Tarsha v. Bank of Am., N.A.*, No. 11-CV-928, 2013 WL 1316682, at *10 (S.D. Cal. Mar. 29, 2013) (finding allegations failed to invoke discovery rule even if *Aryeh* applied); *Wilson v. Household Fin. Corp.*, No. CIV S-12-1413, 2013 WL 1310589, at *10 (E.D. Cal. Mar. 28, 2013) (applying *Aryeh* but holding certain UCL claims barred where “plaintiffs had copies of the documents relating to their loan but did not examine them until 2011 That plaintiffs may not have been prudent in their business dealings does not show they may rely on the delayed discovery rule.”); *Gerawan Farming, Inc. v. Rehrig Pac. Co.*, No. 11-CV-01273, 2013 WL 1414637, at *14 (E.D. Cal. Apr. 8, 2013) (holding that “a trier of fact could reasonably conclude that Plaintiff had no reason to suspect prior to August 2008 that Defendant was selling the Second Generation Harvest Tote. If that is the case, the statute of limitations period began to run only in August 2008, thereby making Plaintiff’s action timely.”); *Asare-Antwi v. Wells Fargo Bank, N.A.*, 855 F. App’x 370, 372 (9th Cir. 2021) (intentional misrepresentation and UCL claims were untimely under a theory of continuous tolling because plaintiff had constructive notice and defendant’s denial of loan modifications and financial accounting were discrete, independently actionable alleged wrongs); *People v. Experian Data Corp.*, 327 Cal. Rptr. 3d 349, 357 (Ct. App. 2024) (holding discovery rule could apply to delay accrual of UCL claim against CRAs, where circumstances were such that it would have been particularly difficult to ascertain if or when company breached its disclosure duties), *petition for review filed* (Dec. 20, 2024).

²⁷⁷ 23 Cal. 4th at 179.

²⁷⁸ *Id.*; see also *Beaver v. Tarsadia Hotels*, 816 F.3d 1170, 1178 (9th Cir. 2016) (rejecting a preemption argument and finding that plaintiff’s claims were not time-barred because the UCL’s “more generous four-year statute of limitations” governed rather than the underlying Interstate Land Sales Full Disclosure Act (ILSA)). But see *Camillo v. Wash. Mut. Bank, F.A.*, No. 09-CV-1548, 2009 WL 3614793, at *6 (E.D. Cal. Oct. 27, 2009) (plaintiff cannot avoid an absolute bar to relief, i.e., the statute of limitations, by characterizing the claim as one for unfair competition); *Yeager v. Bowlin*, No. CIV.2:08-102, 2010 WL 95242, at *17 (E.D. Cal. Jan. 6, 2010) (the UCL is subject to the single publication rule, which provides that no person shall have more than one claim for damages for invasion of privacy, and the limitations period commences upon the first distribution of the publication to the public); *Jordan v. Paul Fin., LLC*, 745 F. Supp. 2d 1084, 1098 (N.D. Cal. 2010) (explaining that, to the extent plaintiffs sought to plead around TILA’s one-year statute of limitations by using the UCL, the claim was preempted by TILA); *Arias v. Capital One, N.A.*, No. C 10-1123, 2011 WL 835610, at *7 (N.D. Cal. Mar. 4, 2011) (holding that plaintiffs’ UCL claim was not viable because underlying TILA claims were time-barred); *Kohl v. Am. Home Shield Corp.*, No. 11-CV-0700, 2011 WL 3739506, at *4 (S.D. Cal. Aug. 24, 2011) (where plaintiff’s UCL claim depended entirely on the application of Real Estate Settlement Procedures Act (“RESPA”), the court concluded that RESPA’s one-year statute of limitations applied to plaintiff’s UCL claim); *Robinson v. Open Top Sightseeing S. F., LLC*,

However, the federal Ninth Circuit disagrees (at least as to unlawfulness claims based on a statute that provides its own independent judicial remedies), holding that in federal court a UCL unlawfulness claim may not be pursued beyond the limitations period prescribed in the predicate statute; in other words, the limitations period is not automatically extended to four years.²⁷⁹ The Ninth Circuit reasoned that because the UCL is equitable, no relief is available if the plaintiff had an adequate remedy at law. Because the plaintiff could have sued directly under the predicate statute before the limitations period expired, such remedy existed and the UCL claim (based solely on the predicate statute) could not be pursued post-expiration based on the UCL's longer statute of limitations.²⁸⁰ However, the complaint in *Guzman* was initially filed in federal court. So remanding the UCL claim to state court, where the statute of limitations did not preclude UCL relief, was not an option.²⁸¹ In *Hendrickson v. Wal-Mart Assocs., Inc.*, a plaintiff sought relief under the UCL for the fourth year preceding the three-year statute of limitations of his predicate labor law claim.²⁸² The court, citing *Guzman*, held relief was precluded for lack of equitable jurisdiction.²⁸³ But instead of dismissing the claim, the court remanded to state court to avoid a perpetual loop where the federal court dismisses a claim, plaintiff then refiles in state court, and defendant again removes to federal court to again seek dismissal for lack of equitable jurisdiction.²⁸⁴ But it is not clear if this rule will apply where the predicate statute is not itself directly enforceable absent the UCL.

In *Rosenberg-Wohl v. State Farm Fire & Casualty Co.*, the Plaintiff alleged bad-faith denial of insurance coverage, as well as a cause of action seeking injunctive relief under the UCL. The policy required that claims be filed within one year, pursuant to a standard form approved by the Legislature and included within the Insurance Code. The complaint was filed more than a year after the claim accrued, but within the four-year UCL statute of limitations. In a split decision, the Court of Appeal ruled that the Insurance Code provision applied, because functionally the claim was for bad faith denial of insurance coverage. A dissenting justice argued that the UCL expressly states that it is “cumulative” to other provisions of law and noted that the general rule in California is that the UCL extends statutes of limitations with respect to claims seeking UCL-specific relief. The California Supreme Court granted review and concluded that the dissent was correct, holding that the one-year deadline was as inapplicable to the cause of action for declaratory and injunctive relief that plaintiff alleged under the UCL.²⁸⁵ The Supreme Court reasoned that plaintiff's request for declaratory and injunctive relief did not “directly or indirectly pursue the recovery of benefits under plaintiff's insurance policy, or for that matter any financial recovery for plaintiff. Instead, these forms of relief

No. 14-CV-00852, 2017 WL 2265464, at *5 (N.D. Cal. May 24, 2017) (finding four-year statute of limitations applies to UCL claims regardless of whether the predicate “unlawful” violation has a shorter statute of limitations and regardless of whether the predicate violation is based on federal or state law); *Taylor v. Bosco Credit LLC*, 840 F. App'x 125, 127 (9th Cir. 2020) (holding that UCL unlawfulness claim based on alleged TILA violation was time-barred where the federal statute of limitations had expired, and that to the extent a UCL unfairness claim is based on the underlying unlawfulness claim, is also barred).

²⁷⁹ *Guzman v. Polaris Indus. Inc.*, 49 F.4th 1308 (9th Cir. 2022).

²⁸⁰ *Id.* at 1312.

²⁸¹ *Hendrickson v. Wal-Mart Assocs., Inc.*, No. 23-cv-00110-AJB-MSB, 2024 U.S. Dist. LEXIS 215394, at *8-9 (S.D. Cal. Nov. 26, 2024)

²⁸² *Id.* at *6-7

²⁸³ *Id.*

²⁸⁴ *Id.* at *7-9.

²⁸⁵ *Rosenberg-Wohl v. State Farm Fire & Cas. Co.*, 16 Cal. 5th 520, 528 (2024).

are being invoked here on behalf of consumers generally and in service of the UCL's protective and preventive functions.”²⁸⁶

4. Contractual Choice-of-Law or Forum-Selection Provisions

Businesses often include contractual choice-of-law or forum-selection provisions in their consumer contracts. Courts sometimes enforce such provisions in consumer agreements,²⁸⁷ and defense counsel should remain alert as to whether a matter involves a provision that may provide the basis for a defense to a UCL claim.²⁸⁸

5. Preventing the “End Run”

Defendants sometimes can argue that a UCL plaintiff may be attempting to “end run” a restriction associated with some other law. Such an “end run” may provide a defense to the UCL claim.²⁸⁹ Conversely, one court rejected an attempt to plead a breach of contract claim based on the

²⁸⁶ *Id.* at 532.

²⁸⁷ See *Net2Phone, Inc. v. Super. Ct.*, 109 Cal. App. 4th 583, 585 (2003) (enforcing provisions in private attorney general action). *But see Am. Online, Inc. v. Super. Ct.*, 90 Cal. App. 4th 1, 15 (2001) (refusing to enforce choice-of-forum provision in consumer agreement); *GMAC Com. Fin. LLC v. Super. Ct.*, No. B166070, 2003 WL 21398319, at *4-5 (Cal. Ct. App. June 18, 2003) (refusing to enforce forum-selection provision on public policy grounds) (unpublished); *Aral v. Earthlink, Inc.*, 134 Cal. App. 4th 544, 562 (2005) (striking forum-selection clause as unreasonable in putative class action to redress de minimis claims), *abrogated on other grounds by AT&T Mobility LLC v. Concepcion*, 563 U.S. 333 (2011) (hereinafter referred to as “*Concepcion*”); see also *Cessna Fin. Corp. v. Jetsuite, Inc.*, 437 F. Supp. 3d 914, 925-26 (D. Kan. 2020) (dismissing UCL claim based on contractual choice of law, subject to possible reinstatement of claim if plaintiff can prove fraud in the inducement, which potentially could render the entire contract, including the choice-of-law provision, subject to rescission).

²⁸⁸ The California tests for the enforceability and scope of choice-of-law provisions in consumer agreements are discussed in *Wash. Mut. Bank, FA v. Super. Ct. (Briseno)*, 24 Cal. 4th 906, 916-17 (2001), and *Nedlloyd Lines B.V. v. Super. Ct.*, 3 Cal. 4th 459, 466 (1992); see also *MediMatch, Inc. v. Lucent Techs. Inc.*, 120 F. Supp. 2d 842, 861-62 (N.D. Cal. 2000) (holding that UCL action could not proceed where contract provided for New Jersey law); *Abat v. Chase Bank USA, N.A.*, 738 F. Supp. 2d 1093, 1094-96 (C.D. Cal. 2010) (holding that UCL claim barred by choice of law clause that selected Delaware law); *Carson v. Nat'l Collegiate Student Loan Tr. 2004-2*, No. 20-4055-JWB, 2021 WL 963276, at *6 (D. Kan. Mar. 15, 2021) (holding that UCL and California debt collection statutes did not apply to promissory notes despite containing California choice-of-law provision because the claims were tort claims, and not based on the notes themselves).

²⁸⁹ See *NEO4J, Inc. v. Graph Found., Inc.*, No. 5:19-cv-6226, 2020 WL 6700480, at *7 (N.D. Cal. Nov. 13, 2020) (holding that because the federal Internal Revenue Code almost never authorizes a private right of action, a charitable organization may not be sued under the UCL on the theory that the organization is operating in violation of law granting it non-profit status, 26 U.S.C. § 501(c)(3)); *Caltex Plastics, Inc. v. Lockheed Martin Corp.*, 824 F.3d 1156, 1161 (9th Cir. 2016) (finding that plaintiff was prohibited from “bootstrap[ing]” an unfair-competition claim using a failed breach-of-contract claim, because “[p]ermitt[ing] such recovery would completely destroy the principle that a third party cannot sue on a contract to which he or she is merely an incidental beneficiary”) (quoting *Berryman v. Merit Prop. Mgmt., Inc.*, 152 Cal. App. 4th 1544, 1553 (2007); *Blatty*, 42 Cal. 3d at 1044-45 (UCL claim cannot be brought where plaintiff would be unable to sue for defamation because of First Amendment hurdles); *Carr v. Asset Acceptance, LLC*, No. CV F 11-0890, 2011 WL 3568338, at *9 (E.D. Cal. Aug. 12, 2011) (citing *Rubin v. Green*, 4 Cal. 4th 1187, 1204 (1993) (litigation privilege bars claim under the UCL)), *rejected on other grounds by Planned Parenthood Fed'n of Am., Inc. v. Ctr. for Med. Progress*, 890 F.3d 828 (9th Cir. 2018); see also *Cel-Tech*, 20 Cal. 4th at 184 (confirming the rule set forth in previous decisions that no UCL action will lie

theory that compliance with applicable statutes, including the UCL and CLRA, is an implied term of every contract.²⁹⁰

6. Federal Preemption

Federally regulated businesses frequently invoke federal preemption in defending UCL actions, and the case law is extensive. For example, many courts have addressed the application of preemption with respect to banking laws.²⁹¹ However, a party that provides services to a federally

where either: (a) the claim expressly is barred by some other law, or (b) the challenged conduct expressly is allowed by some other law, such as, for example, a “safe harbor” provision); *Moradi-Shalal v. Fireman’s Fund Ins. Cos.*, 46 Cal. 3d 287, 292, 313 (1988) (no private right of action exists under California Insurance Code section 790.03 and, therefore, third-party claimants cannot file UCL suit based on alleged violations of that statute); *Daly v. Viacom, Inc.*, 238 F. Supp. 2d 1118, 1126 (N.D. Cal. 2002) (dismissing UCL claim where plaintiff stated no other claim and reasoning that “[t]he ‘breadth’ of [section] 17200, however, ‘does not give a plaintiff license to ‘plead around’ the absolute bars to relief contained in other possible causes of action by recasting those causes of action as ones for unfair competition’”) (quoting *Glenn K. Jackson Inc. v. Roe*, 273 F.3d 1192, 1203 (9th Cir. 2001)). See also *Intel Corp. v. Fortress Inv. Grp. LLC*, 511 F. Supp. 3d 1006, 1030 (N.D. Cal. 2021) (rejecting use of UCL to challenge defendant’s allegedly improper acquisition and use of a patent portfolio against plaintiff; plaintiff may not avoid substantive limitations on antitrust claim by arguing that permitted conduct is unfair under the UCL or by arguing that a violation of section 5 of the Federal Trade Commission Act serves as a predicate for a UCL unlawfulness claim); *Am. Video Duplicating, Inc. v. City Nat’l Bank*, No. 20-cv-04036, 2020 WL 6882735, at *4-6 (Nov. 20, 2020) (addressing when the lack of a private right of action under federal law likewise bars a UCL claim). But see *Wash. Mut. Bank, FA v. Super. Ct. (Brown)*, 75 Cal. App. 4th 773, 787 (1999) (UCL action was not preempted by RESPA, which does not allow private right of action for supposed disclosure violations); *Lee v. Foris Dax, Inc.*, No. 24-cv-06194-WHO, 2025 WL 2578239 (N.D. Cal. Sept. 5, 2025) (dismissing UCL and related claims against the FDIC receiver and bank employee for lack of jurisdiction under the Financial Institutions Reform, Recovery, and Enforcement Act where plaintiff failed to timely exhaust the statute’s mandatory administrative claims process and did not qualify for the narrow late-filed claim exception).

²⁹⁰ See *Berger v. Home Depot U.S.A., Inc.*, 476 F. Supp. 2d 1174, 1176-77 (C.D. Cal. 2007).

²⁹¹ Compare *Lopez v. World Sav. & Loan Ass’n*, 105 Cal. App. 4th 729, 742 (2003) (holding that UCL claim based on federal savings association’s practice of assessing a \$10 fax fee for payoff demand statements was preempted by federal law, specifically the Home Owners’ Loan Act (“HOLA”) with 12 C.F.R. § 560.2, promulgated by the Office of Thrift Supervision (“OTS”)); *Wash. Mut. Bank v. Super. Ct. (Guilford)*, 95 Cal. App. 4th 606, 610 (2002) (holding that UCL claim based on savings and loan association’s practice of charging one day’s preclosing interest was barred by OTS preemption); *Silvas v. E*Trade Mortg. Corp.*, 514 F.3d 1001, 1008 (9th Cir. 2008) (holding that OTS preemption barred plaintiffs’ UCL and section 17500 claims challenging defendant’s interest rate lock-in fee and challenging defendant’s disclosure of consumers’ rescission rights under TILA); *Rose v. Chase Bank USA, N.A.*, 513 F.3d 1032, 1038 (9th Cir. 2008) (holding that National Bank Act (the “NBA”) preempted UCL as to disclosures associated with credit card account convenience checks); *Kilgore v. KeyBank*, 712 F. Supp. 2d 939, 958 (N.D. Cal. 2010) (finding that plaintiffs’ state law claims, including UCL claims, are preempted by the NBA because they would “significantly impair” defendant’s exercise of its “enumerated or incidental” powers under the NBA), vacated on other grounds by 718 F.3d 1052 (9th Cir. 2013); *Gutierrez v. Wells Fargo Bank, NA*, 704 F.3d 712, 723-25 (9th Cir. 2012) (holding that NBA preempted UCL to the extent “unfair” prong prohibited defendant’s overdraft fee practice of posting checking transactions from “high-to-low”), abrogated on other grounds by *Healy v. Milliman, Inc.*, 164 F.4th 701 (9th Cir. 2026); *Martinez v. Wells Fargo Bank, N.A.*, No. C-06-03327, 2007 WL 963965, at *6-8 (N.D. Cal. Mar. 30, 2007) (NBA preempted UCL as to fees for mortgage loan settlement services); *Newbeck v. Wash. Mut. Bank*, No. C 09-1599, 2010 WL 291821, at *4 (N.D. Cal. Jan. 19, 2010) (finding that HOLA preempts the UCL on claims alleging that defendants failed to disclose the nature of the interest rate on the loan and the potential for negative amortization); *Grant v. Aurora Loan Servs., Inc.*, 736 F. Supp. 2d 1257, 1275 (C.D. Cal. 2010) (plaintiff’s UCL claim relating to the

regulated bank may not assert preemption in response to a public prosecutor’s civil investigative demand, even if the bank might have the right to assert “visitorial powers” preemption under the National Bank Act.²⁹²

Courts have also addressed preemption with respect to environmental laws.²⁹³ Federal bankruptcy law²⁹⁴ and immigration law²⁹⁵ also frequently gives rise to preemption arguments.

There also has been extensive preemption litigation in the context of product safety laws.²⁹⁶

“processing, origination, servicing, sale or purchase of, or investment or participation in, mortgages” was preempted by HOLA and regulations promulgated thereunder by OTS); *Chae v. SLM Corp.*, 593 F.3d 936, 938, 943 (9th Cir. 2010) (UCL and CLRA claims alleging that student loan servicer improperly assessed interest charges were barred by preemption under the Higher Education Act); *Winebarger v. Pa. Higher Educ. Assistance Agency*, 411 F. Supp. 3d 1070, 1089 (C.D. Cal. 2019) (finding plaintiff’s UCL and CLRA claims based on loan provider’s failure to provide accurate information were disclosure claims preempted by 20 U.S.C. § 1098g) (citing *Chae*); *Robinson v. Bank of Am., N.A.*, 525 F. App’x 580 (9th Cir. 2013) (National Bank Act preempted account holder’s claims under California law arising out of alleged nondisclosures relating to \$1.50 account fee), with *Lusnak v. Bank of Am., N.A.*, 883 F.3d 1185, 1194-97 (9th Cir. 2018) (UCL claims predicated on violations of California’s Escrow Interest Law were not preempted by NBA); *McShannock v. JP Morgan Chase Bank N.A.*, 976 F.3d 881, 895 (9th Cir. 2020) (finding California’s Escrow Interest Law was preempted by HOLA with respect to plaintiffs’ loans, which had been acquired by a national bank); *Reyes v. Premier Home Funding, Inc.*, 640 F. Supp. 2d 1147, 1155-56 (N.D. Cal. 2009) (UCL claims predicated on violations of the California Translation Act were not barred by HOLA); *Hood v. Santa Barbara Bank & Tr.*, 143 Cal. App. 4th 526, 548 (2006) (on claims related to refund anticipation loans, the NBA did not preempt the UCL or the CLRA, among other state laws); *Smith v. Wells Fargo Bank, N.A.*, 135 Cal. App. 4th 1463, 1484 (2005) (UCL claim challenging notice of change in checking account overdraft fees was not barred by preemption under TISA and corresponding OCC regulations); *Gibson v. World Sav. & Loan Ass’n*, 103 Cal. App. 4th 1291, 1294 (2002) (UCL claim challenging federal savings association’s practice of passing through to its borrowers premiums for forced order insurance was not subject to OTS preemption); *Black v. Fin. Freedom Senior Funding Corp.*, 92 Cal. App. 4th 917, 936-38 (2001) (UCL claim challenging marketing of reverse mortgage transactions was not barred by preemption under numerous federal banking laws); *Wash. Mut. Bank v. Super. Ct. (Brown)*, 75 Cal. App. 4th at 787 (UCL not preempted by RESPA); *People ex rel. Sepulveda v. Highland Fed. Sav. & Loan*, 14 Cal. App. 4th 1692, 1708 (1993) (12 C.F.R. § 545.2, promulgated under the HOLA, did not preempt the UCL); *Gutierrez*, 704 F.3d at 725-28 (claims for misleading misrepresentations under UCL fraudulent prong not preempted by NBA); *King v. Navy Fed. Credit Union*, 148 F.4th 628, 634 (9th Cir. 2025) (holding the plaintiff’s UCL claim was expressly preempted by 12 C.F.R. § 701.35, which governs federal credit unions).

²⁹² *People v. Alorica, Inc.*, 77 Cal. App. 5th 60 (2022) (debt collector on accounts originated and owned by national bank must still respond to investigative subpoena seeking information about potential UCL violation; third party may not invoke bank’s visitorial powers preemption defense).

²⁹³ See, e.g., *Nathan Kimmel, Inc. v. DowElanco*, 64 F. Supp. 2d 939, 944 (C.D. Cal. 1999) (holding that the Federal Insecticide, Fungicide, and Rodenticide Act preempted the UCL), *aff’d*, 275 F.3d 1199 (9th Cir. 2002).

²⁹⁴ See, e.g., *Rogers v. NationsCredit Fin. Servs. Corp.*, 233 B.R. 98, 109-10 (N.D. Cal. 1999) (holding that the UCL was preempted by bankruptcy statutes).

²⁹⁵ See, e.g., *Diaz v. Kay-Dix Ranch*, 9 Cal. App. 3d 588, 599 (1970) (recognizing federal preemption in area of immigration and holding that California courts should abstain from intervening by way of a UCL claim).

²⁹⁶ See, e.g., *Churchill Vill., L.L.C. v. Gen. Elec. Co.*, 169 F. Supp. 2d 1119, 1127-28 (N.D. Cal. 2000) (holding that, where Consumer Product Safety Commission had not promulgated highly particularized product safety standards and had promulgated none directly addressing unfair business practices and false advertising, the federal Consumer Protection Safety Act did not preempt plaintiffs’ claims under UCL and section 17500).

Food safety and product labeling laws also are frequently asserted as grounds for preemption.²⁹⁷

²⁹⁷ Compare *Kroessler v. CVS Health Corp.*, 977 F.3d 803, 813-14 (9th Cir. 2020) (claims may be asserted under UCL to the extent the theory of liability is consistent with federal law governing dietary supplements), with *Dachauer v. NBTY, Inc.*, 913 F.3d 844, 849 (9th Cir. 2019) (holding that most of plaintiff's claims under the UCL and CLRA challenging labels on dietary supplements were preempted because plaintiff sought to impose "structure/function" labeling requirements under California law that differed from applicable federal requirements). See also *Greenberg v. Target Corp.*, 985 F.3d 650 (9th Cir. 2021) (affirming that Federal Food, Drug, and Cosmetic Act ("FDCA") preempts UCL and CLRA claims arising from qualifying "structure/function" labeling claims); *Beasley v. Lucky Stores, Inc.*, 400 F. Supp. 3d 942, 952 (N.D. Cal. 2019) (finding plaintiff's UCL claim challenging the sale of non-dairy creamer containing partially hydrogenated oil (PHO) was preempted by the federal Consolidated Appropriations Act for 2016, which provided that "no PHOs . . . shall be deemed unsafe . . . [or] adulterated" under the Federal Food, Drug, and Cosmetic Act until the compliance date of June 18, 2018); *Forsher v. J.M. Smucker Co.*, No. 5:19-cv-00194, 2020 WL 1531160 (N.D. Ohio Mar. 31, 2020) (UCL and CLRA could not be used to compel disclosure that product contained sugar from genetically modified beets, as federal law expressly made such disclosure optional); *Beasley v. Conagra Brands, Inc.*, 374 F. Supp. 3d 869, 878 (N.D. Cal. 2019) (same); *Reid*, 780 F.3d at 965-68 (holding the Food and Drug Administration's ("FDA") regulations pertaining to nutrient content labeling did not preempt plaintiff's UCL and CLRA claims for manufacturer's "No Trans Fat" misrepresentation on the label of its vegetable oil spread); *Hawkins v. Kroger Co.*, 906 F.3d 763, 767 (9th Cir. 2018) (citing *Reid* and holding that FDA regulations requiring nutrition facts panel for product containing less than 0.5 grams of trans fat to state product contained 0 grams of fat did not preempt claim based on statement elsewhere on product label that product had no trans-fat); *Durnford v. MusclePharm Corp.*, 907 F.3d 595, 598 (9th Cir. 2018) (holding that Food, Drug, and Cosmetic Act did not preempt claims that product label falsely suggested that product's protein content was based on genuine protein rather than non-protein substitutes); *Backus v. Nestlé USA, Inc.*, 167 F. Supp. 3d 1068, 1074 (N.D. Cal. 2016), (plaintiff's claim which sought to prohibit use of PHOs in all food immediately was preempted because it would prevent the FDA from fulfilling its objectives and conflict with Congress's decision not to deem PHOs unsafe pending a 2018 compliance date), *abrogated on other grounds as recognized by Beasley*, 400 F. Supp. 3d 942; *Fisher v. Monster Beverage Corp.*, 656 F. App'x 819, 823 (9th Cir. 2016) (plaintiff's claims regarding the amount of caffeine in Monster Drinks were preempted because they would require ingredient labeling obligations beyond what federal law requires); *In re Fontem US, Inc.*, No. SACV 15-01026, 2016 WL 6520142, at *6 (C.D. Cal. Nov. 1, 2016) (UCL labeling claims expressly preempted by FDA rule defining e-cigarettes as "tobacco products," which placed e-cigarettes within the scope of the labeling requirements of the Family Smoking and Tobacco Control Act ("TCA"), and its express preemption clause; however, UCL Proposition 65 warning claims are not preempted because compliance with Proposition 65 warning requirements can be accomplished via point-of-sale notices or advertising and therefore these claims are not captured by the scope of the TCA's labeling requirements or express preemption clause); *Hawkins*, 224 F. Supp. 3d at 1011-13 (UCL claim for plaintiff's alleged injury from repeatedly ingesting partially hydrogenated oil in defendant's cookies preempted by conflict with FDA determination for industry phase out of partially hydrogenated oil at a future compliance date, and at odds with legislative purpose of the future compliance date to prevent economic disruption from lawsuits against food producers using partially hydrogenated oil in the meantime); *LeGrand v. Abbott Lab's*, No. 22-cv-05815-TSH, 2025 WL 822423 (N.D. Cal. Mar. 14, 2025) (holding "Complete, Balanced Nutrition" preempted as an implied nutrient-content claim under the FDCA, but allowing UCL/FAL/CLRA claims to proceed where "350 calories to help gain or maintain a healthy weight" could mislead reasonable consumers notwithstanding literal truth).

Similarly, preemption has been litigated with respect to federal transportation laws,²⁹⁸ labor laws,²⁹⁹ copyright laws,³⁰⁰ energy laws,³⁰¹ postal laws,³⁰² communications laws,³⁰³ drug labeling

²⁹⁸ See, e.g., *Blackwell v. SkyWest Airlines, Inc.*, No. 06cv0307, 2008 WL 5103195, at *15-18, 20 (S.D. Cal. Dec. 3, 2008) (the ADA preempted the UCL and state wage and hour laws); *People v. Super. Ct. (Cal Cartage Transp. Express, LLC)*, 57 Cal. App. 5th 619 (2020) (Federal Aviation Administration Authorization Act preempted Los Angeles City Attorney’s UCL claim seeking to enforce California worker classification rules); *Ellenburg v. PODS Enters., LLC*, 473 F. Supp. 3d 1095 (E.D. Cal. 2020) (Federal Aviation Administration Authorization Act preempted UCL and CLRA claims against holder of federal interstate motor carrier license, even though litigation involved wholly intrastate transport, because the defendant was not involved in the loading or unloading of household goods); *Dugan v. FedEx Corp.*, No. CV 02-1234, 2002 WL 31305208, at *3 (C.D. Cal. Sept. 27, 2002) (the federal Airline Deregulation Act (“ADA”) preempted the UCL and other state law as to air carrier’s policy regarding limitation on losses and damaged goods); *People ex rel. Harris v. Delta Air Lines, Inc.*, 247 Cal. App. 4th 884, 906 (2016) (the federal ADA preempted a UCL action for enforcement of California’s Online Privacy Protection Act’s privacy policy requirements for an airline’s consumer mobile application because the requirements “effectively interfere with the airline’s selection and design of its mobile application, a marketing mechanism appropriate to the furnishing of air transportation service, for which state enforcement has been held to be expressly preempted by the ADA.”) (citations and internal quotation marks omitted); *People ex rel. Harris v. Pac Anchor Transp., Inc.*, 59 Cal. 4th 772, 783 (2014) (the Federal Aviation Administration Authorization Act did not preempt UCL claim that truck drivers were misclassified as independent contractors rather than employees because the act “does not preempt generally applicable employment laws that affect prices, routes, and services”).

²⁹⁹ See, e.g., *Holliman v. Kaiser Found. Health Plan*, No. C-06-0755 SC, 2006 WL 662430, at *3-4 (N.D. Cal. Mar. 14, 2006) (Fair Labor Standards Act does not preempt UCL claims because statutory language grants jurisdiction to both federal and state courts); *Bloom v. Universal City Studios, Inc.*, 734 F. Supp. 1553, 1560 (C.D. Cal. 1990) (Labor Management Relations Act preempted UCL with respect to interpretation of a collective bargaining agreement); *Providence v. Valley Clerks Tr. Fund*, 509 F. Supp. 388, 392 (E.D. Cal. 1981) (ERISA preempted UCL because application of state regulatory laws may alter controls established for benefit plans by ERISA); *Rodriguez v. RWA Trucking Co., Inc.*, 238 Cal. App. 4th 1375, 1409 (2013) (holding that “where a cause of action is based on allegations of unlawful violations of the state’s labor laws, there is no reason to find preemption merely because the pleading raised these issues under the UCL, rather than directly under the provisions of the Labor Code alleged to have been violated”) (depublished by grant of review).

³⁰⁰ See, e.g., *Ferrarini v. Irgit*, No. 19 CIV. 0096, 2020 WL 122987 (S.D.N.Y. Jan. 9, 2020), *aff’d*, No. 21-597-cv, 2022 WL 1739725 (2d Cir. May 31, 2022), *cert. denied*, No. 22-397, 2023 WL 124061 (U.S. Jan. 9, 2023) (Copyright Act preempts UCL claim where the alleged act of unfair conduct was identical to the asserted copyright violation; even where the copyright claim was allowed to proceed, the UCL claim is barred); *Media.net Advert. FZ-LLC v. NetSeer, Inc.*, 156 F. Supp. 3d 1052, 1069-70 (N.D. Cal. 2016) (UCL claim held preempted by Copyright Act); *Inspection Mgmt. Sys., Inc. v. Open Door Inspections, Inc.*, No. 209-cv-00023, 2009 WL 2030937, at *6 (E.D. Cal. July 9, 2009) (same); *Fractional Villas, Inc. v. Tahoe Clubhouse*, No. 08cv1396, 2009 WL 160932, at *5-6 (S.D. Cal. Jan. 22, 2009) (same); see also *Wimer v. Reach Out Worldwide, Inc.*, No. CV 17-1917, 2017 WL 5635461 (C.D. Cal. July 13, 2017) (holding that conversion of camera on which stolen pictures were held was sufficient for a UCL claim to avoid preemption by federal copyright law).

³⁰¹ See, e.g., *Wholesale Elec. Antitrust Cases I & II*, 147 Cal. App. 4th 1293, 1316 (2007) (UCL claim preempted by Federal Power Act).

³⁰² See, e.g., *Flamingo Indus. (USA) Ltd. v. U.S. Postal Serv.*, 302 F.3d 985, 996 (9th Cir. 2002) (dismissing UCL claim against United States Postal Service based on federal preemption), *rev’d on other grounds*, 540 U.S. 736 (2004).

³⁰³ See, e.g., *TPS Utilicom Servs., Inc. v. AT&T Corp.*, 223 F. Supp. 2d 1089, 1108 (C.D. Cal. 2002) (holding that UCL claim was preempted by Federal Communications Act); *Cohen v. Apple Inc.*, 46 F.4th 1012, 1029 (9th Cir. 2022) (same).

laws,³⁰⁴ cosmetics labeling laws,³⁰⁵ gasoline labeling laws,³⁰⁶ securities laws,³⁰⁷ credit reporting laws³⁰⁸ and healthcare laws.³⁰⁹

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- ³⁰⁴ See, e.g., *Kanter v. Warner-Lambert Co.*, 99 Cal. App. 4th 780, 797 (2002) (holding that state law, including the UCL, was preempted by Food and Drug Administration Modernization Act); *Navarro v. Walmart, Inc.*, No. 1:24-cv-00288, 2025 U.S. Dist. LEXIS 258013 (E.D. Cal. Dec. 12, 2025) (holding that claims under the UCL and CLRA based on Walmart’s alleged failure to warn that its benzoyl peroxide acne treatment drug may contain benzene are preempted by federal law because FDA regulations expressly do not require disclosure that benzoyl peroxide may degrade into benzene). *But see Consumer Justice Ctr. v. Olympian Labs, Inc.*, 99 Cal. App. 4th 1056, 1058 (2002) (holding that the UCL was not preempted by FTCA, Federal Food, Drug, and Cosmetic Act and Dietary Supplement Health and Education Act); *Chavez v. Blue Sky Nat. Beverage Co.*, 268 F.R.D. 365, 368 (N.D. Cal. 2010), *reconsideration denied*, No. C 06-6609, 2010 WL 5538682 (N.D. Cal. Nov. 22, 2010) (granting plaintiff’s motion for summary judgment on defendant’s affirmative defense of preemption by Food, Drug and Cosmetic Act); *Astiana v. Ben & Jerry’s Homemade, Inc.*, No. C 10-4387, 2011 WL 2111796, at *10 (N.D. Cal. May 26, 2011) (Nutrition Label and Education Act (the “NLEA”) did not preempt UCL claims where the requirements plaintiffs sought to impose by their UCL action were not identical to those required by the NLEA); *Quesada v. Herb Thyme Farms, Inc.*, 62 Cal. 4th 298 (2015) (federal regulatory regime for certifying organic growers did not preempt UCL and CLRA claim alleging that herb grower illegally marketed its herbs as organic); *Hendricks v. StarKist Co.*, 30 F. Supp. 3d 917 (N.D. Cal. 2014) (Food, Drug, and Cosmetic Act did not preempt plaintiff’s claim that defendant underfilled canned tuna); *Zyla Life Scis., L.L.C. v. Wells Pharma of Hou., L.L.C.*, 134 F.4th 326 (5th Cir. 2025) (holding that Federal Food, Drug, and Cosmetic Act does not preempt state-law claims under traditional unfair-competition laws, including California’s UCL, by drug manufacturers against compounding pharmacies).
- ³⁰⁵ See, e.g., *Eckler v. Neutrogena Corp.*, 238 Cal. App. 4th 433 (2015) (holding that the Food, Drug, and Cosmetic Act’s grant of authority to the Food and Drug Administration to regulate sunscreen labeling preempted claims brought under the UCL and CLRA); *Webb v. Trader Joe’s Co.*, 999 F.3d 1196 (9th Cir. 2021) (holding that UCL claims regarding the percentage of water retention on chicken labeling was preempted by federal law as to state law claims imposing requirements above and beyond the Poultry Products Inspection Act).
- ³⁰⁶ See, e.g., *VP Racing Fuels, Inc. v. Gen. Petroleum Corp.*, 673 F. Supp. 2d 1073, 1079-82 (E.D. Cal. 2009) (concluding that Petroleum Marketing Practices Act does not preempt UCL claim).
- ³⁰⁷ See, e.g., *Roskind v. Morgan Stanley Dean Witter & Co.*, 80 Cal. App. 4th 345, 352 (2000) (federal securities laws do not preempt the UCL on claim alleging that brokerage firm breached its fiduciary duty to customers by failing to execute stock orders in a fair and timely manner).
- ³⁰⁸ See, e.g., *El-Aheidab v. Citibank (S.D.), N.A.*, No. C-11-5359, 2012 WL 506473, at *5 (N.D. Cal. Feb. 15, 2012) (holding that a UCL claim is preempted when predicated on violations of the federal Fair Credit Reporting Act (“FCRA”)); *Molina v. Synchrony Bank/Walmart*, No. EDCV 17-1464, 2018 WL 2721903, at *4 (C.D. Cal. Apr. 17, 2018) (agreeing that FCRA preempts California’s UCL as applied to furnishers of credit information). *But see Alborzian v. JPMorgan Chase Bank, N.A.*, 235 Cal. App. 4th 29, 39 (2015) (holding plaintiffs’ claims regarding bank’s deceptive efforts to collect an unenforceable loan were not preempted by the Fair Credit Reporting Act because that act preempts only state laws that impose “a requirement or prohibition . . . relating to the responsibilities of persons who furnish information to consumer reporting agencies”).
- ³⁰⁹ See, e.g., *Quishenberry v. UnitedHealthcare, Inc.*, 14 Cal. 5th 1057, 1072-73 (2023) (Medicare Act preempts claim that managed care organization engaged in unfair conduct under the UCL by refusing to approve care allegedly available under Medicare Part C, supposedly to increase its own profits); *Roberts v. United Healthcare Servs., Inc.*, 2 Cal. App. 5th 132, 137 (2016) (Medicare Act preempts false advertising claims against health insurer based on its marketing of Medicare Advantage plans).

A preemption defense, however, is always subject to a court’s interpretation of congressional intent with respect to the federal law at issue, and state courts often are reluctant to rule that state law will not apply to the claims of the state’s citizens.³¹⁰

Notably, in *Solus Industrial Innovations, LLC v. Superior Court*,³¹¹ the California Supreme Court held that the federal Occupational Safety and Health Act of 1970 (OSHA) did not preempt the district attorney’s UCL claims seeking penalties against an employer for alleged violations of California’s workplace safety standards. In finding that neither field nor obstacle preemption barred the UCL claims, the Court found that California’s workplace safety plan had been approved under OSHA, the claims involved state standards approved by the Secretary of Labor and Congress had explicitly recognized the continuing applicability of state law in the field.³¹² The Court also found that express preemption did not apply because OSHA did not reflect clear Congressional intent to preempt state law.³¹³

In addition, some Courts of Appeal have held that UCL claims based on systematic contract breaches are not defeated by federal preemption.³¹⁴ In *Gibson v. World Savings and Loan Association*,³¹⁵ plaintiffs brought a UCL action challenging a federal savings association’s practice of assessing premiums for forced order insurance. Rejecting defendant’s preemption argument, which was based on federal banking law, the Court of Appeal reasoned that plaintiffs’ UCL claims were not aimed at regulating defendant’s lending practices, but rather, were predicated on “contractual duties” arising from *borrowers’* deeds of trust.³¹⁶ The court’s reasoning in *Gibson*—that UCL unfairness claims can be predicated on “contractual obligations”—appears to conflict with other California authorities stating that the UCL “is not an all-purpose substitute for a tort or contract action.”³¹⁷ Nevertheless, in *Smith v. Wells Fargo Bank, N.A.*,³¹⁸ the Court of Appeal similarly concluded that the UCL was not preempted by the Truth in Savings Act with respect to contractual notice requirements.³¹⁹

³¹⁰ See, e.g., *People ex rel. Renne v. Servantes*, 86 Cal. App. 4th 1081, 1087-96 (2001) (refusing to follow Ninth Circuit and rejecting preemption defense based on the Federal Aviation Administration Authorization Act). Although proceeding in federal court increases the chance that a preemption defense might succeed, it is not always successful there either.

³¹¹ 4 Cal. 5th 316, 345-52 (2018).

³¹² *Id.* at 46-50.

³¹³ *Id.* at 51.

³¹⁴ See *Smith*, 135 Cal. App. 4th at 1483 (“it appears that a systematic breach of certain types of contracts (e.g., breaches of standard consumer or producer contracts involved in a class action) can constitute an unfair business practice under the UCL”); *Branick v. Downey Sav. & Loan Ass’n*, 24 Cal. Rptr. 3d 406, 413 (2005), *aff’d*, 39 Cal. 4th 235 (2006).

³¹⁵ 103 Cal. App. 4th at 1302-04.

³¹⁶ *Id.* at 1301 (“Those [UCL] claims are predicated on the duties of a contracting party to comply with its contractual obligations.”). It should be noted that plaintiffs in *Gibson* had dismissed their claim for breach of contract, opting to proceed only under the UCL. *Id.* at 1294.

³¹⁷ *Cortez*, 23 Cal. 4th at 173; see also *Altman v. PNC Mortg.*, 850 F. Supp. 2d 1057, 1077 (E.D. Cal. 2012) (stating that the “unfairness” prong of the UCL “does not give the courts a general license to review the fairness of contracts”).

³¹⁸ 135 Cal. App. 4th at 1476-84.

³¹⁹ See also *McKell v. Wash. Mut., Inc.*, 142 Cal. App. 4th 1457, 1488 (2006) (finding that preemption did not bar UCL claims based on alleged fraudulent conduct and violations of an underlying federal statute).

Moreover, state trial courts do not permit third parties to invoke a visitorial powers preemption defense even if the third party is in a partnership with a national bank.³²⁰ In *People v. Alorica*, the Riverside County District Attorney's Office subpoenaed a debt collection company to investigate the debt collection company's compliance with the Rosenthal Fair Debt Collection Practices Act and Telephone Consumer Protection Act since its records constitute the "books or records of national banks."³²¹ The debt collection company argued that certain requests in the subpoena were invalid since it amounted to an impermissible "visitation" under the National Bank Act.³²² However, the trial court rejected this argument since the debt collection agency was not a national bank nor did the information sought originate from a national bank.³²³

7. Primary Jurisdiction

When a UCL action arises in a regulated area, such as insurance, a defendant might advance the defense of primary jurisdiction. In connection with that defense, it must be shown that an administrative procedure already is in place to address issues of widespread importance and/or consumer complaints. A successful defense based on primary jurisdiction suspends judicial proceedings until the appropriate administrative body can review the underlying claim.³²⁴ Alternatively, a court may dismiss the case without prejudice to refile after the agency takes final

³²⁰ *Alorica*, 77 Cal. App. 5th at 67-69.

³²¹ *Id.* at 62-63, 67.

³²² *Id.* at 67.

³²³ *Id.* at 68-69.

³²⁴ See, e.g., *Farmers Ins.*, 2 Cal. 4th at 394 (applying primary jurisdiction and staying a UCL government enforcement action pending review by the California Insurance Commissioner); *Wise v. Pac. Gas & Elec. Co.*, 77 Cal. App. 4th 287, 299-300 (1999) (applying the primary jurisdiction doctrine to stay a UCL action); accord *Samura v. Kaiser Found. Health Plan, Inc.*, 17 Cal. App. 4th 1284, 1299 (1993) (holding that a UCL action was barred where the Legislature had expressly entrusted an administrative body with exclusive regulatory powers over the underlying statute). But see *Cundiff v. GTE Cal. Inc.*, 101 Cal. App. 4th 1395, 1412 (2002) (rejecting primary jurisdiction defense in UCL action); *AICCO*, 90 Cal. App. 4th at 594-95 (rejecting defense to UCL claim based on doctrine of primary jurisdiction because there were no pending or proposed administrative proceedings focused on the corporate structure at issue in the action).

A doctrine similar to primary jurisdiction is exhaustion of administrative remedies. Differentiating between the two, the United States Supreme Court has explained:

"Exhaustion" applies where a claim is cognizable in the first instance by an administrative agency alone: judicial interference is withheld until the administrative process has run its course. "Primary Jurisdiction," on the other hand, applies where a claim is originally cognizable in the courts, and comes into play whenever enforcement of the claim requires the resolution of issues which, under a regulatory scheme, have been placed within the special competence of an administrative body; in such a case the judicial process is suspended pending referral of such issues to the administrative body for its views.

Farmers Ins., 2 Cal. 4th at 390 (quoting *United States v. W. Pac. R.R. Co.*, 352 U.S. 59, 63-64 (1956)). Because a claim for violation of the UCL will be "originally cognizable in the courts," only the primary jurisdiction doctrine appears applicable in most actions. See *id.* at 391. It should be noted that, regardless of whether primary jurisdiction might apply, administrative review may not be controlling. See *People v. Damon*, 51 Cal. App. 4th 958, 972 (1996) (holding that an administrative proceeding did not preclude a subsequent UCL case in court where a UCL remedy could not have been sought through the administrative proceeding).

action on the relevant issue.³²⁵ As explained in *Farmers Insurance Exchange v. Superior Court*,³²⁶ “the primary jurisdiction doctrine advances two related policies: it enhances court decisionmaking and efficiency by allowing courts to take advantage of administrative expertise, and it helps assure uniform application of regulatory laws.”³²⁷

A related doctrine forbids UCL litigation when the gravamen of the claim would require a court to examine the fairness of the tax system or make binding determinations as to tax law.³²⁸ In *Morgan v. Ygrene Energy Fund, Inc.*,³²⁹ the California Supreme Court reaffirmed this principle while nonetheless acknowledging that a consumer plaintiff potentially may pursue a UCL challenge against the manner by which private parties are involved in aspects of a public-private program, so long as the core aspects of a tax regime critical to the program would not be affected in any way by a successful challenge.

³²⁵ *Rosas v. Hi-Tech Pharms.*, No. CV 20-00433, 2020 WL 5361878 (C.D. Cal. July 29, 2020); *In re Nurture Baby Food Litig.*, No. 1:21-cv-01217-MKV, 2025 WL 918927 (S.D.N.Y. Mar. 26, 2025).

³²⁶ 2 Cal. 4th at 391.

³²⁷ *Id.*; see also *Colette v. CV Scis., Inc.*, No. 19-cv-10227, 2020 WL 2739861 (C.D. Cal. May 22, 2020) (entering primary jurisdiction stay pending Federal Food and Drug Administration assessment of how best to regulate cannabis and cannabis derived projects, despite present federal illegality of marijuana); *Tryon v. DSB Enters., Inc.*, No. D045656, 2006 WL 234728, at *4 (Cal. Ct. App. Feb. 1, 2006) (concluding that individual citizens could not enforce the Alcoholic Beverage Control Act through private UCL actions because the state constitution and the act itself granted exclusive enforcement power to the Department of Alcoholic Beverage Control) (unpublished); *Shamsian v. Dep’t of Conservation*, 136 Cal. App. 4th 621, 642 (2006) (stating that “[f]or the court at this point to issue restitution and disgorgement orders against the corporate defendants would interfere with the department’s administration of the act and regulation of beverage container recycling and potentially risk throwing the entire complex economic arrangement out of balance.”).

³²⁸ See *Loeffler v. Target Corp.*, 58 Cal. 4th 1081, 1129 (2014) (allowing plaintiffs’ claim that Target had collected excessive sales taxes to go forward would result in “a proceeding that would produce a binding interpretation of tax law, but in which a party considered by the Legislature to be necessary, . . . the [State Board of Equalization], would be absent,” and would also risk future “inconsistent determinations” of whether a particular transaction is subject to the sales tax).

³²⁹ 84 Cal. App. 5th 1002 (2022), *review granted*, No. S277628 (Cal. Feb. 22, 2023).

8. Judicial Abstention in Matters of Economic Policy

A number of courts have held that UCL actions should not proceed when they require trial courts to engage in “microeconomic management.”³³⁰ In applying this defense, courts have emphasized that “[j]udicial intervention in complex areas of economic policy is inappropriate.”³³¹

Indeed, in the dissenting opinion in *Stop Youth Addiction*, Justice Brown noted:

³³⁰ See, e.g., *Desert Healthcare Dist. v. PacifiCare, FHP, Inc.*, 94 Cal. App. 4th 781, 794-95 (2001) (dismissing UCL claim challenging defendant healthcare provider’s capitation agreement with an intermediary because assessing appropriate levels of capitation and industry oversight—i.e., determining economic policy—“is primarily a legislative and not a judicial function”), *disapproved on other grounds by Centinela Freeman Emergency Med. Assocs. v. Health Net of Cal., Inc.*, 1 Cal. 5th 994 (2016); *Crusader Ins. Co. v. Scottsdale Ins. Co.*, 54 Cal. App. 4th 121, 138 (1997) (holding that plaintiff’s claim under the UCL, in essence, challenged whether the Department of Insurance properly regulated certain insurance providers; since “[i]nstitutional systems are . . . in place to deal with [plaintiff’s allegations,] . . . [t]here is no need or justification for the courts to interfere with the Legislature’s efforts to mold and implement public policy in this area”); *Wolfe v. State Farm Fire & Cas. Ins. Co.*, 46 Cal. App. 4th 554, 562 (1996) (holding that the trial court properly sustained a demurrer without leave to amend on a UCL claim where plaintiffs brought suit against certain insurance companies based on their refusal to issue homeowners and earthquake insurance); *Cal. Grocers Ass’n*, 22 Cal. App. 4th at 218 (reversing trial court’s judgment under the UCL, which enjoined a bank from imposing certain service charges, because the “case implicates a question of economic policy—whether service fees charged by banks are too high and should be regulated”—and emphasizing that “[j]udicial review of one service fee charged by one bank is an entirely inappropriate method of overseeing bank service fees”); *Samura*, 17 Cal. App. 4th at 1301-02 (reversing the trial court’s entry of an injunction under the UCL because “the courts cannot assume general regulatory powers over health maintenance organizations [relating to service agreement provisions] through the guise of enforcing” the UCL, and holding that such regulatory powers are entrusted by the Legislature to the Department of Corporations); *Beasley v. Wells Fargo Bank*, 235 Cal. App. 3d 1383, 1391 (1991) (noting the trial court’s determination to rule in favor of a bank on a UCL claim involving the assessment of credit card late fees because, “as a matter of policy, [] this Court [is not] well suited to regulating retail bank pricing via injunction on an ongoing basis”); see also *Lazar*, 69 Cal. App. 4th at 1509 (holding that a cause of action for violation of the Unruh Act could not be maintained where plaintiff challenged a car rental company’s surcharge because “this case concerns a question of economic policy—that is, whether the surcharge is too high and should be regulated. . . . It is the Legislature’s function, not ours, to determine the wisdom of economic policy.”) (citations omitted). But see *AICCO*, 90 Cal. App. 4th at 593 (rejecting defendant’s argument that the trial court properly abstained from deciding the action because, by doing so, it would “engage in ‘impermissible microeconomic regulation of the business of insurance’”); *Arce v. Kaiser Found. Health Plan, Inc.*, 181 Cal. App. 4th 471, 502 (2010) (where member brought putative class action for alleged denial of coverage for mental health care services, trial court erred in applying the doctrine of judicial abstention because the UCL claim did not require the court “to make individualized determinations of medical necessity, to evaluate complex issues of economic policy, or to decide matters within the exclusive jurisdiction of the [Department of Managed Health Care]”); *Klein v. Chevron U.S.A., Inc.*, 202 Cal. App. 4th 1342, 1369 (2012) (application of the doctrine requires an alternative means of resolving issues raised in plaintiff’s complaint).

³³¹ *Wolfe*, 46 Cal. App. 4th at 562; accord *Alvarado v. Selma Convalescent Hosp.*, 153 Cal. App. 4th 1292, 1303-04 (2007) (“Adjudicating this class action controversy would require the trial court to assume general regulatory powers over the health care industry through the guise of enforcing the UCL, a task for which the courts are not well-equipped.”); *Desert Healthcare Dist.*, 94 Cal. App. 4th at 795 (“Where a UCL action would drag a court of equity into an area of complex economic policy, equitable abstention is appropriate.”).

Although California courts have not yet developed the doctrine fully, the fundamentals of an equitable jurisprudence of abstention in litigation brought under the UCL exists under both the California Constitution (art. III, § 3) and case law. As [numerous California decisions] show, the Courts of Appeal have done an admirable job of reining in the UCL’s potential for adverse regulatory effects by declining to grant relief in appropriate cases.³³²

The judicial abstention defense is based on the notion that, where a challenged business practice arises in the context of a regulated industry and the practice has not been prohibited, the courts should not do what the Legislature or a responsible agency has left undone.³³³ However, if pursuit of a UCL claim is consistent with the overall goal of the legislation, courts will not abstain.³³⁴

For example, the California Supreme Court rejected applying the doctrine of judicial abstention in a case involving allegedly “unconscionable” conduct. In *De La Torre v. CashCall, Inc.*,³³⁵ low-income borrowers brought a putative class action in federal court, alleging that a California lender’s interest rates violated the “unlawful” prong of the UCL by being unconscionably high in violation of section 22302 of the Financial Code (generally prohibiting “unconscionable” consumer loans). The district court granted defendant’s motion for summary judgment, finding the court could not provide a remedy for plaintiffs without intruding into economic policy because it would have to make a determination as to “the point at which *CashCall’s* interest rates crossed the line into unconscionability.”³³⁶ Plaintiffs appealed, and the Ninth Circuit certified the question to the California Supreme Court to determine whether an interest rate on consumer loans of \$2500 or more (California’s Finance Lenders Law imposes express interest-rate caps on consumer loans of less than \$2500, but no express caps on loans of \$2500 or more) rendered the loans unconscionable.³³⁷ The Supreme Court concluded that plaintiffs stated a cause of action under the UCL based on their allegation that interest rates on loans of \$2500 or more were unconscionable under section 22302.³³⁸ The Court reasoned that, “[a]lthough courts must proceed with caution in this area, the possibility that an interest rate is unconscionable in a particular context is not so different relative to any other

³³² *Stop Youth Addiction*, 17 Cal. 4th at 596-97 (Brown, J., dissenting) (footnote omitted); *see also Quelimane*, 19 Cal. 4th at 63 (Brown, J., dissenting) (“It is not simply that a single superior court judge hearing a single UCL case is a poor choice to resolve a myriad of complicated fact and policy issues tied to the economics, risks, cost and availability of [certain] insurance. It is that given the scope of its administrative authority and depth of regulatory experience, the Department of Insurance is likely to prove better at the job.”). *But see Villanueva v. Fid. Nat’l Title Co.*, 11 Cal. 5th 104 (2021) (finding that *Quelimane* did not provide blanket immunity from suit solely because the Legislature had acted in the area, and that it was incumbent on defendants invoking *Quelimane* to prove their actions met specific “statutory prerequisites” for immunity).

³³³ *See Uber Techs. Pricing Cases*, 46 Cal. App. 5th 963 (2020) (even though California Public Utilities Commission had not yet regulated rideshare pricing, that it had statutory authority to do so meant that industry pricing could not be challenged in court by way of litigation under the UCL or the Unfair Practices Act).

³³⁴ *See Villanueva*, 11 Cal. 5th at 133-34.

³³⁵ 5 Cal. 5th 966 (2018).

³³⁶ *Id.* at 974-75 (quoting *De La Torre v. CashCall, Inc.*, 56 F. Supp. 3d 1105, 1109-10 (N.D. Cal. 2014), *vacated on other grounds*, 904 F.3d 866 (9th Cir. 2018)).

³³⁷ *Id.* at 975.

³³⁸ *Id.* at 981.

kind of potential contractual defect that it justifies concluding that courts lack power or responsibility to address unconscionable interest rates.”³³⁹

9. The “Safe Harbor” Defense

As noted above, in the context of an unfairness claim, the California Supreme Court confirmed in *Cel-Tech* that “[a]cts that the Legislature has determined to be lawful may not form the basis for an action under the [UCL]. . . .”³⁴⁰ Because “[c]ourts may not simply impose their own notions of the day as to what is fair or unfair” and “[s]pecific legislation may limit the judiciary’s power to declare conduct unfair,” the Court concluded that “courts may not use the [UCL] to condemn actions the Legislature permits.”³⁴¹ Other California decisions have dismissed UCL claims for unlawful and fraudulent conduct on these same “safe harbor” grounds—i.e., where the business practice forming the basis of the claim has been explicitly approved, or exempted from prosecution, by the Legislature.³⁴² However, courts are cautioned against “creating safe harbors in the absence of

³³⁹ *Id.* at 993-994.

³⁴⁰ *Cel-Tech Commc’ns, Inc. v. Los Angeles Cellular Tel. Co.*, 20 Cal. 4th 163, 183 (Cal. 1999).

³⁴¹ *Id.* at 182, 184. As discussed above, however, the decision in *Cel-Tech* was based on a dispute between two competitors and, therefore, may be distinguishable in the context of consumer transactions. *Id.* *But see Schnall*, 78 Cal. App. 4th at 1166-67 (applying *Cel-Tech* standard in a consumer action).

³⁴² *See, e.g., Dinan v. SanDisk LLC*, No. 18-cv-05420, 2020 WL 364277, at *10-11 (N.D. Cal. Jan. 22, 2020) (holding that Legislature’s approval of National Institute of Standards and Technology units of weights and measure precluded UCL claim asserting that the term “gigabyte” was deceptive because the product offered only one billion bytes of storage (the decimal measure of “gigabyte”), rather than a larger amount of storage, 1,073,741,824 bytes, as calculated by reference to the binary measure, which plaintiff alleged was the expected standard among users), *aff’d*, 844 F. App’x 978 (9th Cir. 2021); *Alaei*, 224 F. Supp. 3d at 1001 (finding that the safe harbor for both the UCL and the CLRA exists both when the Legislature has specifically permitted certain conduct and when the Legislature “considered” a situation and decided “no action should lie”); *Ochs v. PacifiCare of Cal.*, 115 Cal. App. 4th 782, 793 (2004) (holding that “safe harbor” defense precluded UCL claim in action challenging health care service plan’s obligation to pay for emergency services); *Byars*, 109 Cal. App. 4th at 1148 (holding that a lender’s payment of a YSP to a broker did not violate the UCL because the payment of such a premium had been deemed lawful under federal law); *Swanson v. St. John’s Reg’l Med. Ctr.*, 97 Cal. App. 4th 245, 248 (2002) (holding that defendant’s filing of liens pursuant to Hospital Lien Act precluded UCL action as a matter of law because “[i]t is settled that a business practice does not violate the UCL if it is permitted by law”), *disapproved on other grounds by Parnell v. Adventist Health Sys./W.*, 35 Cal. 4th 595 (2005); *Smith v. State Farm Mut. Auto. Ins. Co.*, 93 Cal. App. 4th 700, 704 (2001) (holding that defendant insurers’ compliance with California Insurance Code section 11580.2 precluded UCL claim); *Hobby Indus. Ass’n of Am.*, 101 Cal. App. 3d at 370 (“Although the Supreme Court has construed the orbit of the unfair competition statutes expansively, it cannot be said that this embracing purview also encompasses business practices which the Legislature has expressly declared to be lawful in other legislation.”) (citations omitted). *But see Aron v. U-Haul Co. of Cal.*, 143 Cal. App. 4th 796, 803-04 (2006) (on claims for failure to reimburse customers where vehicle is returned with more fuel than initially provided, refusing to find “implied safe harbors” insulating defendant from liability); *Moran*, 3 Cal. App. 5th at 1140 (safe harbor defense applies to patient plaintiff’s discriminatory pricing claim because Bus. & Prof. Code §§ 16770 and 17042 allow hospitals to variably charge insured and non-insured patients, but the safe harbor defense does not apply to UCL claims for exorbitant pricing because the Hospital Fair Pricing Act, Health & Saf. Code § 127400 *et seq.*, only requires a licensed hospital to establish and give notice of a schedule of fees, but does not permit charging excessive rates); *Purdue Pharma L.P.*, 2021 WL 5227329 (activity encouraged by the Pain Patient’s Bill of Rights could not be challenged as unfair under the UCL).

‘specific legislation.’”³⁴³ Defendants may raise a “safe harbor” defense based upon case law as well.³⁴⁴ Moreover, the California Supreme Court has held that the “safe harbor” defense applies retrospectively—i.e., following a change in the law authorizing the conduct at issue.³⁴⁵ Courts have also held that the “safe harbor” defense can apply where an administrative body responsible for regulating conduct was in close communication with a defendant and affirmatively approved the action.³⁴⁶

Recently, in *Beverage v. Apple, Inc.*, the Court of Appeal held that a “safe harbor” can be found outside of explicit statutory language immunizing specific conduct, emphasizing the holding from *Cel-Tech* that safe harbors can arise in two ways: “If the Legislature has permitted certain conduct or considered a situation and concluded no action should lie, courts may not override that determination.”³⁴⁷ In *Beverage*, consumers brought an action on behalf of themselves and a putative class against Apple for violation of the Cartwright Act and the unlawful and unfair prongs of the UCL. The consumers alleged that they purchased the app “Fortnite” through Apple’s App Store, but the app was subsequently removed from the App Store after Apple claimed Fortnite violated Apple’s contractual terms. As a result of this conflict between Fortnite and Apple, consumers could not download or update the app. The consumers sued under the UCL and on other theories, arguing that Apple’s practices threatened “an incipient violation of an antitrust law by preventing an informed choice among users of the iOS platform” and violated “the policy and spirit of antitrust laws.”³⁴⁸ However, the Court noted that “a claim describing only a unilateral refusal to deal without alleging a corresponding illegal conspiracy or combination does not state an actionable antitrust claim.”³⁴⁹ The premise that “[a]bsent a legal provision to the contrary, a private party generally may choose to do or not do business with whomever it pleases’ without violating antitrust laws” is known as the *Colgate* doctrine.³⁵⁰ Accordingly, the Court of Appeal in *Beverage* held that unilateral refusals to deal that are permissible under the *Colgate* doctrine are within a safe harbor under *Cel-Tech*, and this conduct may not be challenged under the UCL, even by consumers who are collaterally affected by one commercial party’s refusal to deal with another commercial party.³⁵¹

10. No Extraterritorial Application

Section 17203 currently states that anyone “who engages, has engaged, or proposes to engage in unfair competition may be enjoined in any court of competent jurisdiction.” Although the section formerly was limited to unfair competition “*within this state*,” the Legislature deleted these words in

³⁴³ *Hodsdon*, 162 F. Supp. 3d at 1029 (quoting *Cel-Tech*, 20 Cal. 4th at 182).

³⁴⁴ *See, e.g., Chavez*, 93 Cal. App. 4th at 375 (holding that defendant’s conduct was permissible under the *Colgate* doctrine and, therefore, not “unlawful” or “unfair” under the UCL).

³⁴⁵ *Olszewski v. Scripps Health*, 30 Cal. 4th 798, 829 (2003) (“[R]etroactive application of a decision disapproving prior authority on which a person may reasonably rely in determining what conduct will subject the person to penalties, denies due process.”) (citation omitted).

³⁴⁶ *Martin v. Ford Motor Co.*, No. CV 20-10365-DMG (JPRx), 2025 WL 1012299, at *10 (C.D. Cal. Mar. 28, 2025).

³⁴⁷ 101 Cal. App. 5th 736, 753 (2024), *review denied* (July 10, 2024).

³⁴⁸ *Id.* at 752 (quoting plaintiffs’ Second Amended Complaint).

³⁴⁹ *Id.* at 749-50.

³⁵⁰ *Id.* at 736 (referencing *United States v. Colgate & Co.*, 250 U.S. 300 (1919)); *see also Chavez*, 93 Cal. App. 4th 363 (*Colgate* doctrine precludes a UCL cause of action).

³⁵¹ 101 Cal. App. 5th at 754-55.

1992.³⁵² This amendment could be construed as clarifying the Legislature’s intent that the power of the California courts to remedy business practices under the UCL is coextensive with the reach of due process. In other words, as long as the “minimum contacts” test of personal jurisdiction is met, a California court may enjoin a defendant’s business practice. In fact, the Courts of Appeal have held that an out-of-state defendant may be held liable under the UCL where the conduct at issue adversely affected California residents.³⁵³

Similarly, a plaintiff’s non-residency in California is not enough to preclude application of California consumer protection laws. In California, there is a two-step process to determine whether the CLRA, the UCL (and the FAL) can apply to interstate plaintiffs.³⁵⁴ First, the plaintiff must demonstrate that the application of California law comports with due process.³⁵⁵ Second, the onus then shifts to the defendant to show that foreign law, rather than California law, should apply to these claims.³⁵⁶ As to the first prong, the court in *Arroyo* explained that courts “must consider (1) where the defendant does business; (2) whether the defendant’s principal offices are located in California; (3) where the potential class members are located, and (4) the location from which the advertising and promotional literature decisions were made.”³⁵⁷

The decision in *Norwest Mortgage, Inc. v. Superior Court*,³⁵⁸ however, limits the extraterritorial application of the UCL.³⁵⁹ Addressing the issue in the context of nationwide class

³⁵² By contrast, section 17500 contains language that could be interpreted to limit the statute’s extraterritorial application. Section 17500 prohibits false or misleading statements made “before the public in this state” and “from this state before the public in any state.” Cal. Bus. & Prof. Code § 17500.

³⁵³ See *G.P.P., Inc. v. Guardian Prot. Prods., Inc.*, No. 15-CV-00321, 2017 WL 220305, at *30 (E.D. Cal. Jan. 18, 2017) (holding that plaintiff was not applying its UCL claim extraterritorially because the franchise agreements at issue were made in California by at least one California corporation, and therefore, there was “a sufficient nexus between California and the franchise law violations that form the basis of [plaintiff’s] Section 17200 claim”), *rev’d and remanded on other grounds*, 788 F. App’x 452 (9th Cir. 2019); *Yu v. Signet Bank/Va.*, 69 Cal. App. 4th 1377, 1391 (1999) (holding that plaintiffs could sue Virginia bank under the UCL for acts that allegedly occurred in Virginia since, “[i]n the absence of any federal preemption, a defendant who is subject to jurisdiction in California and who engages in out-of-state conduct that injures a California resident may be held liable for such conduct in a California court”); *Application Grp., Inc. v. Hunter Grp., Inc.*, 61 Cal. App. 4th 881, 908 (1998) (affirming trial court’s decision that out-of-state employer’s use of unlawful non-compete clause violated the UCL).

³⁵⁴ *Mazza v. Am. Honda Motor Co., Inc.*, 666 F.3d 581, 589-95 (9th Cir. 2012).

³⁵⁵ See *id.*; *Arroyo*, 2015 WL 5698752, at *3 (explaining that this inquiry involves establishing “sufficient contacts between the alleged misconduct and the state”) (internal quotation marks omitted).

³⁵⁶ *Mazza*, 666 F.3d at 590.

³⁵⁷ *Arroyo*, 2015 WL 5698752, at *3 (citing *In re Toyota Motor Corp.*, 785 F. Supp. 2d 883, 917 (C.D. Cal. 2011)).

³⁵⁸ 72 Cal. App. 4th 214 (1999).

³⁵⁹ See *Tidenberg v. Bidz.com, Inc.*, No. CV 08-5553, 2009 WL 605249, at *4 (C.D. Cal. Mar. 4, 2009) (following *Norwest* and noting that, while defendant’s principal place of business is in California, that fact alone does not permit application of the UCL to the claims of nonresident plaintiffs; plaintiff did not allege that defendant, operator of a web business, actually engaged in misleading conduct in California); see also *Standfacts Credit Servs. v. Experian Info. Sols., Inc.*, 405 F. Supp. 2d 1141, 1147-48 (C.D. Cal. 2005) (following *Norwest* and dismissing UCL claim brought by non-resident plaintiffs), *aff’d*, 294 F. App’x 271 (9th Cir. 2008); *Sullivan v. Oracle Corp.*, 51 Cal. 4th 1191, 1206-09 (2011) (citing *Norwest* and holding that the UCL did not apply to claims of nonresident plaintiffs of failure to pay overtime where work was performed outside of California but employer was a California company). But see *Ehret v. Uber Techs., Inc.*, 68 F. Supp. 3d 1121, 1132 (N.D. Cal. 2014) (finding sufficient nexus with California where alleged misrepresentations were developed in California and contained on websites and an application that were maintained in

certification, the Court of Appeal held that the UCL could not be used to regulate conduct unconnected to California.³⁶⁰ Specifically, the court held that the UCL would not apply to claims of class members residing outside of California for conduct occurring outside of California by a company headquartered outside of California.³⁶¹ *Norwest* was extended in *Aghaji v. Bank of America, N.A.*, where the Court of Appeal determined that the non-California plaintiffs could not assert UCL claims without alleging that the harm they suffered emanated from California.³⁶²

Courts also have considered the effect of choice-of-law provisions under the above *Norwest* rule. In *Ice Cream Distributors of Evansville, LLC v. Dreyer's Grand Ice Cream, Inc.*,³⁶³ plaintiff alleged that defendant violated the UCL when employees outside of California made fraudulent statements at the direction of employees in California, which resulted in termination of plaintiff's business relationships with several regional ice cream distributors and convenience stores. Plaintiff argued that it was permitted to bring a UCL claim for out-of-state conduct pursuant to the choice-of-law provision in the underlying distribution agreement with defendant. Under that provision, the agreement would be "governed by and construed in accordance with the laws of the State of California without regard to any contrary conflicts of law principles."³⁶⁴ The district court rejected plaintiff's argument, finding that the provision did not provide for extra-territorial application of the UCL, but instead addressed under what law the agreement would be construed.³⁶⁵ The court therefore dismissed plaintiff's UCL claim because the alleged fraudulent statements still were made outside of California and plaintiff was a limited liability corporation based in Kentucky. As stated by the court, the UCL does not extend to "actions occurring outside of California that injure non-residents."³⁶⁶ The court additionally noted that plaintiff's allegation that defendant's employees outside of California made false statements at the direction of two California-based employees was bare and insufficient to suggest that the falsehoods were "prepared in and emanated from" California, which would have been sufficient to allege liability under the UCL.³⁶⁷

California and billing and payment of services went through servers located in California); *see also Aton Ctr., Inc. v. CareFirst of Md., Inc.*, No. CV DKC 20-3170, 2021 WL 1856622, at *12-*13 (D. Md. May 10, 2021) (denying leave to amend complaint to state UCL claim due to futility, because while the injury was felt in California, there was no evidence the underlying unlawful conduct was committed there).

³⁶⁰ *Norwest*, 72 Cal. App. 4th at 222-24; *Evolution Fast Food Gen. P'ship v. HVFG, LLC*, No. 15 CIV. 6624, 2017 WL 4516821, at *6 (S.D.N.Y. Sept. 27, 2017) (holding non-California plaintiff "may not predicate its California UCL claims on a violation" of New York law); *see also Sajfr v. BBG Commc'ns, Inc.*, No. 10cv2341, 2012 WL 398991, at *4 (S.D. Cal. Jan 10, 2012) (UCL does not apply to conduct occurring "wholly" outside California in international locations).

³⁶¹ *Norwest*, 72 Cal. App. 4th at 225-27 (noting that such application would be arbitrary and unfair and, therefore, violative of due process) (relying on *Phillips Petroleum Co. v. Shutts*, 472 U.S. 797 (1985)); *cf. Estrella v. Freedom Fin. Network, LLC*, No. C 09-03156, 2010 WL 2231790, at *7 (N.D. Cal. June 2, 2010) (where defendant's alleged conduct occurred in California, court held that California law applies to out-of-state defendants).

³⁶² 247 Cal. App. 4th 1110 (2016).

³⁶³ No. 09-5815, 2010 WL 3619884, at *2 (N.D. Cal. Sept. 10, 2010), *aff'd*, 487 F. App'x 362 (9th Cir. 2012).

³⁶⁴ *Id.* at *8.

³⁶⁵ *Id.*

³⁶⁶ *Id.* (quoting *Standfacts Credit Servs.*, 405 F. Supp. 2d at 1148).

³⁶⁷ *Id.* (citing *Wershba v. Apple Comput., Inc.*, 91 Cal. App. 4th 224, 241-44 (2001)).

In contrast, the Court of Appeal in *Schlesinger v. Superior Court*³⁶⁸ found that contractual choice-of-law and forum-selection provisions are relevant to the *Norwest* analysis. Plaintiffs in *Schlesinger* alleged that Ticketmaster violated the UCL by: (1) deceiving customers into believing that fees charged on its website were pass-through costs, instead of sources of profit for Ticketmaster, and (2) making a processing charge mandatory and not allowing its customers to use an alternative delivery system. Plaintiffs also alleged violations of the FAL and CLRA.³⁶⁹ Under the choice-of-law provision in Ticketmaster’s online purchase agreement, a customer agreed that disputes under the purchase agreement would “be governed by the laws of the State of California without regard to its conflict of law provisions and you consent to personal jurisdiction, and agree to bring all actions, exclusively in state and federal courts located in Los Angeles County, California.”³⁷⁰ Ticketmaster argued that the UCL does not apply to out-of-state residents, but the court found no express geographic restriction in the UCL.³⁷¹ Also, unlike the defendant in *Norwest*, Ticketmaster’s headquarters and principal place of business is in California and, more importantly, Ticketmaster required its customers to agree to the application of California law.³⁷² Accordingly, the Court of Appeal issued an order directing the Superior Court to vacate its order denying certification of a nationwide class and instead enter a new order granting plaintiffs’ motion to certify a nationwide class as to the first UCL and FAL claims.

The lack of geographical restrictions under the UCL also implicate considerations when determining whether to certify a nationwide class under California’s consumer protection laws. Generally, a court will consider whether California has “significant contact or significant aggregation of contacts to the claims asserted by each member of the plaintiff class, contacts creating state interests, in order to ensure that the choice of [forum] is not arbitrary or unfair.”³⁷³ In this regard, courts consider a variety of factors in determining whether California has sufficient contact to the asserted claims.³⁷⁴ Upon a determination that California has sufficient contacts to the claims of the nationwide class, the burden shifts to the defendant to demonstrate that the interests of the other state’s laws are greater than California’s.³⁷⁵

Another issue courts face with respect to the extraterritorial application of the UCL is whether district attorneys may bring public prosecutor actions seeking to obtain relief outside of the

³⁶⁸ No. B224880, 2010 WL 3398844, at *7-8 (Cal. Ct. App. Aug. 31, 2010) (unpublished).

³⁶⁹ *Id.* at *2.

³⁷⁰ *Id.*

³⁷¹ *Id.* at *7.

³⁷² *Id.* at *6.

³⁷³ *See Rutledge*, 238 Cal. App. 4th at 1186 (internal quotation marks omitted).

³⁷⁴ *See id.* (holding California contacts were sufficiently linked to nationwide class claims where defendant created a national advertising campaign by a California agency; defendant’s contracts with manufacturer of computers were governed under California law; defendant designated California service provider for computer repairs; and defendant’s witnesses were located in California); *Wershba*, 91 Cal. App. 4th at 242 (holding application of California law for settlement purposes appropriate when defendant is a California corporation; has its principle place of business in California; has brochures promising free technical support for products that were made and distributed from California; and the policy to terminate the technical support at issue in the case was made at defendant’s headquarters in California), *disapproved on other grounds by Hernandez v. Restoration Hardware, Inc.*, 4 Cal. 5th 260 (2018).

³⁷⁵ *Rutledge*, 238 Cal. App. 4th at 1186 (explaining the trial court improperly placed the burden on appellant class members “to persuasively articulate why California has a special obligation that would fairly call for it to assume the burden of adjudicating a nationwide class action”).

counties in which they have jurisdiction. Until recently, it was unclear whether a local prosecutor could collect penalties based on activity occurring within the State of California but outside his or her particular city or county. This issue was resolved definitively in *Abbott Laboratories v. Superior Court*,³⁷⁶ with the California Supreme Court ruling that local prosecutors could seek state-wide relief, including an injunction, a restitution order and civil penalties. Because a significant portion of penalty collections are kept by the city or county in which the prosecution is brought, many business groups had expressed concern about a rule that would incentivize local prosecutors to file state-wide cases for budgetary reasons. The California Supreme Court brushed off these concerns as merely hypothetical, and noted that the Attorney General still retains the “prerogative to intervene or take control of a civil enforcement action that, in the Attorney General’s view, does not adequately serve the public interest,” and so in an appropriate case could protect a defendant from a too-aggressive prosecution by a local official.³⁷⁷ Resolution of this issue is important as it may have implications for state-wide injunctive relief claims, as well as settlements in cases where plaintiffs purport to sue on behalf of all California residents.

E. Insurance Coverage for UCL Actions

Although the availability of coverage depends upon the terms and conditions of the relevant policy and the circumstances of each case, a UCL claim generally falls outside the scope of coverage or, in some cases, may be expressly excluded.³⁷⁸ In *Bank of the West v. Superior Court*,³⁷⁹ the California Supreme Court held that there was no coverage under a standard comprehensive general liability (CGL) insurance policy for a settling UCL defendant. Since *Bank of the West*, other courts likewise have determined that UCL claims are not covered under most standard CGL policies.³⁸⁰

Further, in *Adir International, LLC v. Starr Indemnity & Liability Co.*,³⁸¹ the Ninth Circuit Court of Appeals rejected a constitutional challenge to California Insurance Code section 533.5, which prohibits insurance companies from paying legal defense fees for UCL and other consumer protection claims brought by government officials.

³⁷⁶ 9 Cal. 5th 642 (2020).

³⁷⁷ *Id.* at 659.

³⁷⁸ Many policies include express exclusions for willful or fraudulent acts. Because intent is not an element of a UCL claim, even if based on an alleged “fraudulent” business practice, such an exclusion would not appear to be applicable.

³⁷⁹ 2 Cal. 4th 1254, 1258 (1992). Specifically, the Court held that there was no coverage for the UCL action as a claim for damages because of “Advertising Injury.” *Id.* The Court reasoned, among other things, that: (1) “damages” were not available under the UCL—only restitution and injunctive relief were available, and (2) “unfair competition,” as used in the insurance policy, referred only to the common law tort of unfair competition and did not include a statutory violation of the UCL. *Id.* at 1261-73, 1277.

³⁸⁰ See, e.g., *Cort v. St. Paul Fire & Marine Ins. Cos., Inc.*, 311 F.3d 979, 987 (9th Cir. 2002) (holding that general liability insurance policy that covered payment of damages and certain associated fees did not provide coverage for UCL cause of action); *Upland Anesthesia Med. Grp. v. Doctors’ Co.*, 100 Cal. App. 4th 1137, 1144 (2002) (holding that insurance policy exclusion for intentional acts precluded insurance defense or coverage for UCL claim); *Am. Cyanamid Co. v. Am. Home Assurance Co.*, 30 Cal. App. 4th 969, 976 (1994); *Chatton v. Nat’l Union Fire Ins. Co.*, 10 Cal. App. 4th 846, 863 (1992). But see *Cont’l Cas. Co. v. AWP USA Inc.*, No. 3:19CV661, 2021 WL 1225968, at *20 (E.D. Va. Mar. 31, 2021) (finding that UCL claim might be covered due to contradictory policy language).

³⁸¹ 994 F.3d 1032 (9th Cir. 2021), *cert. denied*, 142 S. Ct. 861 (2022).

III. REMEDIES UNDER THE UCL

No damages of any kind are recoverable under the UCL.³⁸² Instead, the UCL provides for injunctive relief, restitution and civil penalties. Injunctive relief and restitution are available in both private-party and government actions.³⁸³ Civil penalties are available only in government enforcement actions.³⁸⁴ As with the substantive provisions of the UCL, the remedial provisions have been liberally construed to give courts broad powers to fashion creative awards of injunctive or restitutionary relief.³⁸⁵ The remedies available under the UCL are cumulative to other remedies, regardless of whether those remedies arise under the UCL or other law.³⁸⁶

A. Restitution Under the UCL

1. The Proper Scope of Restitution Awards

The California Supreme Court has considered the proper scope of restitution awards in various contexts.³⁸⁷ The developments in this area probably can be best understood by starting with *Korea Supply Co. v. Lockheed Martin Corp.*³⁸⁸

As stated in *Korea Supply*, “[t]he object of restitution is to restore the status quo by returning to the plaintiff funds in which he or she has an ownership interest.”³⁸⁹ A UCL order for restitution is one “compelling a UCL defendant to return money obtained through an unfair business practice to those persons in interest from whom the property was taken, that is, to persons who had an ownership interest in the property or those claiming through that person.”³⁹⁰ Therefore, in order for

³⁸² *Korea Supply Co. v. Lockheed Martin Corp.*, 29 Cal. 4th 1134, 1144 (2003); *Forty Niner Truck Plaza, Inc. v. Shank*, No. CIV. S-11-860, 2011 WL 4386299, at *2 (E.D. Cal. Sept. 20, 2011) (“A claim under [the UCL] is ‘equitable in nature; damages cannot be recovered . . .’”).

³⁸³ See Cal. Bus. & Prof. Code § 17203.

³⁸⁴ See Cal. Bus. & Prof. Code § 17206.

³⁸⁵ See *Fletcher*, 23 Cal. 3d at 449 (noting that principles of equity, combined with express statutory language, arms “the trial court with the cleansing power to order restitution to effect complete justice”); *Barquis v. Merchs. Collection Ass’n*, 7 Cal. 3d 94, 111 (1972) (explaining that the Legislature’s intent was “to permit tribunals to enjoin ongoing wrongful business conduct in whatever context such activity might occur”).

³⁸⁶ See Cal. Bus. & Prof. Code § 17205 (“Unless otherwise expressly provided, the remedies or penalties provided by this chapter are cumulative to each other and to the remedies or penalties available under all other laws of this state.”); see also *Wildin v. FCA US LLC*, No. 17cv-02594, 2018 WL 3032986, at *6-7 (S.D. Cal. June 19, 2018) (declining to dismiss UCL claim at pleading stage where defendant argued there were alternative legal remedies, reasoning that dismissal would not save substantial resources and that the appropriate form of relief should not be decided at the pleading stage). But see *Nelson v. Pearson Ford Co.*, 186 Cal. App. 4th 983, 1018 (2010) (rescission is not available under the UCL), *disapproved on other grounds by Raceway Ford Cases*, 2 Cal. 5th 161 (2016).

³⁸⁷ See *Kraus*, 23 Cal. 4th at 116; *Cortez*, 23 Cal. 4th at 177-78; *Korea Supply*, 29 Cal. 4th at 1142-43; *Clark v. Super. Ct.*, 50 Cal. 4th 605, 611, 614-15 (2010) (finding that claims under the UCL are not subject to the punitive device of trebling because restitution is not a punitive remedy). It should be noted that, in *Kraus*, the Court devoted substantial discussion to the availability of restitution in private attorney general actions. Following Proposition 64’s prohibition on such actions, that discussion is moot.

³⁸⁸ 29 Cal. 4th at 1149.

³⁸⁹ *Id.*

³⁹⁰ *Id.* (quoting *Kraus*, 23 Cal. 4th at 126-27).

an award of restitution to be appropriate against a defendant in any UCL action, that defendant must hold funds in which plaintiff has an ownership interest.

Post-*Korea Supply* cases expand on this conclusion. One illustrative case is *Inline, Inc. v. Apace Moving Systems, Inc.*³⁹¹ There, plaintiff sued a storage company, Apace Moving Systems, alleging that when Apace auctioned the stored property of plaintiff's predecessor, Production Resources, Inc. (PRI), to satisfy outstanding storage charges, Apace did so in a commercially unreasonable manner. At the auction, Apace obtained only \$20 for the entire contents of PRI's storage lot. Plaintiff subsequently purchased the auctioned lot from the buyer for \$100,000. Plaintiff sued Apace, claiming, among other things, that *Apace's* violation of the statutory commercial reasonableness standard in auctioning the property constituted a violation of the UCL. Plaintiff sought as "restitution" the \$100,000 that it paid to the buyer of the PRI storage lot, who had paid only \$20 for the lot. The trial court found that *Apace's* auction was not held in a commercially reasonable manner and awarded plaintiff \$20 as restitution under the UCL.

Plaintiff appealed the amount of the restitution award. The Court of Appeal affirmed, rejecting plaintiff's argument that the restitution remedy required Apace to reimburse plaintiff for the \$100,000 paid to the third-party buyer to retrieve the property. The court reasoned that plaintiff sought more from Apace than the "return [of] something [it] wrongfully received"; it sought compensation "for injury suffered as a result of [defendant's] conduct."³⁹² In other words, plaintiff sought damages, which are not available under section 17203.³⁹³ The court explained that "[t]he only nonpunitive monetary relief available under [the UCL] is the disgorgement of money that has been wrongfully obtained or, in the language of the statute, an order 'restor[ing] . . . money . . . which may have been acquired by means of . . . unfair competition.'"³⁹⁴ The court emphasized that "section 17203 is not 'an all-purpose substitute for a tort or contract action.'"³⁹⁵ Rather, remedies under section 17203 are equitable and "designed to afford specific relief by requiring disgorgement of the *particular property or money taken* by an unfair business practice, rather than damages compensation."³⁹⁶

³⁹¹ 125 Cal. App. 4th 895 (2005).

³⁹² *Id.* at 903.

³⁹³ *See id.*

³⁹⁴ *Id.* (quoting *Bank of the West*, 2 Cal. 4th at 1266); *see also Marsh v. Zaazoom Sols., LLC*, No. C-11-05226, 2012 WL 952226, at *14 (N.D. Cal. Mar. 20, 2012) (granting motion to dismiss as to bank defendant where relationship arose out of general deposit because bank had no ownership interest in money and therefore could not be held liable for restitution of monies allegedly taken by other defendants).

³⁹⁵ *Inline*, 125 Cal. App. 4th at 904 (quoting *Cortez*, 23 Cal. 4th at 173).

³⁹⁶ *Id.* at 905 (emphasis added) (citing *AIU Ins. Co. v. Super. Ct.*, 51 Cal. 3d 807, 835 (1990) (recognizing that restitutionary remedies return to plaintiff "the very thing to which he was entitled," while damages provide compensation for loss in the form of a money recovery) (emphasis added)); *see also Moss v. Infinity Ins. Co.*, 197 F. Supp. 3d 1191, 1203 (N.D. Cal. 2016) (dismissing plaintiff's UCL claim because the primary remedy sought, damages in the form of payment of policy benefits, was "entirely inconsistent" with the permitted UCL remedy of restitution); *Cox v. Elec. Data Sys. Corp.*, No. C-08-03927, 2009 WL 3833899, at *12-13 (N.D. Cal. Nov. 16, 2009) (granting defendant's motion for summary judgment on UCL claim where plaintiff sought wages that were never earned and therefore never owed); *Pineda v. Bank of Am., N.A.*, 50 Cal. 4th 1389, 1401 (2010) (statutory penalties do not "restore the status quo by returning to the plaintiff funds in which he or she has an ownership interest"; unlike unpaid wages, which are triggered by an employee's actions, penalties are designed to encourage employers to pay on time); *Reid v. Google, Inc.*, 66 Cal. Rptr. 3d 744, 750-51 (2007) (affirming order striking prayer for restitution in UCL action based on

Two Court of Appeal decisions, *Madrid v. Perot Systems Corp.*³⁹⁷ and *Feitelberg v. Credit Suisse First Boston, LLC*,³⁹⁸ further address this issue, specifically considering whether non-restitutionary disgorgement of profits is available in any UCL action, including a class action. In other words, can a UCL plaintiff alleging a class action seek disgorgement of monies in excess of or unrelated to what he or she paid or gave to the defendant, such as investment profits or costs savings made by the defendant? Both *Madrid* and *Feitelberg* answer “no.”³⁹⁹

One case, however, arguably reached the opposite conclusion. In *Juarez v. Arcadia Financial, Ltd.*,⁴⁰⁰ plaintiffs brought a UCL class action based on alleged violations of the Rees-Levering Motor Vehicle Sales & Finance Act. After defendant refused to provide discovery regarding any profits defendant had earned on funds collected from class members, plaintiff moved to compel, claiming that the information was relevant to restitution.⁴⁰¹ Reversing the trial court’s order denying the motion, the Court of Appeal maintained that *Korea Supply* “concluded that ‘restitutionary

allegedly discriminatory hiring practices where plaintiff sought return of unvested stock options held at time of termination), *aff’d*, 50 Cal. 4th 512 (2010); *Pulido v. Coca-Cola Enters., Inc.*, No. EDCV06-406, 2006 WL 1699328, at *8 (C.D. Cal. May 25, 2006) (rejecting claims for restitution based on violations of California Labor Code section 226.7, which requires employers to pay employees for breaks that are not taken, and finding that the amounts were in the nature of a penalty, not restitution), *overruling on other grounds recognized by Caputo v. Prada USA Corp.*, No. CV 12-3244, 2014 WL 12567143 (C.D. Cal. Feb. 6, 2014); *Wayne v. BP Oil Supply Co.*, No. B180025, 2006 WL 766712, at *5 (Cal. Ct. App. Mar. 27, 2006) (rejecting claims for restitution based on defendant’s alleged manipulation of crude oil prices so as to create higher prices for gasoline, reasoning that plaintiff had not sufficiently alleged an “ownership interest” in the money he sought to recover) (unpublished). *But see Murphy v. Kenneth Cole Prods., Inc.*, 40 Cal. 4th 1094, 1119 (2007) (holding that California Labor Code section 226.7 payments are a wage); *Wofford v. Apple Inc.*, No. 11-CV-0034, 2011 WL 5445054, at *3 (S.D. Cal. Nov. 9, 2011) (“loss of use and loss of value” of plaintiff’s iPhones were not recoverable as restitution because they provide no corresponding gain to defendant and injunctive relief was inappropriate because defendant remedied the software defect). *But see Doe v. D.M. Camp & Sons*, No. CIV-F-05-1417, 2009 WL 921442, at *13 (E.D. Cal. Mar. 31, 2009) (reaching result contrary to *Pulido*, above); *Troyk*, 171 Cal. App. 4th at 1339-42 (holding that, although class members did not pay service charges to an insurer and its attorney-in-fact directly, the trial court could have inferred that said defendants received a benefit from payments being made to a subsidiary billing agent based on the three companies acting as a single enterprise; accordingly, the insurer and its attorney-in-fact could both be liable for restitution under the UCL); *Ngu v. City Bail Bonds*, 71 Cal. App. 5th 644, 652 (2021)) (affirming claim for restitution in action against bail bond company, where court found the bond company unlawfully coerced and induced plaintiff to post bond for an employee), *reh’g denied* (Dec. 2, 2021).

³⁹⁷ 130 Cal. App. 4th 440 (2005).

³⁹⁸ 134 Cal. App. 4th 997.

³⁹⁹ *See Madrid*, 130 Cal. App. 4th at 460; *Feitelberg*, 134 Cal. App. 4th at 1015-20; *see also Colgan v. Leatherman Tool Grp., Inc.*, 135 Cal. App. 4th 663, 700 (2006) (reversing restitution award as based on insufficient evidence of the amounts required “to restore purchasers to the status quo ante”); *Starr-Gordon v. Mass. Mut. Life Ins. Co.*, No. CIV. S-03-68, 2006 WL 3218778, at *7 (E.D. Cal. Nov. 7, 2006) (“there is no genuine dispute that non-restitutionary disgorgement is not an available remedy under the UCL”); *In re Facebook, Inc., PPC Advert. Litig.*, 282 F.R.D. 446, 461 (2012), *aff’d*, 588 F. App’x 733 (9th Cir. 2014) (denying class certification where plaintiffs could not establish entitlement to restitution “for all members of the class in a single adjudication”); *Del Monte Fresh Pineapple Cases*, No. A126638, 2012 WL 734115, at *8 (Cal. Ct. App. Mar. 7, 2012) (affirming denial of class certification where plaintiffs could not “establish that [defendant]’s profits ‘can be traced directly to the ill-gotten funds’ acquired from putative class members”) (unpublished).

⁴⁰⁰ 152 Cal. App. 4th 889, 894 (2007).

⁴⁰¹ *Id.* at 912.

disgorgement' is available under the UCL."⁴⁰² In support of this conclusion, the court quoted *Korea Supply's* statements that restitution under the UCL "is not limited only to the return of money or property that was once in the possession of [the plaintiff]," and "is broad enough to allow a plaintiff to recover money or property in which he or she has a vested interest."⁴⁰³ It further reasoned that "the plaintiffs arguably have an ownership interest in any profits Arcadia may have gained through interest or earnings on the plaintiffs' money that Arcadia wrongfully held."⁴⁰⁴ Moreover, the court distinguished *Feitelberg, Madrid* and several other cases holding that there is no right to restitutionary disgorgement on the ground that plaintiffs in those cases "had not lost to the defendant any vested interest in money or property."⁴⁰⁵ In essence, the court's view was that, provided there is a reasonable nexus between profits and what was taken by the defendant, equity allows the plaintiff to recover not only what was taken, but also any profits generated from what was taken.

While restitution is limited to money or property in which the plaintiff had an ownership interest, the plaintiff need not have provided the money or property directly to the defendant.⁴⁰⁶ In *Shersher v. Superior Court*,⁴⁰⁷ plaintiff brought a UCL action against Microsoft, alleging that the packaging for certain Microsoft wireless routers, adapters and other products sold through retailers misrepresented the capabilities of the products. Microsoft successfully moved to strike plaintiff's prayer for restitution, arguing that *Korea Supply* prevents plaintiffs from seeking to recover money or property they did not pay *directly* to the defendant.⁴⁰⁸ The Court of Appeal reversed, stating that *Korea Supply* was not

intended to preclude consumers from seeking the return of money they paid for a product that turned out to be not as represented. Rather, the holding of *Korea Supply* on the issue of restitution is that the remedy the plaintiff seeks must be truly 'restitutionary in nature'—that is, it must represent the return of money or property the defendant acquired through its unfair practices.⁴⁰⁹

⁴⁰² *Id.* at 914-15 (emphasis added).

⁴⁰³ *Id.* at 915 (quoting *Korea Supply*, 29 Cal. 4th at 1149 (citing *Cortez*, 23 Cal. 4th at 178)).

⁴⁰⁴ *Id.*

⁴⁰⁵ *Id.* at 917.

⁴⁰⁶ See *City & Cnty. of S.F. v. Purdue Pharma L.P.*, 491 F. Supp. 3d 610, 695 (N.D. Cal. 2020) (public prosecution of opioid distributors, seeking "restitution for the income, profits, and other benefits [Defendants] allegedly obtained from San Francisco residents"; court held that complaint stated a proper restitution claim, despite distributors' not selling directly to residents but rather to pharmacists, based on theory that distributors indirectly profited from their failure to maintain adequate controls to prevent ultimate resale into the illegal market). *But see Purdue Pharma L.P.*, 2021 WL 5227329, at *11, *20 (rejecting similar claim after trial on the merits).

⁴⁰⁷ 154 Cal. App. 4th 1491, 1494-95 (2007).

⁴⁰⁸ *Id.* at 1495.

⁴⁰⁹ *Id.* at 1498; accord *Hartless*, 2007 WL 3245260, at *7-8 (denying motion to dismiss UCL claim where challenged products were not purchased directly from defendant); see also *Sarpas*, 225 Cal. App. 4th at 1562 (limiting restitution to sums paid directly to defendants "would allow UCL and [false advertising] violators to escape restitution by structuring their schemes to avoid receiving direct payment from their victims").

2. “Fluid Recovery” in UCL Class Actions

Where a class action judgment awards restitution and there are unidentifiable recipients, the doctrine of “fluid recovery” may be used to distribute any unpaid funds.⁴¹⁰ Pursuant to this doctrine, a court might order a defendant to disgorge the amount that cannot be paid directly to class members for distribution through a claims process or to the “next best” use, meaning to produce benefits for as many class members as possible.⁴¹¹ The California Supreme Court has proposed several specific “fluid recovery” procedures, including: price rollback;⁴¹² general escheat;⁴¹³ earmarked escheat;⁴¹⁴ and the establishment of an equitable trust fund.⁴¹⁵ In class action settlements where individual recoveries by class members in a settlement would be small and the cost of distributing settlement monies is high relative to the individual recoveries, payment of the settlement monies to charity is an appropriate *cy pres* remedy.⁴¹⁶

3. Defenses to Restitution Claims

a. The Filed Rate Doctrine

Under the “filed rate doctrine,” defendants that charge consumers certain rates for their products or services, which rates are required by law to be filed with and approved by a designated regulatory body, are insulated from lawsuits challenging those rates and from court orders having the effect of imposing rates other than the filed rates.⁴¹⁷ Relying on this doctrine, the Court of Appeal

⁴¹⁰ See, e.g., *State v. Levi Strauss & Co.*, 41 Cal. 3d 460, 464 (1986) (holding that proof of individual injury is not required for recovery in consumer class actions and discussing the “largely uncharted area of fluid recovery”); *Thomas Shelton Powers, M.D.*, 2 Cal. App. 4th at 330; *People ex rel. Smith v. Parkmerced Co.*, 198 Cal. App. 3d 683, 689 (1988) (determining that unclaimed funds of restitution award should go to a tenant’s rights organization to the extent that victimized former tenants could not be located), *abrogated by Kraus*, 23 Cal. 4th 116.

⁴¹¹ “Fluid recovery” is borrowed from the doctrine of “*cy pres*”—a concept developed in the law of charitable trusts—which provides that, if a particular interest cannot go to an intended purpose, it will be put to its next best use.

⁴¹² Under the price rollback method, the defendant distributes the unclaimed funds throughout the market by lowering prices in the product or service area where the wrongful conduct occurred. See *Levi Strauss*, 41 Cal. 3d at 473.

⁴¹³ Under the general escheat approach, the unclaimed portion of the award is paid over to a general government fund. See *id.* at 475.

⁴¹⁴ Under the earmarked escheat method, the uncollected funds are distributed to an appropriate government organization for use on projects that potentially could benefit non-collecting class members. See *id.* at 474.

⁴¹⁵ Here, the Court appoints a board of directors to administer recovery in the best interests of the represented parties. See *id.* at 476.

⁴¹⁶ See, e.g., *Slayton v. Citibank (S.D.), N.A.*, No. A113891, 2007 WL 731432, at *4-5 (Cal. Ct. App. Mar. 12, 2007) (affirming approval of UCL class action settlement providing for payment of settlement monies to charity where each class member’s individual recovery would have been less than \$1.50 before costs of mailing checks) (unpublished).

⁴¹⁷ See *Wegoland Ltd. v. NYNEX Corp.*, 27 F.3d 17, 18 (2d Cir. 1994) (“Simply stated, the [filed rate] doctrine holds that any ‘filed rate’—that is, one approved by the governing regulatory agency—is per se reasonable and unassailable in judicial proceedings brought by ratepayers.”); *Day v. AT&T Corp.*, 63 Cal. App. 4th 325, 335 (1998) (“It has been said that the doctrine furthers two legitimate goals: [1] nondiscriminatory rate setting and [2] agency autonomy in rate setting without court interference.”) *AT&T v. Cent. Office Tel. Co.*,

in *Day v. AT&T Corp.*⁴¹⁸ held that plaintiffs were precluded from seeking any monetary recovery under the UCL based on defendant’s rounding up of telephone charges on prepaid phone cards because the rates for such charges were disclosed and approved in publicly filed rates.⁴¹⁹ Similarly, in *Walker v. Allstate Indemnity Co.*,⁴²⁰ the Court of Appeal held that plaintiffs could not seek restitution under the UCL from certain insurance companies based on allegations that their rates were excessive. The court reasoned that no civil challenge could be brought to recoup insurance premiums charged pursuant to rates approved by the state’s insurance department.⁴²¹ Courts around the country have applied the filed rate doctrine in various regulatory contexts, including telecommunications and utilities.⁴²² Courts have also extended the reasoning of the filed rate doctrine to protect hospitals from lawsuits if the hospitals comply with regulatory rate disclosure requirements under state and federal law.⁴²³

b. Ability to Pay

At least one California court has determined that the Equal Protection Clause “requires a court to grant a hearing on a defendant’s ability to pay restitution.”⁴²⁴ “[I]t does not require a trial judge [to] make a finding of ability to pay before ordering restitution,” however.⁴²⁵

524 U.S. 214, 222 (1998) (recognizing the filed rate doctrine’s purpose of preventing discriminatory pricing).

⁴¹⁸ 63 Cal. App. 4th at 335.

⁴¹⁹ The court, however, did hold that plaintiffs still could seek injunctive relief under the UCL. *See id.* In *Spielholz v. Super. Ct.*, 86 Cal. App. 4th 1366, 1369 (2001), the court rejected the filed rate doctrine in a UCL action where plaintiff alleged that defendant’s advertising of a “seamless calling area” was misleading and deceptive.

⁴²⁰ 77 Cal. App. 4th 750, 758-760 (2000).

⁴²¹ *Id.* at 760; *see id.* at 756 (“[U]nder the statutory [insurance] scheme enacted by the voters, the charging of an approved rate cannot be deemed ‘illegal’ or ‘unfair’ for purposes of the [UCL] or, indeed, tortious.”); *see also Wholesale Elec. Anti-Trust Cases I & II*, 147 Cal. App. 4th at 1316 (holding that filed rate doctrine barred UCL claim challenging alleged anticompetitive activity in the wholesale electricity market); *Gallivan v. AT&T Corp.*, 124 Cal. App. 4th 1377, 1385 (2004) (holding that filed rate doctrine barred plaintiff’s state law claims for monetary relief); *Duggal v. G.E. Cap. Commc’ns Servs., Inc.*, 81 Cal. App. 4th 81, 87 (2000) (holding that filed rate doctrine barred plaintiff’s state law claims).

⁴²² *See, e.g., Jader v. Principal Mut. Life Ins. Co.*, 975 F.2d 525, 527 (8th Cir. 1992) (applying the doctrine to bar state law claims pursuant to an insurance regulatory scheme); *Wegoland*, 27 F.3d at 20 (stating that the “Supreme Court has ruled that the filed rate doctrine acts to bar state causes of action” and “that the rationales underlying the filed rate doctrine apply equally strongly to regulation by state agencies”). *But see Villanueva*, 11 Cal. 5th at 133 (declining to apply the filed rate doctrine based on the facts presented); *Spielholz*, 86 Cal. App. 4th at 1377 (rejecting filed rate doctrine in a UCL action because allegations were directed at false advertising, not the defendant’s rates).

⁴²³ *See Gray v. Dignity Health*, 70 Cal. App. 5th 225, 240-41 (2021) (finding that plaintiff failed to allege UCL claim because hospital complied with specific rate disclosure requirements under California and federal law), *review denied* (2022).

⁴²⁴ *People v. Warnes*, 10 Cal. App. 4th Supp. 35, 40 (1992) (involving a criminal prosecution under section 17500).

⁴²⁵ *Id.*

c. Restitution as a Disguised Damages Claim

A plaintiff should not be allowed to seek damages in the “disguise” of UCL restitution,⁴²⁶ but the distinction between damages and restitution sometimes is difficult to discern.⁴²⁷ In *Cortez*, for instance, the California Supreme Court awarded unpaid wages as restitution to a group of workers.⁴²⁸ The Court reasoned that, because the defendant improperly “acquired” its employees’ money, meaning that the workers had earned the money and the employer failed to pay it, the trial court could order the defendant to pay the wages as a form of restitution.⁴²⁹

In contrast, in a series of class actions brought by writers against the television industry, the Court of Appeal held in *Alch v. Superior Court*⁴³⁰ that restitutionary backpay was not available under the UCL. In *Alch*, plaintiffs sought an injunction under the UCL compelling defendants to pay restitution in the form of the wages they would have earned absent the alleged age discrimination and also in hopes that an injunction would deter future discrimination. Affirming denial of the restitution request, the court noted that restitution is available only if a defendant wrongfully acquires funds or property in which a plaintiff has an ownership or vested interest, and that the UCL does not provide courts with the equitable power to award any form of monetary relief that they believe might generally deter unfair competition.⁴³¹

⁴²⁶ See *Inline*, 125 Cal. App. 4th at 898; *Vikco Ins. Servs., Inc. v. Ohio Indem. Co.*, 70 Cal. App. 4th 55, 68 (1999) (holding plaintiff could not maintain UCL claim because California Insurance Code section 769 does not create a private right to sue for damages, either directly or by indirect operation of the UCL); *Seibels Bruce Grp., Inc. v. R.J. Reynolds Tobacco Co.*, No. C-99-0593, 1999 WL 760527, at *7 (N.D. Cal. Sept. 21, 1999) (rejecting plaintiff’s UCL claim on the ground that the remedy sought by plaintiff “is ‘none other than an alternative measure of legal damages’”) (citations omitted); *Baugh v. CBS, Inc.*, 828 F. Supp. 745, 757-58 (N.D. Cal. 1993) (dismissing a UCL claim based on the rule that damages cannot be obtained under the UCL); see also *Golden Eye Media USA, Inc. v. Trolley Bags UK Ltd.*, 525 F. Supp. 3d 1145, 1255 (S.D. Cal. 2021) (“Where a plaintiff pursuing a UCL claim essentially seeks damages rather than the return of money in which the plaintiff has an identifiable interest, allowing the plaintiff to recover such relief under the UCL would convert the UCL to ‘an all-purpose substitute for a tort . . . action, something the Legislature never intended.’”) (quoting *Nat’l Rural Telecomms. Co-op. v. DirecTV, Inc.*, 319 F. Supp. 2d 1059, 1082 (C.D. Cal. 2003)). But see *Clark*, 50 Cal. 4th at 611, 614-15 (finding that trebling of restitution award is not proper; California Civil Code section 3345 authorizes trebling of penalties, and restitution is not a penalty).

⁴²⁷ See *Inline*, 125 Cal. App. 4th at 903 (“The distinction between damages and restitution can seem elusive . . . but our Supreme Court has drawn a clear line between the two concepts in the context of section 17203 and the UCL.”).

⁴²⁸ *Cortez*, 23 Cal. 4th at 177-78.

⁴²⁹ *Id.*; see also *McCullum v. XCare.net, Inc.*, 212 F. Supp. 2d 1142, 1154 (N.D. Cal. 2002) (allowing plaintiff to proceed with UCL claim to recover “commissions” owed under employment contract); *Espejo v. Copley Press, Inc.*, 13 Cal. App. 5th 329 (2017) (allowing recovery of wrongfully withheld reimbursement of employee business expenses, as well as award of prejudgment interest on employees’ wages, under the UCL); *Batze v. Safeway, Inc.*, 10 Cal. App. 5th 440, 445 n.2 (2017) (allowing recovery of unpaid overtime wages over a four-year period based on a UCL claim); *Mauia v. Petrochem Insulation, Inc.*, No. 18-cv-01815, 2018 WL 4076269, at *7 (N.D. Cal. Aug. 27, 2018) (holding that plaintiff can maintain a UCL claim seeking unpaid wages as restitution given that the unpaid wages belonged to plaintiff).

⁴³⁰ 122 Cal. App. 4th 339 (2004).

⁴³¹ *Id.* at 403-08; see also *Bradstreet v. Wong*, 161 Cal. App. 4th 1440, 1460 (2008) (earned wages payable under the Labor Code can be awarded as restitution), *disapproved on other grounds by ZB, N.A. v. Super. Ct.*, 8 Cal. 5th 175 (2019); *Dep’t of Fair Emp. & Hous. v. Lucent Techs., Inc.*, No. C 07-3747, 2008 WL 5157710,

d. Adequate Remedy at Law

Traditionally, equitable remedies (including restitution) may not be awarded when the plaintiff has an adequate remedy at law. In *Sonner v. Premier Nutrition Corp. (Sonner I)*,⁴³² the Ninth Circuit held that this rule applies in federal cases where UCL claims are pursued under the court's diversity jurisdiction. Without deciding whether the California Legislature abrogated the traditional rule, the Ninth Circuit held that the scope of federal courts' equitable powers is a wholly federal issue, and accordingly the traditional rule applies.⁴³³ The Ninth Circuit expanded *Sonner I* in *Guzman v. Polaris Industries Inc.*, finding that "equitable relief must be withheld when an equivalent legal claim would have been available but for a time bar."⁴³⁴ "In other words, [plaintiff] cannot have neglected his opportunity to pursue his ... claim [under another statute] ... and then be rewarded for that neglect with the opportunity to pursue his equitable UCL claim in federal court."⁴³⁵ This is a significant development, as the UCL no longer automatically extends California statute of limitations to four years in federal court.⁴³⁶ Consequently, an emergent trend among plaintiffs, who seek to avoid removal of diverse putative consumer class actions, is pleading only equitable claims and intentionally failing to allege legal remedies are unavailable or inadequate.⁴³⁷

e. Measure of Restitution

In *In re Tobacco Cases II*,⁴³⁸ the California Court of Appeal specifically held that non-restitutionary disgorgement (a full refund) is not an available remedy under the UCL where the plaintiff derives a benefit from the product received from the defendant.⁴³⁹ The class sought restitution for monies paid for "light" cigarettes they claimed the defendant misleadingly advertised as "less unhealthful" than full-flavored cigarettes.⁴⁴⁰ In denying the prayer for restitution, the court

at *22 (N.D. Cal. Dec. 8, 2008), *aff'd*, 642 F.3d 728 (9th Cir. 2011) (plaintiff could not obtain restitution of wages that he would have earned if he had remained employed).

⁴³² 971 F.3d 834 (9th Cir. 2020).

⁴³³ *Id.* at 842; *see also Hyunh v. Quora, Inc.*, 508 F. Supp. 3d 633, 662 (N.D. Cal. 2020) (applying *Sonner I* to reject UCL claim in data breach case seeking an injunction mandating improved data security practices in the future and additional disclosure about what data was affected by the breach; plaintiff's damages claim provided an adequate remedy at law). *But see Francis v. Gen. Motors, LLC*, 504 F. Supp. 3d 659, 692 (2020) (holding that UCL and CLRA claims initially may be pleaded in the alternative, despite rule against pursuing UCL claim in federal court when the plaintiff has an adequate remedy at law); *Sonner v. Premier Nutrition Corp.*, 49 F.4th 1300, 1305 (9th Cir. 2022) (*Sonner II*) (confirming that *Sonner I* concerned a "threshold jurisdictional question" about the Ninth Circuit's characterization of choice-of-law analysis between California and federal law on claims for equitable remedies).

⁴³⁴ 49 F.4th at 1312.

⁴³⁵ *Id.*

⁴³⁶ *Id.* at 1314.

⁴³⁷ *E.g.*, *Ruiz v. Bradford Exch., Ltd.*, No. 3:23-cv-01800-WQH-KSC, 2024 WL 2844625, at *2 (S.D. Cal. May 16, 2024), *appeal docketed*, No. 24-3378 (9th Cir. May 29, 2024); *Horton v. Kraft Heinz Foods Co., LLC*, No. 24-CV-909 TWR (SBC), 2024 WL 4211182, at *1-2 (S.D. Cal. Sept. 6, 2024), *appeal docketed*, No. 24-5682 (9th Cir. Sept. 18, 2024); *Cohen v. Copart, Inc.*, No. LA CV24-03268-JAK, 2025 WL 1112658 (C.D. Cal. Apr. 4, 2025) (applying *Sonner* and *Guzman* to hold that federal courts lack equitable jurisdiction over UCL/FAL claims where plaintiffs plead an adequate legal remedy; severing and remanding UCL/FAL claims to state court).

⁴³⁸ 240 Cal. App. 4th 779 (2015).

⁴³⁹ *Id.* at 800.

⁴⁴⁰ *Id.* at 784.

noted that restitutionary awards under the UCL must be supported by substantial evidence.⁴⁴¹ There was no dispute that class members had derived a benefit from the “light” cigarettes they had received, but the class could not put forth credible evidence showing the amount of monetary value derived from the “light” cigarettes by class members, and thus, calculating the amount of restitution owed was not within the trial court’s discretion.⁴⁴² Moreover, the court specifically noted that restitution is not an available remedy in the UCL context “for the exclusive purpose of deterrence.”⁴⁴³

B. Government Enforcement Actions

As noted above, civil penalties are available under the UCL only in government enforcement actions.⁴⁴⁴ Government agencies, including the California Attorney General, city attorneys and district attorneys, increasingly are using the UCL’s civil penalty provision in such actions.

Legislation that went into effect on January 1, 2024, permits public prosecutors pursuing UCL litigation to seek disgorgement of profits in addition to civil penalties.⁴⁴⁵ Recovery of disgorgement is to be paid into a newly-created Victims of Consumer Fraud Restitution Fund. The statute requires the Attorney General to issue regulations governing the fund and how victims may claim against it.

Penalty liability alone can be substantial.⁴⁴⁶ The UCL provides that civil penalties *shall* be assessed in an amount not to exceed \$2,500 for each violation.⁴⁴⁷ If a government agency proves a violation of the UCL in an enforcement action, it is error for the court not to impose penalties in some

⁴⁴¹ *Id.* at 792.

⁴⁴² *Id.* at 802; *see also In re NJOY, Inc. Consumer Class Action Litig.*, 120 F. Supp. 3d at 1121 (holding that plaintiff class could not adequately demonstrate measure of restitution because their expert’s methodology for calculating restitution, which was based on asking consumers what amount they would have paid for a safer product and finding an average, was “entirely subjective and lack[ed] any market-based component”); *Jones*, 2014 WL 2702726, at *20 (denying class certification because expert witness’s methodology of comparing defendant’s product to a comparator product and calculating restitution based on the price difference was “deeply flawed” because it could not be “assume[d] that the entire price difference between the [products] [was] attributable to the alleged misstatements”).

⁴⁴³ *In re Tobacco Cases II*, 240 Cal. App. 4th at 801.

⁴⁴⁴ *Payne v. Nat’l Collection Sys., Inc.*, 91 Cal. App. 4th 1037, 1039-47 (2001) (discussing differences between actions under the UCL brought by public prosecutors and by private parties); Cal. Bus. & Prof. Code § 17206 (providing that public prosecutors may obtain civil penalties of up to \$2,500 per violation).

⁴⁴⁵ Cal. Gov’t Code § 12527.6

⁴⁴⁶ *See, e.g., People ex rel. Bill Lockyer v. Fremont Life Ins. Co.*, 104 Cal. App. 4th 508, 513 (2002) (imposing over \$2.5 million in civil penalties under sections 17200 and 17500); *People v. First Fed. Credit Corp.*, 104 Cal. App. 4th 721, 728 (2002) (imposing \$200,000 in civil penalties); *see also City & Cnty. of S.F. v. PG&E Corp.*, 433 F.3d 1115, 1125-27 (9th Cir. 2006) (holding that attorney general action seeking injunctive relief, \$500 million in civil penalties and restitution was an exercise of the state’s police or regulatory power, which cannot be removed to the bankruptcy court).

⁴⁴⁷ *See* Cal. Bus. & Prof. Code § 17206.

amount.⁴⁴⁸ In construing the phrase “for each violation,” courts may apply a per-victim calculation⁴⁴⁹ or a per-act calculation.⁴⁵⁰

In *People ex rel. City of San Diego v. Experian Data Corp.*, the Court of Appeal held that contingency fee agreements between a city and private law firms do not violate Cal. Bus. & Prof. Code § 17206, which requires all collected penalties to be paid to the city treasurer and used for the enforcement of consumer protection law.⁴⁵¹ The Court held that these agreements allow the City to use the civil penalties received to cover the payment of the private firms, which is for the purpose of enforcing consumer protection laws.⁴⁵² Furthermore, the Court held that even if this fee arrangement did violate the UCL, it would not necessarily mandate the disqualification of private firms.⁴⁵³

A court has broad discretion in setting a penalty amount in a given case; it is not automatically set at \$2,500 per victim or per act.⁴⁵⁴ In determining the amount of the penalty, a court must consider

any one or more of the relevant circumstances presented by any of the parties to the case, including, but not limited to, the following: [1] the nature and seriousness of the misconduct; [2] the number of violations; [3] the persistence of the misconduct; [4] the length of time over which the misconduct occurred; [5] the willfulness of the defendant’s misconduct, and [6] the defendant’s assets, liabilities, and net worth.⁴⁵⁵

Given these broad, discretionary factors, it is difficult to predict the amount of civil penalties that a court might assess in a particular case.⁴⁵⁶

⁴⁴⁸ See *People v. Orange Cnty. Charitable Servs.*, 73 Cal. App. 4th 1054, 1071 (1999); *First Fed. Credit Corp.*, 104 Cal. App. 4th at 728 (“The duty to impose a penalty for each violation is mandatory.”).

⁴⁴⁹ See *People v. Super. Ct. (Jayhill Corp.)*, 9 Cal. 3d 283, 288 (1973); *Toomey*, 157 Cal. App. 3d at 23; *Casa Blanca Convalescent Homes*, 159 Cal. App. 3d at 534-35.

⁴⁵⁰ *People ex rel. Kennedy v. Beaumont Inv., Ltd.*, 111 Cal. App. 4th 102, 119 (2003) (finding that long-term leases obtained by mobile home park owners were unlawful and calculating the number of UCL violations based on the number of times each defendant forced a tenant to accept a long-term lease, as well as every time each defendant collected monthly rent in violation of the underlying city ordinance, for a total of more than 14,000 UCL violations). The Court of Appeal noted that *Jayhill Corp.* did not establish a rule for determining the number of violations on a “per victim” basis in all situations, but rather, determination of the number of violations should be made on a case-by-case basis.

⁴⁵¹ 77 Cal. App. 5th 1006, 1016 (2022).

⁴⁵² *Id.*

⁴⁵³ *Id.*

⁴⁵⁴ See *Nationwide Biweekly Admin., Inc. v. Super. Ct.*, 9 Cal. 5th 279, 326 (2020) (“qualitative evaluation” of multiple factors is required to determine the proper penalty); *People v. Custom Craft Carpets, Inc.*, 159 Cal. App. 3d 676, 686 (1984) (“The amount of each penalty . . . lies within the court’s discretion.”); *City of Santa Rosa v. Patel*, No. A122151, 2010 WL 2060097, at *5 (Cal. Ct. App. May 25, 2010) (trial court properly awarded statutory penalties at a daily rate of \$1,500 per violation for nine months and totaling \$409,500; the amount was “conservatively” calculated and could have been \$2,500 per violation) (unpublished).

⁴⁵⁵ Cal. Bus. & Prof. Code § 17206(b); see *First Fed. Credit Corp.*, 104 Cal. App. 4th at 728.

⁴⁵⁶ See, e.g., *First Fed. Credit Corp.*, 104 Cal. App. 4th at 728 (assessing \$500 UCL penalty per violation); *Fremont Life Ins. Co.*, 104 Cal. App. 4th at 513 (imposing \$210 UCL penalty per violation, plus a \$210 per violation enhancement as to victims who were senior citizens, based on what the trial court found to be “serious” and “harmful” misconduct); *City & Cnty. of S.F. v. Sainez*, 77 Cal. App. 4th 1302, 1306-08 (2000) (assessing \$100 penalty on each of 53 violations of the housing code); *Casa Blanca Convalescent Homes*,

In *People v. JTH Tax, Inc.*,⁴⁵⁷ the Court of Appeal affirmed the imposition of \$774,399 in civil penalties pursuant to the UCL and FAL for illegal advertising in six categories of ads. The court found reasonable the trial court's: (1) determinations that "the ads at issue were likely to deceive or confuse" because the "mandatory disclaimers" were "in a very small font, appear within a mass of other text, and are on screen for just a second," and thus were "plainly designed to be overlooked by consumers" and "patently and deliberately illegible"; (2) imposition of "a significantly lower penalty than would have resulted if it applied the viewership estimates provided by the People" because the television ads at issue "aired a total of 1,829 times" and thus the court could have "imposed penalties of over \$9 million, but only imposed penalties of \$715,344"; (3) imposition of penalties for "certain illegal, [defendant]-approved *Pennysaver* advertisements that were mailed to homes" where the penalty was based on "calculation that less than one percent of the publications circulated were viewed," and (4) injunction requiring the defendant to educate its personnel and control its franchisees.⁴⁵⁸

In government actions, a defendant's ability to take discovery may be hampered by the official information and deliberative process privileges which, respectively, restrict discovery of material obtained by government officials through a promise of confidentiality, and which limit inquiry into governmental actors' reasons for taking official action.⁴⁵⁹

Further, in government actions, public prosecutors are not bound by terms in consumers' or workers' agreements requiring consumers to arbitrate disputes, even if the government actor is seeking restitution for the consumers or workers pursuant to the agreements containing the arbitration requirements.⁴⁶⁰

C. Injunctions Under the UCL

Public prosecutors have broad power to seek injunctive relief under the UCL in principle, and in appropriate cases can obtain a preliminary injunction without evidence of harm to any specific individual.⁴⁶¹ Little guidance exists as to the proper scope of injunctive relief under the UCL in private cases. For example, on the one hand, a court exercised its injunctive power to require a ten-year mandatory disclosure in the form of a warning on the defendant's future products.⁴⁶² On the other,

159 Cal. App. 3d at 534-35 (\$167,500 penalty affirmed based on 67 violations (\$2,500 per violation)); *People v. Dollar Rent-A-Car Sys., Inc.*, 211 Cal. App. 3d 119, 132 (1989) (\$100,000 penalty where company used over 500,000 misleading contracts and submitted 1,500 false repair invoices (no "per violation" penalty determined)); *Thomas Shelton Powers, M.D.*, 2 Cal. App. 4th at 339-44 (imposing maximum \$17,500 penalty for 7 violations (\$2,500 per violation)); *People v. Morse*, 21 Cal. App. 4th 259, 272 (1993) (affirming \$400,000 in civil penalties for 4 million violations of false advertising statute (10 cents per violation)).

⁴⁵⁷ 212 Cal. App. 4th at 1249.

⁴⁵⁸ *Id.* at 1253-59.

⁴⁵⁹ See *Bd. of Registered Nursing v. Super. Ct.*, 59 Cal. App. 5th 1011, 1039-1040 (2021), *reh'g denied* (Feb. 3, 2021), *review denied* (Apr. 21, 2021).

⁴⁶⁰ *In re Uber Techs. Wage & Hour Cases*, 95 Cal. App. 5th 1297 (2023), *review denied* (Jan. 17, 2024).

⁴⁶¹ *People ex rel. Gascon v. HomeAdvisor, Inc.*, 49 Cal. App. 5th 1073, 1088 (2020).

⁴⁶² See *Consumers Union*, 4 Cal. App. 4th at 972-74 (requiring a warning to be placed on all of dairy company's advertisements and products for the next ten years because the company was found liable for false advertising); see also *U-Haul Co.*, 4 Cal. App. 5th 304 (granting injunction of "broad public interest" against defendant franchisor). *But see Isuzu Motors Ltd. v. Consumers Union of U.S., Inc.*, 12 F. Supp. 2d 1035, 1048-49 (C.D. Cal. 1998) (granting motion to dismiss a UCL claim on the grounds that the injunction sought

an injunction requiring defendant to have appropriate policies and procedures to ensure that defendant and its dealers “promptly” complied with the “replacement or restitution” remedy contained in the Song-Beverly Warranty Act was improper because: (1) injunctive relief under the UCL should be withheld where there is an adequate remedy at law, and (2) a court of equity “should not intervene under the guise of the UCL when injunctive relief implicates matters of complex economic policy, where the injunction would lead to a multiplicity of enforcement actions, and/or result in ongoing judicial supervision of an industry.”⁴⁶³ Therefore, overall, it is fair to say that the issuance of a UCL injunction is highly case-specific.

However, in 2017, the California Supreme Court more clearly defined the distinction between two varieties of injunctive relief available under the UCL—“public” injunctive relief and “private” injunctive relief. In *McGill v. Citibank, N.A.*,⁴⁶⁴ the Court summarized its earlier decisions on the subject and held

public injunctive relief under the UCL, the CLRA, and the false advertising law is relief that has the primary purpose and effect of prohibiting unlawful acts that threaten future injury to the general public. Relief that has the primary purpose or effect of redressing or preventing injury to an individual plaintiff—or to a group of individuals similarly situated to the plaintiff—does not constitute public injunctive relief.⁴⁶⁵

Courts have since used this framework to closely examine the character of relief sought to determine whether a waiver of such “public” relief in an arbitration agreement falls within the scope of *McGill*.⁴⁶⁶

Notably, the California Supreme Court also confirmed that Proposition 64 did not eliminate the ability of *private* plaintiffs to seek *public* injunctive relief under the UCL and FAL.⁴⁶⁷ Rather, if a private individual has standing (*i.e.*, has “suffered injury in fact and has lost money or property as a result of” the violation) to file a private action, then that individual can request public injunctive relief

constituted a prior restraint in violation of the First Amendment); *Nelson*, 186 Cal. App. 4th at 1018 (explaining that rescission and restitution are distinct remedies and rescission is an equitable remedy intended to restore both parties to their former positions; finding no authority allowing rescission in a UCL action); *In re Fluidmaster, Inc.*, 149 F. Supp. 3d 940, 958-59 (N.D. Ill. 2016) (dismissing UCL claim seeking prospective injunctive relief for lack of standing because the relief sought—prohibiting defendant from marketing and selling its allegedly defective product and requiring defendant to notify consumers of the alleged product defects—was disconnected from and would not remedy injury of the named plaintiff, who had already purchased and installed the allegedly defective product); *Strumlauf v. Starbucks Corp.*, 192 F. Supp. 3d 1025 (N.D. Cal. 2016) (dismissing claim for injunctive relief because plaintiffs could not allege a threat of repeated injury now that they were aware of Starbucks’ alleged misrepresentation of under filling its lattes); *Turner*, 2022 WL 445755, at *4 (finding injunctive relief appropriate where Apple’s voluntary cessation of iOS 13, which allegedly appropriated consumer’s cellular data without disclosing such practices to consumers, was insufficient to prevent future harm).

⁴⁶³ *Consumer Advocs. v. DaimlerChrysler Corp.*, No. G029811, 2005 WL 327053, at *10-16 (Cal. Ct. App. Jan. 31, 2005) (unpublished); *see also Rhynes v. Stryker Corp.*, No. 10-5619, 2011 WL 2149095, at *4 (N.D. Cal. May 31, 2011) (“Where the claims pleaded by a plaintiff may entitle her to an adequate remedy at law, equitable relief is unavailable.”).

⁴⁶⁴ 2 Cal. 5th 945 (2017).

⁴⁶⁵ *Id.* at 955 (internal quotation marks and citation omitted).

⁴⁶⁶ *But see* discussion *infra* pp. 77-89 (“Arbitration of UCL Claims”).

⁴⁶⁷ *See McGill*, 2 Cal. 5th at 959.

in connection with that action.⁴⁶⁸ The Court reasoned that nothing in the ballot materials for Proposition 64 suggested that voters, by stating “that only the California Attorney General and local public officials be authorized to file and prosecute actions *on behalf of the general public*, . . . meant to preclude individuals who meet the standing requirements for bringing a private action from requesting such relief.”⁴⁶⁹ Similarly, notwithstanding that Proposition 64 now requires private cases involving aggregated claims to comport with California’s class action standards, nothing in Proposition 64, according to the Court, suggests any “intent to link or restrict” a private individual’s ability to seek “public” injunctive relief to the class action context.⁴⁷⁰ Imposing such a requirement would, in the Court’s view, “largely eliminate the ability of a private plaintiff to pursue such relief.”⁴⁷¹ Procedurally, however, a private plaintiff who lacks standing to seek public injunctive relief in federal court may not seek partial remand of only the public injunctive relief portion of his or her UCL claim to state court.⁴⁷² Thus, if there is federal jurisdiction over certain aspects of the UCL claim, but the plaintiff lacks federal Article III standing to obtain a public injunction from a federal court, then as a practical matter removal of the case to federal court may make it impossible for the plaintiff to obtain the public injunction in any forum.

D. Equitable Defenses to UCL Remedies

In *Cortez*, the California Supreme Court held that because UCL claims are claims in equity, trial courts may take into account equitable defenses and “considerations,” including laches, good faith, waiver and estoppel, in fashioning UCL remedies.⁴⁷³ The Court observed that reduction of a restitution award probably would be unusual, particularly where unlawful conduct was proven.⁴⁷⁴ Nonetheless, a defendant might decrease its exposure for restitution, or limit the scope of an injunction, based on equitable considerations.

E. Res Judicata Under the UCL

In *Fireside Bank Cases*,⁴⁷⁵ the Court of Appeal found that the UCL does not preclude application of *res judicata* or collateral estoppel as a defense. In *Fireside*, the creditor sued the debtor to collect on a deficiency balance following the sale of repossessed property. The debtor filed a cross-complaint alleging that the creditor served a defective redemption notice that overstated the amount due, in violation of the Rees-Levering Motor Vehicle Sales and Finance Act, and that, by proceeding to collect

⁴⁶⁸ *Id.*; *Vaughn v. Tesla, Inc.*, 87 Cal. App. 5th 208, 236 (2023) (“public” injunctive relief also may be sought under the Fair Employment and Housing Act), *reh’g denied* (Jan. 20, 2023), *review denied* (Apr. 12, 2023).

⁴⁶⁹ *McGill*, 2 Cal. 5th at 959 (emphasis added and citations omitted).

⁴⁷⁰ *Id.* at 960.

⁴⁷¹ *Id.*

⁴⁷² *Fuentes v. Dish Network, LLC*, Nos. 23-15865, 23-15989, 2024 U.S. App. LEXIS 23812, at *4-5 (9th Cir. Sept. 19, 2024) (holding that to remand only remedy, rather than a complete claim, is not proper procedure under 28 U.S.C § 1447(c)).

⁴⁷³ 23 Cal. 4th at 180 (“A court cannot properly exercise an equitable power without consideration of the equities on both sides of a dispute.”); *Pac. Coin Mgmt. v. BR Telephony Partners*, No. B165217, 2006 WL 290569, at *18 (Cal. Ct. App. Feb. 8, 2006) (accepting laches as valid equitable defense to deny UCL claim for restitution) (unpublished); *ILC Trademark Corp. v. Aviator Nation, Inc.*, No. 17-CV-07975, 2020 WL 6886436, at *12 (C.D. Cal. Nov. 24, 2020) (accepting the equitable defense of laches to deny injunctive relief), *appeal dismissed*, No. 21-55012, 2021 WL 2817019 (9th Cir. Apr. 8, 2021).

⁴⁷⁴ *Cortez*, 23 Cal. 4th at 182.

⁴⁷⁵ 187 Cal. App. 4th 1120, 1131 (2010).

on the balance, the creditor committed an unlawful business practice in violation of the UCL.⁴⁷⁶ The debtor’s cross-complaint was certified as a class action. The class claims suggested that the creditor had already obtained judgments against some of the class members and sought relief that included “[r]estitution or damages paid to class members based on all money they paid on invalid deficiency judgments obtained,” as well as injunctive relief vacating the judgments.⁴⁷⁷ The creditor filed motions to strike the allegations seeking to unwind its previously obtained judgments on the basis of *res judicata* and collateral estoppel. The debtor argued that the UCL does not expressly declare *res judicata* or collateral estoppel as a limitation on a court’s remedial power under the UCL.⁴⁷⁸

The Court of Appeal rejected the debtor’s argument, holding that “[g]iving a prior judgment its normal effect in a UCL action does not ‘imply’ an ‘exception’ to the act or fashion a ‘safe harbor’ from it. It simply recognizes a defense that is available to every civil defendant when the facts support it.”⁴⁷⁹ Thus, since the creditor obtained judgments against the affected class members, the judgments may provide a defense to any claims those members might bring against it.⁴⁸⁰

Principles of *res judicata* also limit the scope of relief available to public agencies that may bring enforcement actions following a class action settlement. In *California v. IntelliGender, LLC*,⁴⁸¹ the Ninth Circuit Court of Appeals held that public officials cannot obtain a duplicate recovery in the form of restitution under the UCL to individuals who previously participated in a class action settlement, even if the officials contended that monetary relief provided to class members was not sufficient. The court emphasized that “[a]llowing the State’s claims for restitution to go forward in state court would undermine this central guarantee of our legal system and undercut [the Class Action Fairness Act]’s purpose of increasing the fairness and consistency of class action settlements.”⁴⁸² The court did note, however, that the private settlement did not preclude the state from acting in its “sovereign capacity” to seek injunctive relief.⁴⁸³

F. Attorneys’ Fees Under the UCL

Attorneys’ fees are not recoverable under the UCL.⁴⁸⁴ This is true even when a plaintiff prevails on an “unlawful” UCL claim and the underlying law allows for recovery of attorneys’ fees.⁴⁸⁵

⁴⁷⁶ *Id.* at 1123.

⁴⁷⁷ *Id.* at 1124.

⁴⁷⁸ *Id.* at 1128.

⁴⁷⁹ *Id.* at 1130.

⁴⁸⁰ *Id.* at 1131.

⁴⁸¹ 771 F.3d 1169 (9th Cir. 2014).

⁴⁸² *Id.* at 1181.

⁴⁸³ *Id.* at 1177.

⁴⁸⁴ See *Shadoan*, 219 Cal. App. 3d at 108 n.7 (“The Business and Professions Code does not provide for an award of attorney fees for an action brought pursuant to section 17203, and there is nothing in the statutory scheme from which such a right could be implied.”).

⁴⁸⁵ See *Cel-Tech*, 20 Cal. 4th at 179 (“Plaintiffs may not receive . . . attorney fees.”); *Hadjavi v. CVS Pharmacy, Inc.*, No. CV 10-04886, 2010 WL 7695383, at *4 (C.D. Cal. Sept. 22, 2010) (citing *Cel-Tech*, 20 Cal. 4th at 179) (striking plaintiff’s claim for attorneys’ fees).

A successful UCL plaintiff may, however, seek attorneys' fees pursuant to California Code of Civil Procedure section 1021.5, but there is no corresponding right for a successful defendant to do so.⁴⁸⁶

Under section 1021.5, a plaintiff may recover attorneys' fees if: (1) the lawsuit "has resulted in the enforcement of an important right affecting the public interest"; (2) "a significant benefit" is "conferred on the general public or a large class of persons"; (3) "the necessity and financial burden of private enforcement . . . are such as to make the award appropriate", and (4) the fees "should not in the interest of justice be paid out of the recovery, if any." Courts uniformly have recognized that an attorneys' fees award is inappropriate when the applicant has a large economic stake in the outcome of a case.⁴⁸⁷ Also, the decisions construing section 1021.5 demonstrate that awards of attorneys' fees turn upon the unique facts presented.⁴⁸⁸

For example, in *Baxter v. Salutory Sportsclubs, Inc.*,⁴⁸⁹ the Court of Appeal affirmed denial of an award of attorneys' fees to a successful UCL plaintiff. Plaintiff, purportedly acting as a private attorney general (prior to Proposition 64's enactment), sued the owner of several health clubs, alleging, among other things, that defendant's health club contracts did not comply with certain California statutory requirements. Although defendant maintained that the contracts were compliant, it modified them after suit was filed to conform precisely with the statutory requirements. Following a bench trial, the court ruled that defendant's contracts had not been compliant prior to the modifications. The court ordered defendant to provide notice to its customers with non-conforming contracts, among other things, but found no evidence that any person actually had been harmed. As a result, the trial court denied plaintiff's motion for attorneys' fees under section 1021.5, reasoning that "[t]he relief granted plaintiff was a *de minimus* [sic] change in the defendant's contracts that did not result in a significant benefit to the public."⁴⁹⁰ The Court of Appeal affirmed.⁴⁹¹

⁴⁸⁶ See *Walker*, 98 Cal. App. 4th at 1179-81 (holding that prevailing defendant did not have the right to seek attorneys' fees in UCL action). In addition, although a prevailing defendant may have the right to seek attorneys' fees on other grounds, such as a contract at issue in the action, trial courts have the discretion to apportion or deny such fees where the action principally was to enjoin an unfair business practice. See *id.*; see also *Kirby v. Immoos Fire Prot., Inc.*, 186 Cal. App. 4th 1361 (2010) (holding that defendant had no right to attorneys' fees; it is settled law that the UCL does not provide for an award of attorneys' fees), *aff'd in part and rev'd in part on other grounds*, 53 Cal. 4th 1244, 1249 (2012).

⁴⁸⁷ See *In re Conservatorship of Whitley*, 50 Cal. 4th 1206, 1211 (2010) ("[T]he purpose of section 1021.5 is not to compensate with attorney fees only those litigants who have altruistic or lofty motives, but rather all litigants and attorneys who step forward to engage in public interest litigation when there are insufficient financial incentives to justify the litigation in economic terms."); *Save Open Space Santa Monica Mountains v. Super. Ct.*, 84 Cal. App. 4th 235, 253-54 (2000) (UCL defendant is entitled to limited discovery on subject of whether public interest organization litigated private attorney general action primarily for the benefit of non-litigants), *disapproved on other grounds by Williams v. Super. Ct.*, 3 Cal. 5th 531 (2017).

⁴⁸⁸ Compare *Cal. Licensed Foresters Ass'n v. State Bd. of Forestry*, 30 Cal. App. 4th 562, 568 n.6 (1994) (narrowly construing the third prong of section 1021.5 and stating that attorneys' fees are awarded only if a significant public benefit is made "through litigation pursued by one whose personal stake is insufficient to otherwise encourage the action"), and *Olsen*, 48 Cal. App. 4th at 628-29 (refusing to award attorneys' fees even though defendants had changed their business practices), with *Hewlett*, 54 Cal. App. 4th at 543-46 (granting an award of attorneys' fees pursuant to section 1021.5).

⁴⁸⁹ 122 Cal. App. 4th 941, 948 (2004).

⁴⁹⁰ *Id.* at 944.

⁴⁹¹ *Id.* at 946.

Plaintiffs' counsel regularly seek fees when a defendant has changed its practices, arguing that their lawsuit precipitated the change. In *Graham v. DaimlerChrysler Corp.*,⁴⁹² the California Supreme Court held that attorneys' fees could be awarded where a lawsuit serves as a "catalyst" to the defendant's changed behavior. The Court concluded that such awards are proper where: (1) the plaintiff's lawsuit serves as a catalyst to the changed behavior; (2) the lawsuit has merit, and (3) the plaintiff engaged in a reasonable attempt to settle the dispute prior to litigation.⁴⁹³ In *Graham*, plaintiffs filed a breach-of-warranty claim against DaimlerChrysler, challenging its admitted misstatement of the towing capacity of its 1998 and 1999 Dakota R/T trucks. Although DaimlerChrysler established a response team to address the problem and to take corrective steps, plaintiffs filed suit. After the trial court dismissed the action, the parties spent more than a year litigating plaintiffs' entitlement to attorneys' fees. The trial court ultimately determined that the lawsuit had been a "catalyst" in causing DaimlerChrysler's corrective conduct and awarded attorneys' fees. In certain circumstances, a pre-litigation demand can be deemed a sufficient catalyst to changed behavior as to merit a fee.⁴⁹⁴

In a 4-to-3 decision, the California Supreme Court upheld application of the catalyst theory, finding it to be consistent with the purposes of section 1021.5.⁴⁹⁵ Notably, the Court declined to follow *Buckhannon Board and Care Home, Inc. v. West Virginia Department of Health & Human Resources*,⁴⁹⁶ in which the United States Supreme Court rejected the catalyst theory under federal law. The Court also was not persuaded by *DaimlerChrysler's* policy argument that awards under the catalyst theory would require complex causal determinations and encourage nuisance suits.⁴⁹⁷

In a UCL class action, attorneys' fees may be calculated pursuant to traditional principles governing fees for class counsel, including the lodestar and multiplier or "common fund" approaches, as applicable.⁴⁹⁸

⁴⁹² 34 Cal. 4th 553, 576-77 (2004).

⁴⁹³ *Id.* at 560-61.

⁴⁹⁴ *Skinner v. Ken's Foods, Inc.*, 53 Cal. App. 5th 938, 948 (2020).

⁴⁹⁵ *Id.* at 566.

⁴⁹⁶ 532 U.S. 598 (2001).

⁴⁹⁷ *Graham*, 34 Cal. 4th at 573.

⁴⁹⁸ *Wershba*, 91 Cal. App. 4th at 254; *Nat. Gas Anti-Trust Cases I, II, III & IV*, Nos. 4221, 4224, 4226, 4228, 2006 WL 5377849, at *3 (Cal. Super. Ct. Dec. 11, 2006) ("Both California state and federal courts recognize two methods for evaluating the fairness and reasonableness of attorneys' fees in class action settlements resulting in the creation of a common fund for the distribution to class members: (1) the percentage-of-the-benefit method, or (2) the lodestar method plus multiplier method."); *Lamb v. Wells Fargo Bank, N.A.*, Nos. A108354, A108355, 2006 WL 925490, at *8 (Cal. Ct. App. Apr. 11, 2006) (finding that trial court's conclusion based on "independent review of the court file, his first-hand knowledge of the case, his personal experience, and the supplemental information provided by counsel, that class counsel had appropriately demonstrated the lodestar amount . . . was entirely appropriate") (unpublished); *see also Consumer Cause, Inc. v. Mrs. Gooch's Nat. Food Mkts., Inc.*, 127 Cal. App. 4th 387, 397 (2005) ("The substantial benefit doctrine is an extension of the common fund doctrine. It applies when no common fund has been created, but a concrete and significant benefit, although nonmonetary in nature, has nonetheless been conferred on an ascertainable class."), *disapproved on other grounds by Hernandez*, 4 Cal. 5th 260.

1. The Lodestar Approach

California courts adopt the lodestar approach as “the primary method” for establishing a “reasonable” amount of attorneys’ fees.⁴⁹⁹ Under the lodestar approach, the court calculates attorneys’ fees based upon reasonable time spent and hourly compensation for each attorney.⁵⁰⁰

The primacy of the lodestar method in California was established in *Serrano v. Priest*.⁵⁰¹ The California Supreme Court explained:

The starting point of every fee award, once it is recognized that the court’s role in equity is to provide just compensation for the attorney, must be a calculation of the attorney’s services in terms of the time he has expended on the case. Anchoring the analysis to this concept is the only way of approaching the problem that can claim objectivity, a claim which is obviously vital to the prestige of the bar and the courts.⁵⁰²

Affirming application of the lodestar method pursuant to its holding in *Serrano*, the California Supreme Court in *Press v. Lucky Stores, Inc.*⁵⁰³ rejected attorneys’ fees awarded by a trial court pursuant to section 1021.5, concluding that the trial court had abused its discretion in not applying the lodestar method. The Court indicated that, “[w]hen a party is entitled to attorney fees under section 1021.5, the amount of the award is determined according to the guidelines set forth by this court in [*Serrano*]” and “since determination of the lodestar figures is so ‘[f]undamental’ to calculating the amount of the award, the exercise of that discretion must be based on the lodestar adjustment method.”⁵⁰⁴ The Court continued:

[W]hile a trial court has discretion to determine the proper amount of an award, the resulting fee must still bear some reasonable relationship to the lodestar figure and to the purpose of the private attorney general doctrine. If there is no reasonable connection between the lodestar figure and the fee ultimately awarded, the fee does not conform to the objectives established in [*Serrano*], and may not be upheld.

...

The lodestar adjustment method of calculating attorney fees set forth in [*Serrano*] is designed expressly for the purposes of maintaining objectivity. In failing to apply these guidelines, the trial court awarded an amount which had no rational relationship to the skill, time and effort expended by plaintiffs’ attorneys on this litigation.⁵⁰⁵

⁴⁹⁹ *Thayer v. Wells Fargo Bank, N.A.*, 92 Cal. App. 4th 819, 833 (2001); accord *Krumme v. Mercury Ins. Co.*, 123 Cal. App. 4th 924, 947 (2004).

⁵⁰⁰ *Rebney v. Wells Fargo Bank, N.A.*, 232 Cal. App. 3d 1344, 1347 (1991).

⁵⁰¹ 20 Cal. 3d 25, 49 (1977).

⁵⁰² *Id.* at 49 n.23.

⁵⁰³ 34 Cal. 3d 311 (1983).

⁵⁰⁴ *Id.* at 321-22.

⁵⁰⁵ *Id.* at 324. In *Press*, plaintiffs sought to circulate petitions regarding an oil profits initiative on the premises of several privately-owned shopping centers; among the locations was an area in Santa Monica in front of defendant’s store. *Id.* at 316. Plaintiffs successfully challenged defendant’s refusal to allow the circulation

At a minimum, the lodestar method must be applied in cases where there is no ascertainable common fund from which a percentage can be drawn. *Dunk v. Ford Motor Co.*⁵⁰⁶ is illustrative. In *Dunk*, the settlement provided that coupons worth \$400 each for purchases of Ford vehicles would be available to a class of over 65,000, for a total potential value of over \$26 million.⁵⁰⁷ The trial court awarded attorneys' fees of \$985,000 and costs of \$10,691 based upon the common fund method.⁵⁰⁸ The Court of Appeal remanded the issue of attorneys' fees finding that the "award of attorney fees based on a percentage of a 'common fund' recovery is of questionable validity in California" and "even if it is valid, the true value of the fund must be easily calculated."⁵⁰⁹ The court explained:

Later cases have cast doubt on the use of the percentage method to determine attorney fees in California class actions. Even if the method is permissible, it should only be used where the amount was a "certain or easily calculable sum of money." Although the ultimate settlement value to the plaintiffs could be as high as \$26 million, the true value cannot be ascertained until the one-year coupon redemption period expires. This is not the type of settlement that lends itself to the common fund approach.⁵¹⁰

Under the lodestar approach, the "base amount produced by multiplying hours spent on the case by a reasonable hourly rate 'may then be increased or reduced by application of a "multiplier" after the trial court has considered other factors concerning the lawsuit."⁵¹¹ Relevant factors in calculating the multiplier may include: (a) the novelty and difficulty of the questions involved, and the skill displayed in presenting them; (b) the extent to which the nature of the litigation precluded other employment by the attorneys, and (c) the contingent nature of the fee award.⁵¹² The factors taken into account must not be duplicative. For example, if a court takes into account the skill and experience of the attorneys and the nature of the work involved in calculating the reasonable hourly rate, it cannot also use those factors to enhance or apply a multiplier to the award.⁵¹³ Moreover, the

of petitions. *Id.* Plaintiffs submitted a lodestar figure of \$13,960 with a request to apply a multiplier of 1.5 for a total of \$20,940 in attorneys' fees. *Id.* at 322-23. The trial court awarded \$112.98 in attorneys' fees after multiplying the requested amount by a ratio of 3,000/556,000, the ratio of petition signatures obtained at the Santa Monica store to the number obtained statewide. *Id.* at 323; see also *Perez v. Safety-Kleen Sys., Inc.*, No. C 05-5338, 2010 WL 934100, at *8 (N.D. Cal. Mar. 15, 2010), *aff'd*, 448 F. App'x 707 (9th Cir. 2011) (stating that the degree of plaintiffs' success in relation to the goals of the lawsuit as a whole indicated that plaintiffs' suggested lodestar amount stretched the parameters of what should be considered "reasonable").

⁵⁰⁶ 48 Cal. App. 4th 1794 (1996).

⁵⁰⁷ *Id.* at 1804.

⁵⁰⁸ *Id.* at 1800.

⁵⁰⁹ *Id.* at 1809.

⁵¹⁰ *Id.* (citations omitted); see also *Ramos v. Countrywide Home Loans, Inc.*, 82 Cal. App. 4th 615, 628 (2000) (finding the common fund exception inapplicable where "plaintiffs' efforts have not created an identifiable fund of money out of which attorney fees are sought").

⁵¹¹ *Lealao v. Beneficial Cal., Inc.*, 82 Cal. App. 4th 19, 40 (2000) (citation omitted).

⁵¹² *Serrano*, 20 Cal. 3d at 48; *Cundiff v. Verizon Cal., Inc.*, 167 Cal. App. 4th 718, 724 (2008).

⁵¹³ *Robbins v. Alibrandi*, 127 Cal. App. 4th 438, 456 (2005) (finding "record so devoid of evidence supporting a substantial multiplier that the trial court's use of multipliers from 2.5 to 3.0 to enhance the lodestar was an abuse of discretion" and finding skill, expertise and contingent nature and risk of litigation did not justify multiplier); see also *Flannery v. Cal. Highway Patrol*, 61 Cal. App. 4th 629, 647 (1998).

“factors which a trial court may consider are not fixed” and “our state has a relatively ‘permissive attitude’ as to the elements that go into what will ultimately make up the multiplier.”⁵¹⁴

In *Lealao*,⁵¹⁵ the Court of Appeal recognized “results obtained” as an additional factor in determining a multiplier, thereby allowing the attorneys’ fees award to be cross-checked against the class recovery. The court stated:

[I]n cases in which the value of the class recovery can be monetized with a reasonable degree of certainty and it is not otherwise inappropriate, a trial court has discretion to adjust the basic lodestar through the application of a positive or negative multiplier where necessary to ensure that the fee awarded is within the range of fees freely negotiated in the legal marketplace in comparable litigation.⁵¹⁶

If a court considers allowing a multiplier based on the “results obtained,” less weight should be given to the size of recovery where the recovery is large due primarily to the size of the class.⁵¹⁷ While the court may “cross-check” the lodestar against the value of the class recovery, the award must still be “anchored” in the time spent by the attorneys.⁵¹⁸

For instance, in *Lealao*, class counsel sought approximately \$1.76 million in attorneys’ fees based upon the amount of \$7.35 million in claims that had been submitted under the claims-made settlement. Defendants were potentially exposed for \$14.8 million—*i.e.*, if every member of the class filed a valid claim.⁵¹⁹ The Court of Appeal held that the trial court’s award of attorneys’ fees in the amount of \$425,000, which was based solely on the hours expended by counsel, could be enhanced based on the percentage-of-the-benefit method, even though there was no conventional common fund,⁵²⁰ and remanded the matter to trial court for reconsideration of a reasonable fee.⁵²¹ The Court of Appeal justified its conclusion in several ways. *First*, the total initial exposure of \$14.8 million, and the actual value of the valid claims of \$7.35 million, were both undisputed.⁵²² *Second*, because the average recovery of class members was over \$2,000, the total settlement value was due in significant measure to the individual recoveries, and not just the size of the class.⁵²³ *Third*, the court found that *Dunk* did not limit utilization of class recovery to cross-check a lodestar because *Dunk* did not “address the question whether an award anchored in a lodestar calculation could be adjusted to reflect the amount of a *monetizable* recovery.”⁵²⁴

⁵¹⁴ *Hammond v. Agran*, 99 Cal. App. 4th 115, 135 (2002), *disapproved on other grounds by In re Conservatorship of Whitley*, 50 Cal. 4th 1206.

⁵¹⁵ 82 Cal. App. 4th at 26.

⁵¹⁶ *Id.* at 49-50.

⁵¹⁷ *Id.* at 49; *see also In re Vitamin Cases*, 110 Cal. App. 4th 1041, 1060 (2003).

⁵¹⁸ *Lealao*, 82 Cal. App. 4th at 45-46; *see also Ramos*, 82 Cal. App. 4th at 628.

⁵¹⁹ *Lealao*, 82 Cal. App. 4th at 23.

⁵²⁰ Despite the fact that the court recognized there was no traditional common fund, the court stated that, in this particular case, the “monetary value of the benefit to the class is much less speculative than that of some traditional common funds.” *Id.* at 50.

⁵²¹ *See id.* at 49-53.

⁵²² *Id.* at 50.

⁵²³ *Id.* at 53.

⁵²⁴ *Id.* at 45 (emphasis in original).

2. The Common Fund Doctrine

The common fund doctrine is

grounded in “the historic power of equity to permit the trustee of a fund or property, or a party preserving or recovering a fund for the benefit of others in addition to himself, to recover his costs, including his attorneys’ fees, from the fund or property itself or directly from the other parties enjoying the benefit.”⁵²⁵

Under the common fund method, “the activities of the party awarded fees have resulted in the preservation or recovery of a certain or easily calculable sum of money—out of which sum or ‘fund’ the fees are to be paid.”⁵²⁶ Once the fund is established, attorneys’ fees are calculated as a reasonable percentage of the common fund.

Because the common fund doctrine “rest[s] squarely on the principle of avoiding unjust enrichment,” attorney fees awarded under this doctrine are not assessed directly against the losing party (fee shifting) but come out of the fund established by the litigation, so that the beneficiaries of the litigation, not the defendant, bear this cost (fee spreading).⁵²⁷

Nevertheless, it has been held that “direct payment of attorney fees by defendants should not be a barrier to the use of the percentage of the benefit analysis.”⁵²⁸ This is based upon the view that an “award to the class and the agreement on attorney fees represent a package deal. Even if the fees are paid directly to the attorneys, those fees are still best viewed as an aspect of the class’ recovery.”⁵²⁹

The California Supreme Court explained that attorneys are only entitled to a fee award based on a common fund theory where an identifiable fund is established out of which the attorneys seek to recover their fees.⁵³⁰ In cases where courts have adopted the percentage or common fund method, the “benchmark” for fees is twenty-five percent, “which may be raised or lowered under appropriate circumstances.”⁵³¹ Moreover, it has been recognized that “when the fund is extraordinarily large, the

⁵²⁵ *Serrano*, 20 Cal. 3d at 35.

⁵²⁶ *Id.*; see, e.g., *Schiller v. David’s Bridal, Inc.*, No. 10-CV-00616, 2012 WL 2117001, at *15 (E.D. Cal. June 11, 2012) (“[T]he structure of the parties’ Settlement Agreement creates a Maximum Settlement Amount that constitutes a common fund out of which reasonable attorneys’ fees will be paid.”).

⁵²⁷ *Lealao*, 82 Cal. App. 4th at 27 (citations omitted).

⁵²⁸ *Johnston v. Comerica Mortg. Corp.*, 83 F.3d 241, 246 (8th Cir. 1996); see also *Lealao*, 82 Cal. App. 4th at 39.

⁵²⁹ *Lealao*, 82 Cal. App. 4th at 33.

⁵³⁰ *Serrano*, 20 Cal. 3d at 37-38 (“We hold that here, where plaintiffs’ efforts have not effected the creation or preservation of an identifiable ‘fund’ of money out of which they seek to recover their attorneys’ fees, the ‘common fund’ exception is inapplicable.”); *Cundiff*, 167 Cal. App. 4th at 724-25.

⁵³¹ *Zucker v. Occidental Petroleum Corp.*, 968 F. Supp. 1396, 1400 n.2 (C.D. Cal. 1997), *aff’d*, 192 F.3d 1323 (9th Cir. 1999); *Six (6) Mexican Workers v. Ariz. Citrus Growers*, 904 F.2d 1301, 1311 (9th Cir. 1990) (same); see also *Camden I Condo. Ass’n, Inc. v. Dunkle*, 946 F.2d 768, 774 (11th Cir. 1991) (“The majority of common fund fee awards fall between 20% to 30% of the fund,” with an upper limit of 50%.); *In re Activision Sec. Litig.*, 723 F. Supp. 1373, 1378 (N.D. Cal. 1989) (“[I]n class action common fund cases the better practice is to set a percentage fee and that, absent extraordinary circumstances that suggest reasons to lower or increase the percentage, the rate should be set at 30%.”); *In re Cal. Indirect Purchases*, No. 960886, 1998 WL 1031494, at *9 (Cal. Super. Ct. Oct. 22, 1998) (awarding 30% of the settlement fund). *But see In re Infospace, Inc.*, 330 F. Supp. 2d 1203, 1206, 1210 (W.D. Wash. 2004) (recognizing that the

application of a normal range of fee awards may result in a fee that is unreasonably large for the benefits conferred.”⁵³² In cases filed in or removed to federal court, use of the common fund theory may be limited by the United States Supreme Court’s opinion in *Perdue v. Kenny A. ex rel. Winn*,⁵³³ which calls for application of the lodestar method, without any multiplier, in many circumstances.

IV. PROCEDURAL ASPECTS OF THE UCL

A. Arbitration of UCL Claims

Because many businesses include arbitration provisions in their customer agreements, the enforceability of such provisions has always been an important subject in UCL jurisprudence. Following *AT&T Mobility v. Concepcion*,⁵³⁴ *McGill v. Citibank, N.A.*,⁵³⁵ and now *Blair v. Rent-A-Center, Inc.*,⁵³⁶ the issue is of critical importance.

1. The Decision in *Concepcion*

Plaintiffs in *Concepcion* asserted UCL, CLRA and FAL claims, alleging that AT&T engaged in false advertising and fraud by advertising “free” phones but charging sales tax.⁵³⁷ The district court held, and the Ninth Circuit affirmed, that the class action waiver in the arbitration agreement between plaintiffs and AT&T rendered the agreement unconscionable and, therefore, unenforceable under the rule established by the California Supreme Court in *Discover Bank v. Superior Court*.⁵³⁸

In *Discover Bank*, the California Supreme Court held that class action waivers may be unconscionable under California law:

in a consumer contract of adhesion in a setting in which disputes between the contracting parties predictably involve small amounts of damages, and when it is alleged that the party with the superior bargaining power has carried out a scheme to deliberately cheat large numbers of consumers out of individually small sums of money⁵³⁹

In denying AT&T’s motion to compel arbitration, the district court noted that the *Discover Bank* rule provides “redress to individuals whose recovery ‘would be insufficient to justify bringing a separate action.’”⁵⁴⁰ Thus, according to the district court, the “net effect” of the class action waiver, and the

“Ninth Circuit has established 25 percent of a settlement fund as a ‘benchmark’ award for attorneys’ fees in common fund cases” but reasoning “[t]here is nothing inherently reasonable about a 25 percent recovery, and the courts applying this method have failed to explain the basis for the idea that a benchmark fee of 25 percent is logical or reasonable”).

⁵³² *In re Domestic Air Transp. Antitrust Litig.*, 148 F.R.D. 297, 350 (N.D. Ga. 1993).

⁵³³ 559 U.S. 542 (2010).

⁵³⁴ 563 U.S. 333.

⁵³⁵ 2 Cal. 5th 945.

⁵³⁶ 928 F.3d 819 (9th Cir. 2019).

⁵³⁷ *Concepcion*, 563 U.S. at 336-337.

⁵³⁸ 36 Cal. 4th 148 (2005), *abrogated by Concepcion*, 563 U.S. at 336-38.

⁵³⁹ *Id.* at 162-63.

⁵⁴⁰ *Laster v. T-Mobile USA, Inc.*, No. 05CV1167DMS AJB, 2008 WL 5216255, at *9 (S.D. Cal. Aug. 11, 2008) (citing *Discover Bank*, 36 Cal. 4th at 156); *id.* at *10 (noting that the “presence of predictably small amounts

presence of “small amounts of damages,” was that “customers would not bother to pursue individual litigation or arbitration, and if precluded from participation in classwide litigation or arbitration, would effectively have no redress.”⁵⁴¹ The Ninth Circuit affirmed, specifically endorsing the district court’s analysis of *Discover Bank*.⁵⁴²

The United States Supreme Court reversed and abrogated *Discover Bank* and its progeny. The Court held that “[r]equiring the availability of classwide arbitration interferes with fundamental attributes of arbitration and thus creates a scheme inconsistent with” the Federal Arbitration Act (FAA).⁵⁴³ The Court noted that the FAA was enacted in response to “widespread judicial hostility to arbitration agreements” and requires arbitration agreements to be enforced unless grounds exist for “the revocation of any contract”—such as fraud, duress or unconscionability—under Section 2 of the FAA (the “savings clause”).⁵⁴⁴ However, in articulating a doctrine of “purposes and objectives” preemption, the United States Supreme Court held that “when a doctrine normally thought to be generally applicable, such as duress or, as relevant here, unconscionability, is alleged to have been applied in a fashion that disfavors arbitration,”⁵⁴⁵ a court must determine whether the state law rule “stand[s] as an obstacle to the accomplishment of the FAA’s objectives,” which are principally to “ensur[e] that private arbitration agreements are enforced according to their terms.”⁵⁴⁶

According to the United States Supreme Court, because the *Discover Bank* rule “allows any party to a consumer contract to demand [class-wide arbitration] *ex post* . . . it stands as an obstacle to the accomplishment and execution of the full purposes and objectives of Congress, [and therefore it] is pre-empted by the FAA.”⁵⁴⁷

2. Arbitrability of UCL Claims Pre-*Concepcion*

In two pre-*Concepcion* decisions, the California Supreme Court had held that while claims for monetary relief under the UCL and CLRA are arbitrable, claims for public injunctive relief are not. In *Broughton v. Cigna Healthplans*,⁵⁴⁸ the California Supreme Court held that public injunctive relief claims under the CLRA are inarbitrable because certain limitations on an arbitrator’s ability to oversee enforcement of a public injunction create an inherent conflict between arbitration and the underlying purpose of public injunctive relief. Then, in *Cruz v. PacifiCare Health Systems, Inc.*,⁵⁴⁹ the California Supreme Court confirmed that UCL claims for public injunctive relief are not arbitrable, but that UCL claims for restitution are. Although the California Supreme Court limited its holding in *Cruz* on the injunctive relief claim to “the circumstances of the . . . case,” it did not specify the

of damages (or individual gain) invokes the concern of *Discover Bank* that without class litigation or arbitration, individuals have no ‘method of obtaining redress for claims which would otherwise be too small to warrant individual litigation’”) (internal citations omitted).

⁵⁴¹ *Id.* at *10.

⁵⁴² *Concepcion*, 563 U.S. at 338.

⁵⁴³ *Id.* at 344.

⁵⁴⁴ *Id.* at 339, 341.

⁵⁴⁵ *Id.* at 341.

⁵⁴⁶ *Id.* at 343-44.

⁵⁴⁷ *Id.* at 346, 352 (internal quotations and citation omitted).

⁵⁴⁸ 21 Cal. 4th 1066, 1079-84 (1999).

⁵⁴⁹ 30 Cal. 4th 303, 311-15, 317-20 (2003).

“circumstances” critical to its decision.⁵⁵⁰ With respect to UCL monetary claims for restitution, the Court reasoned that such claims are similar to damages claims under the CLRA, which it held in *Broughton* to be arbitrable and to not require substantial judicial supervision.⁵⁵¹

3. Arbitrability of Claims Post-*Concepcion*

In *McGill*, the California Supreme Court originally granted review to consider whether, following *Concepcion*, the *Broughton/Cruz* rule is preempted by the FAA and no longer valid.⁵⁵² However, because the arbitration agreement did not require the claims for public injunctive relief to be *arbitrated*, and instead purported “to waive McGill’s right to seek public injunctive relief *in any forum*,” the Court did not consider the continued “vitality” of the *Broughton/Cruz* rule.⁵⁵³ As further discussed below, the Court ultimately found the arbitration agreement to be invalid and unenforceable under California law, but not based on the *Broughton/Cruz* rule.⁵⁵⁴

Because the Court did not address the rule in *Broughton* and *Cruz* in *McGill*, there remains a disagreement between California and federal courts as to the continued viability of the rule. Prior to *McGill*, the majority of federal district courts considered whether public injunctive relief claims are arbitrable after *Concepcion* agreed that the rule in *Broughton/Cruz* no longer applies.⁵⁵⁵ For example, in *Kaltwasser v. AT&T Mobility LLC*,⁵⁵⁶ the Northern District of California reasoned that “*Discover Bank* itself was based upon public policy rationales intertwined with the generally applicable doctrine of unconscionability.” *Discover Bank* “invoked Cal. Civ. Code § 1668, which provides that “[a]ll contracts which have for their object . . . to exempt anyone from responsibility for his own . . . violation of law, whether willful or negligent, are against the policy of the law.”⁵⁵⁷ *Discover Bank* thus was abrogated

⁵⁵⁰ *Id.* at 307. *But see Smith v. Americredit Fin. Servs., Inc.*, No. 09cv1076, 2009 WL 4895280, at *8 (S.D. Cal. Dec. 11, 2009), *remanded and decided on other grounds*, 2012 WL 834784 (Mar. 12, 2012) (interpreting *Cruz* to hold that claims for injunctive relief are not arbitrable if “designed to prevent further harm to the public at large”; court found plaintiff’s class claims were not exempt from arbitration because they were not intended to benefit a particularly large group).

⁵⁵¹ 30 Cal. 4th at 317-18.

⁵⁵² *McGill*, 2 Cal. 5th at 956.

⁵⁵³ *Id.* (emphasis in original).

⁵⁵⁴ *Id.*

⁵⁵⁵ *See Blau v. AT&T Mobility*, No. C 11-00541, 2012 WL 10546, at *6-7 (N.D. Cal. Jan. 3, 2012) (rejecting argument that claims for public injunctive relief under the CLRA and UCL are not arbitrable); *Hendricks v. AT&T Mobility, LLC*, 823 F. Supp. 2d 1015, 1024 (N.D. Cal. 2011) (same); *Khan v. Orkin Exterminating Co.*, No. C 10-02156, 2011 WL 4853365, at *3 (N.D. Cal. Oct. 13, 2011) (enforcing arbitration agreement and holding that the “FAA preempts the CLRA’s class action waiver”); *Meyer v. T-Mobile USA Inc.*, 836 F. Supp. 2d 994, 1006 (N.D. Cal. 2011) (holding that *Broughton/Cruz* reflects “state court application of public policy to prohibit an entire category of claims” and “such a prohibition does not survive *Concepcion*”); *Kaltwasser v. AT&T Mobility LLC*, 812 F. Supp. 2d 1042, 1051 (N.D. Cal. 2011) (“*Cruz* and *Broughton*, even more patently than *Discover Bank*, apply public policy contract principles to disfavor and indeed prohibit arbitration of entire categories of claims.”); *Nelson v. AT&T Mobility LLC*, No. C10-4802, 2011 WL 3651153, *2-*4 (N.D. Cal. Aug. 18, 2011) (the FAA preempts the holdings of *Broughton/Cruz* because they amount to “state law[s] prohibit[ing] outright the arbitration of a particular type of claim”); *In re Gateway LX6810 Comput. Prods. Litig.*, No. SACV 10-1563, 2011 WL 3099862, at *3 (C.D. Cal. July 21, 2011) (same); *In re Apple & AT & T iPad Unlimited Data Plan Litig.*, No. C10-2553, 2011 WL 2886407, at *4 (N.D. Cal. July 19, 2011) (same).

⁵⁵⁶ 812 F. Supp. 2d at 1050.

⁵⁵⁷ *Id.* at 1051 (citation omitted).

because it “applied the unconscionability doctrine ‘in a fashion that disfavors arbitration.’”⁵⁵⁸ Accordingly, with respect to injunctive relief, the court concluded that “*Cruz and Broughton*, even more patently than *Discover Bank*, apply public policy contract principles to disfavor and indeed prohibit arbitration of entire categories of claims.”⁵⁵⁹

The Ninth Circuit also has confirmed the reasoning of these district court opinions, concluding that *Concepcion* forecloses application of the *Broughton/Cruz* rule. In *Ferguson v. Corinthian Colleges, Inc.*,⁵⁶⁰ the Ninth Circuit reversed the ruling by the district court that the “California Legislature’s decision to allow citizens to bring injunctive relief claims . . . on behalf of the public” was not preempted by the FAA.⁵⁶¹ In reversing the district court, the Ninth Circuit expressly held that “the *Broughton-Cruz* rule is preempted by the Federal Arbitration Act.”⁵⁶² Interestingly, the opinion in *Ferguson* came after the Ninth Circuit vacated its prior opinion in *Kilgore v. Keybank, N.A.*⁵⁶³ that had roundly criticized *Broughton/Cruz* and, instead, issued a substantially narrower en banc opinion not taking a position on the viability of that rule, but compelling arbitration on the grounds that *Broughton* did not apply to the facts of *Kilgore*. The Ninth Circuit stated: “Defendants’ alleged statutory violations have, by Plaintiffs’ own admission, already ceased, where the class affected by the alleged practices is small, and . . . there is no real prospective benefit to the public at large from the relief sought.”⁵⁶⁴

4. Preemption and Valid Arbitration Clauses

The United States Supreme Court also enforced arbitration agreements in the UCL and CLRA contexts in *DirecTV, Inc. v. Imburgia*.⁵⁶⁵ In *Imburgia v. DirecTV, Inc.*,⁵⁶⁶ the California Court of Appeal held that a class action waiver included as part of an arbitration agreement in a consumer contract remained unenforceable under California law despite the holding in *Concepcion*. The United States Supreme Court reversed this decision and held that the FAA preempts the portions of California law the Court of Appeal relied on in deciding the arbitration agreement was unenforceable.⁵⁶⁷ Specifically, the Court found that the Court of Appeal erroneously concluded that the parties were free to refer to California law absent federal preemption because the contract was entered into prior to the decision in *Concepcion*.⁵⁶⁸ Thus, the Court found that the Court of Appeal’s interpretation of California law was

⁵⁵⁸ *Id.* (citation omitted.)

⁵⁵⁹ *Id.*; see also *Nelson*, 2011 WL 3651153, at *2 (describing *Broughton/Cruz* rule as a “blanket ban[]” on arbitration of injunctive relief claims and holding that *Concepcion* compels preemption of such a rule, notwithstanding “public policy arguments thought to be persuasive in California”) (citation omitted).

⁵⁶⁰ 733 F.3d 928 (9th Cir. 2013).

⁵⁶¹ The now overturned district court opinion is at *Ferguson v. Corinthian Colls.*, 823 F. Supp. 2d 1025 (C.D. Cal. 2011); see also *Lombardi v. DirecTV, Inc.*, 546 F. App’x 715, 716 (9th Cir. 2013) (reversing denial of arbitration following *Ferguson* and reasoning that the “‘effective vindication’ exception to the FAA does not extend to state statutes, including the UCL and the CLRA. [] That customers have to arbitrate their claims for injunctive relief against DirecTV whereas DirecTV is unlikely to seek injunctive relief from its customers does not make the arbitration agreement unconscionable.”).

⁵⁶² *Ferguson*, 733 F.3d at 930.

⁵⁶³ 673 F.3d 947, 957 (9th Cir. 2012).

⁵⁶⁴ *Kilgore v. KeyBank, Nat’l Ass’n*, 718 F.3d 1052, 1061 (9th Cir. 2013).

⁵⁶⁵ 577 U.S. 47, 47-48 (2015).

⁵⁶⁶ 225 Cal. App. 4th 338 (2014).

⁵⁶⁷ *DirecTV, Inc.*, 577 U.S. at 47-48.

⁵⁶⁸ *Id.*

also preempted, and therefore remanded the case with an order to enforce the arbitration provision.⁵⁶⁹

California courts have also changed course, with numerous opinions now holding that the *Broughton/Cruz* rule is preempted by the FAA, in certain contexts. For example, *Sanchez v. Valencia Holding Co., LLC*,⁵⁷⁰ involved alleged class claims against a car dealer arising from plaintiff's purchase of a vehicle. The dealer moved to compel arbitration pursuant to an agreement contained in its form retail installment sales contract. The dealer raised the argument that *Broughton* and *Cruz* were "implicitly overruled" by *Concepcion*.⁵⁷¹ The Court of Appeal did not address that argument, however, finding that *Concepcion* "is inapplicable where, as here, we are not addressing the enforceability of a class action waiver or a judicially imposed procedure that is inconsistent with the arbitration provision and the purposes" of the FAA.⁵⁷² The court affirmed the denial of the motion to compel arbitration after concluding that the provision itself was unconscionable because, among other things, the requirement that the buyer seek injunctive relief from the arbitrator, while exempting from arbitration repossession claims by the car dealer, "is inconsistent with the CLRA."⁵⁷³ Relying heavily on the reasoning in *Broughton*, the court also found an "inherent conflict" between arbitration and the purpose of injunctive relief under the CLRA—"to remedy a public wrong."⁵⁷⁴ Ultimately, even if the FAA did preempt *Broughton's* holding, "the court's observations about arbitral injunctions under the CLRA remain accurate."⁵⁷⁵

The California Supreme Court reversed and remanded.⁵⁷⁶ Like the Court of Appeal, the Supreme Court declined to address the continued viability of *Broughton* and *Cruz*.⁵⁷⁷ Unlike the Court of Appeal, however, the Supreme Court held that the arbitration provision was not unconscionable.⁵⁷⁸ The Court noted that the "potentially far-reaching nature of an injunctive relief remedy . . . is sufficiently apparent here to justify the extra protection" of arbitral review of injunctive relief.⁵⁷⁹ Further, the Court noted that because arbitration is intended as an alternative to litigation, and the validity of an arbitration provision could only be viewed in the context of rights and remedies otherwise available to the parties, the fact that a *self-help remedy*, such as repossession, fell outside of the arbitration provision did not render the provision unconscionable.⁵⁸⁰ Thus, the arbitration provision was not unconscionable.⁵⁸¹ Perhaps most importantly, the California Supreme Court addressed the enforceability of the class action waiver contained in the parties' arbitration

⁵⁶⁹ *Id.*

⁵⁷⁰ 61 Cal. 4th 899 (2015).

⁵⁷¹ *Sanchez v. Valencia Holding Co., LLC*, 135 Cal. Rptr. 3d 19, 36 n.5 (Cal. Ct. App. 2011), *review granted and opinion superseded*, 272 P.3d 976 (Cal. 2012), *and rev'd*, 61 Cal. 4th 899 (2015).

⁵⁷² 135 Cal. Rptr. 3d at 29.

⁵⁷³ *Id.* at 39.

⁵⁷⁴ *Id.* at 39-40.

⁵⁷⁵ *Id.* at 40 n.6.

⁵⁷⁶ *Sanchez*, 61 Cal. 4th at 924.

⁵⁷⁷ *Id.* at 917.

⁵⁷⁸ *Id.* at 913-22.

⁵⁷⁹ *Id.* at 917.

⁵⁸⁰ *Id.* at 922.

⁵⁸¹ *Id.* at 913-22.

provision.⁵⁸² The Court held that in light of *Concepcion*, the FAA preempts the trial court’s invalidation of the class waiver on unconscionability grounds.⁵⁸³ Specifically, the Court held that “imposition of class action arbitration . . . interferes ‘with fundamental attributes of arbitration and thus creates a scheme inconsistent with the FAA.’”⁵⁸⁴

As discussed above, in one of the rare post-*Concepcion* cases limiting arbitration, the California Supreme Court’s decision in *McGill* held that claims for public injunctive relief under the UCL and CLRA cannot be compelled to arbitration on an individual basis if the arbitration agreement purports to limit the arbitrator’s ability to order relief on behalf of the general public.⁵⁸⁵ The Court originally granted review to address the continued “vitality” of the *Broughton/Cruz* rule; however, the Court deferred deciding the issue and instead addressed whether the arbitration agreement “is valid and enforceable insofar as it purports to waive McGill’s right to seek public injunctive relief *in any forum*.”⁵⁸⁶ After re-affirming its prior broad construction of public injunctive relief (as set out in *Broughton* and *Cruz*) as any relief having the “‘primary purpose and effect of’ prohibiting unlawful acts that threaten future injury to the general public,” the Court held that enforcing the waiver of the right to seek public injunctive relief under the UCL and CLRA in any forum “would seriously compromise the public purposes the statutes were intended to serve” and thus the agreement was “invalid and unenforceable under California law.”⁵⁸⁷

The *McGill* court also rejected Citibank’s primary argument that the arbitration agreement remained enforceable under the FAA because the FAA requires enforcement of arbitration agreements as written and that a court could not avoid the FAA by “applying state-law rules of contract interpretation to limit the scope of an agreement to arbitrate.”⁵⁸⁸ The Court disagreed, holding that the FAA did not save the arbitration agreement because the contract defense at issue — “a law established for a public reason cannot be contravened by a private agreement” (as set forth in California Civil Code section 3513)—is a generally applicable contract defense and, therefore, is within the “savings clause” of section 2 of the FAA.⁵⁸⁹ The Court further reasoned that, under the United States Supreme Court’s decision in *American Express Co. v. Italian Colors Restaurant*,⁵⁹⁰ an arbitration provision will not be enforced if it precludes the plaintiff from seeking federal statutory remedies, and that this exception also applies to *state* statutory remedies because limiting the exception to federal statutes would supposedly be “inconsistent” with other United States Supreme Court authority.⁵⁹¹ Finally, the California Supreme Court concluded that its decision also did not run

⁵⁸² *Id.* at 923.

⁵⁸³ *Id.* at 923-24.

⁵⁸⁴ *Id.* at 923 (quoting *Concepcion*, 563 U.S. at 344).

⁵⁸⁵ *McGill*, 2 Cal. 5th at 956; see also *Vaughn v. Tesla, Inc.*, 87 Cal. App. 5th 208, 232 (2023) (claims for “public” injunctive relief sought under the Fair Employment and Housing Act also are non-arbitrable under *McGill*).

⁵⁸⁶ *McGill*, 2 Cal. 5th at 956 (emphasis in original).

⁵⁸⁷ *Id.* at 955, 961.

⁵⁸⁸ *Id.* at 961.

⁵⁸⁹ *Id.* at 961-62.

⁵⁹⁰ 570 U.S. 228 (2013) (holding that the FAA does not permit courts to invalidate a contractual waiver of class arbitration on the ground that the plaintiff’s cost of individually arbitrating a federal statutory claim exceeds the potential recovery).

⁵⁹¹ *McGill*, 2 Cal. 5th at 963-64 (citing *Preston v. Ferrer*, 552 U.S. 346, 359 (2008)).

afoul of FAA preemption (or *Concepcion*) because invalidating a waiver of public injunctive relief would “not . . . interfere with any of arbitration’s attributes.”⁵⁹²

In *Blair v. Rent-A-Center, Inc.*,⁵⁹³ the Ninth Circuit held that the FAA does not preempt the *McGill* rule because the rule is a “generally applicable contract defense” that does not impermissibly interfere with arbitration.⁵⁹⁴ The Ninth Circuit further stated, in a footnote and without any analysis, that the injunctive relief sought by plaintiff in *Blair* was “public” injunctive relief as defined in *McGill* because plaintiff sought “to enjoin future violations of California’s consumer protection statutes, [which was] relief oriented to and for the benefit of the general public.”⁵⁹⁵ The defendant in *Blair* settled the case after the Ninth Circuit ruling, and did not seek certiorari in the Supreme Court. The defendants in two unpublished Ninth Circuit cases issued at the same time as *Blair*, and reaching the same legal result, did seek certiorari, but the Supreme Court denied review.⁵⁹⁶ Accordingly, it is unlikely that the Supreme Court will overturn the *McGill* rule on the grounds that it is preempted by the FAA.

Defendants in a number of cases have argued—with some success—that *McGill* is factually distinguishable and does not preclude enforcement of an arbitration agreement where the relief sought is not the type of “public” injunctive relief at issue in *McGill*, but rather “private” relief even when sought on behalf of a putative class. In an important decision, the California Court of Appeal endorsed this approach in *Clifford v. Quest Software, Inc.*⁵⁹⁷ In *Clifford*, plaintiff asserted various wage and hour claims against his employer, and defendant moved to compel arbitration.⁵⁹⁸ The trial court granted the motion except with respect to plaintiff’s UCL claim, which the trial court found to be inarbitrable under the California Supreme Court’s *Broughton/Cruz* rule.⁵⁹⁹ On appeal, plaintiff contended that his UCL claim was not subject to arbitration because he sought “public” relief in the form of restitution and disgorgement for “other current and former employees, competitors, and the general public,” as well as an injunction against defendant’s allegedly unlawful labor practices.⁶⁰⁰ The Court of Appeal rejected plaintiff’s argument, reasoning that restitution and disgorgement were not “injunctive” relief, and an injunction requiring defendant to comply with wage and hour laws was not “public” relief because such relief would primarily benefit plaintiff and individuals similarly situated to plaintiff rather than the general public.⁶⁰¹

⁵⁹² *Id.* at 966.

⁵⁹³ 928 F.3d 819.

⁵⁹⁴ *Id.* at 827-29.

⁵⁹⁵ *Id.* at 831 n.3.

⁵⁹⁶ See *McArdle v. AT&T Mobility LLC*, 772 F. App’x 575 (9th Cir. 2019), *cert. denied* (2020); *Tillage v. Comcast Corp.*, 772 F. App’x 569 (9th Cir. 2019), *cert. denied* (2020). But see *Swanson v. H&R Block, Inc.*, 475 F. Supp. 3d 967, 977-79 (W.D. Mo. 2020) (declining to follow *Blair* and holding that the *McGill* rule is preempted by the FAA).

⁵⁹⁷ 38 Cal. App. 5th 745 (2019).

⁵⁹⁸ See *id.* at 748.

⁵⁹⁹ *Id.* at 749.

⁶⁰⁰ *Id.* at 754-55.

⁶⁰¹ See *id.* (citing *McGill*, 2 Cal. 5th at 955); accord *Torrecillas v. Fitness Int’l, LLC*, 52 Cal. App. 5th 485, 500 (2020) (UCL claim based on non-payment of wages would benefit only the plaintiff and a small number of similarly situated employees, rather than “the public at large,” and thus does not qualify as a claim for public injunctive relief); *Capriole v. Uber Techs., Inc.*, 7 F.4th 854, 869-870 (9th Cir. 2021) (finding that injunctive relief request by rideshare drivers entitling them to protections under state wage laws did not

Nonetheless, courts have reached conflicting results depending on the facts of the particular case, with some courts broadly applying *McGill*,⁶⁰² and others taking a narrower approach.⁶⁰³

Johnson v. JP Morgan Chase Bank, N.A.,⁶⁰⁴ is instructive. In *Johnson*, the court concluded that plaintiffs' prayer for injunctive relief in a putative class action based on breach of contract did not constitute "public injunctive relief" under *McGill*. In rejecting plaintiffs' argument that their claims for

qualify as public injunctive relief because the benefit of access to overtime and minimum wage laws would primarily benefit the plaintiffs and other rideshare drivers—thus the *McGill* rule would not control even if California law applied). *But see Maldonado v. Fast Auto Loans, Inc.*, 60 Cal. App. 5th 710, 713, 720-22 (2021) (lawsuit seeking to limit lender's "exorbitant" interest rates in violation of California consumer protection laws benefited the public writ large, and provided only "incidental" benefit to plaintiff, and thus the arbitration provision was struck down under *McGill*), *review denied* (Apr. 28, 2021); *Lag Shot LLC v. Facebook, Inc.*, 545 F. Supp. 3d 770, 784-85 (N.D. Cal. 2021) (finding that a UCL claim brought on behalf of "all individuals and businesses to whom Facebook markets its platform for advertising, which includes both current and [prospective] direct advertisers, third-party marketing services, and marketing service clientele" sufficiently broad to classify the requested injunctive relief as "public").

⁶⁰² *See Eiess v. USAA Fed. Sav. Bank*, 404 F. Supp. 3d 1240, 1261 (N.D. Cal. 2019) (granting motion to compel arbitration to the extent plaintiff sought monetary relief or a determination of liability under the UCL and CLRA, but denying motion to the extent plaintiff sought public injunctive relief in the form of an order requiring defendant to amend its deposit agreement to better reflect its practice of charging multiple NSF fees); *Fernandez v. Bridgecrest Credit Co., LLC*, No. EDCV 19-877, 2019 WL 7842449, at *6 (C.D. Cal. Oct. 29, 2019), *rev'd and remanded*, No. 19-56378, 2022 WL 898593 (9th Cir. Mar. 28, 2022) (finding that plaintiff sought public injunctive relief based, in part, on the "unique relationship between consumers and car loan lenders"); *Kramer v. Coinbase, Inc.*, 105 Cal. App. 5th 741, 752 (2024), *review denied* (Dec. 31, 2024) (holding that plaintiffs sought public injunctive relief since the allegations "assert harm against the general public" and the requested relief would "not benefit plaintiffs"); *Khan v. Coinbase, Inc.*, 115 Cal. App. 5th 518, 527 (2025) (holding that the plaintiff sought public injunctive relief where he alleged Coinbase's conduct in operating its online cryptocurrency exchange is likely to deceive or confuse the public, that the unlawful conduct is ongoing, and sought to prohibit Coinbase from continuing).

⁶⁰³ *See Ajzenman v. Off. of Comm'r of Baseball*, No. CV203643, 2020 WL 6037140, at *7-8 (C.D. Cal. Sept. 14, 2020) (UCL and CLRA claims predicated on loss of ability to use baseball tickets during the 2020 season due to coronavirus were pursued only on behalf of "a limited group of people," and hence did not seek public injunctive relief); *Sponheim v. Citibank, N.A.*, No. SACV19264, 2019 WL 2498938, at *1,*4-5 (C.D. Cal. June 10, 2019) (holding that UCL claims seeking an "order on behalf of the general public enjoining [defendant] from continuing to misrepresent its [fee] policies in its publicly available documents and marketing materials" was arbitrable under *McGill* because plaintiff was "seek[ing] public injunctive relief as a mere incidental benefit to his primary aim of gaining compensation for injury for himself and others similarly situated"); *Colopy v. Uber Techs. Inc.*, No. 19-CV-06462, 2019 WL 6841218, at *2 (N.D. Cal. Dec. 16, 2019) (analyzing claims and determining plaintiff sought private, not public, injunctive relief under *McGill*); *Magana v. DoorDash, Inc.*, 343 F. Supp. 3d 891, 901 (N.D. Cal. 2018) ("[P]laintiff's argument makes clear that the injunctive relief he seeks would be entirely opposite of what *McGill* requires—any benefit to the public would be derivative of and ancillary to the benefit to [defendant's] employees Therefore, [plaintiff] does not assert a claim for public injunctive relief under state law." (emphasis in original)); *Kim v. Tinder, Inc.*, No. CV 18-03093, 2018 WL 6694923, at *3 (C.D. Cal. July 12, 2018); *Croucier v. Credit One Bank, N.A.*, No. 18cv20, 2018 WL 2836889, at *4-5 (S.D. Cal. June 11, 2018); *Rappley v. Portfolio Recovery Assocs., LLC*, No. EDCV17108, 2017 WL 3835259, at *6 (C.D. Cal. Aug. 24, 2017); *Wright v. Sirius XM Radio Inc.*, No. SACV1601688, 2017 WL 4676580, at *9 (C.D. Cal. June 1, 2017). *But see Mejia v. DACM Inc.*, 54 Cal. App. 5th 691, 702-04 (2020) (UCL and CLRA claims seeking to enjoin advertising of financing by one used motorcycle dealership were held to seek public injunctive relief, because the advertisements were distributed broadly, despite defendant's claim that the population of potential customers was small and localized; distinguishing *Clifford*), *review denied* (Dec. 23, 2020).

⁶⁰⁴ *Johnson v. JP Morgan Chase Bank, N.A.*, No. EDCV 172477, 2018 WL 4726042 (C.D. Cal. Sept. 18, 2018).

public injunctive relief were inarbitrable under *McGill*, the district court analyzed the “entirety” of the relief requested, focused on the fact that plaintiffs’ claims were all based on purported breaches of contract and observed that only former customers were included in the proposed classes.⁶⁰⁵ The court concluded that

the relief Plaintiffs seeks is not designed to prevent future harm to the public at large, but is primarily intended to redress prior injury to a specific group of putative plaintiffs who have checking accounts with [defendant] and have incurred overdraft and insufficient funds fees under a narrow set of circumstances.⁶⁰⁶

Other courts have distinguished *McGill* by concluding that the specific arbitration agreement at issue either does not purport to waive the right to public injunctive relief or requires the arbitrator, not the court, to decide the issue.⁶⁰⁷ *McGill* also has been held not to apply in cases where the parties’ contract selected non-California law,⁶⁰⁸ or where plaintiffs allege only federal antitrust law violations.⁶⁰⁹

Where the plaintiff asserts a public injunctive relief claim, which is not arbitrable per *McGill*, but also asserts claims that are arbitrable because the arbitration agreement is otherwise valid (and does not purport to bar the plaintiff from obtaining public injunctive relief), then the court may stay the claim for public injunctive relief pending full arbitration of the other claims and may enforce a class action waiver as to those other claims.⁶¹⁰

A 2020 decision by the Ninth Circuit may make it harder as a practical matter for defendants to defend against claims for public injunctive relief. In *Stover v. Experian Holdings, Inc.*,⁶¹¹ the Ninth Circuit held that although the plaintiff had the right to litigate claims for public injunctive relief, she did not sustain a legally sufficient injury-in-fact to permit her to pursue such a claim in federal court.⁶¹² Thus, her pleading a public injunctive relief claim did not permit her to avoid arbitration of her other claims. Although this outcome was, as a technical matter, a victory for the defendant (the order compelling arbitration was affirmed), the reasoning appeared to leave open the possibility that the case could be refiled in state court, seeking only public injunctive relief, because state courts apply

⁶⁰⁵ *Id.* at *7.

⁶⁰⁶ *Id.* at *8.

⁶⁰⁷ *DiCarlo v. MoneyLion, Inc.*, 988 F.3d 1148, 1154 (9th Cir. 2021) (holding that public injunctive relief is available in individual arbitration because arbitration by a single plaintiff “could theoretically result in an injunction that broadly affects others.”); *Saperstein v. Thomas P. Gohagan & Co.*, 476 F. Supp. 3d 965, 977-978 (N.D. Cal. 2020) (granting motion to compel arbitration because *McGill* does not apply when the arbitration agreement does not expressly forbid the arbitrator from awarding public injunctive relief); see also *Marselian v. Wells Fargo & Co.*, 514 F. Supp. 3d 1166, 1176-77 (N.D. Cal. Jan. 20, 2021) (granting motion to compel arbitration where the original arbitration agreement required the parties to arbitrate “disputes” about the “meaning, application, and enforcement” of the agreement, including issues surrounding plaintiff’s ability to seek public injunctive relief and the applicability of the *McGill* rule).

⁶⁰⁸ *Anderson v. Amazon.com, Inc.*, 478 F. Supp. 3d 683, 696 (M.D. Tenn. 2020).

⁶⁰⁹ *Cal. Crane Sch., Inc. v. Google LLC*, 621 F. Supp. 3d 1024, 1031-32 (N.D. Cal. 2022) (*McGill* did not apply in consumer arbitration action against technology company since consumers only pled federal antitrust claims).

⁶¹⁰ *Nguyen v. Tesla, Inc.*, No. 19-cv-01422, 2020 WL 2114937, at *6 (C.D. Cal. Apr. 6, 2020).

⁶¹¹ 978 F.3d 1082 (9th Cir. 2020).

⁶¹² *Id.* at 1087-88; see also *McGee v. S-L Snacks Nat’l*, 982 F.3d 700, 710 (9th Cir. 2020).

looser standing requirements than federal courts. Such a case probably could not be removed to federal court, and the defendant might then have to defend the public injunctive relief case in a less favorable forum. Plaintiffs facing removal of public injunctive relief cases to federal court can be expected to rely on *Stover* when seeking remand.⁶¹³

Additionally, in *Sonic-Calabazas A, Inc. v. Moreno*,⁶¹⁴ the California Supreme Court restated its view that the FAA, as construed in *Concepcion*, does not preempt generally applicable state-law rules regarding whether a contract is unconscionable. Notwithstanding its opinion in *Ferguson v. Corinthian Colleges*, the Ninth Circuit appeared to agree, based on its rulings in a matter involving the enforceability of an arbitration clause in an employment agreement.⁶¹⁵

Courts have also addressed FAA preemption in the context of California's Private Attorneys General Act (PAGA). Prior to the enactment of PAGA, California's Labor and Workplace Development Agency (LWDA) had the sole authority to bring enforcement actions for civil penalties against employers for violations of California's Labor Code.⁶¹⁶ Since the California Legislature believed the LWDA did not have sufficient resources to ensure employers' compliance with California's Labor Codes, the California Legislature enacted PAGA.⁶¹⁷ PAGA authorizes any "aggrieved employee" to act as a private attorney general in initiating an action against a former employer "on behalf of himself or herself and other current or former employees" to seek civil penalties under the California Labor Code.⁶¹⁸ In *Viking River Cruises, Inc. v. Moriana*,⁶¹⁹ a former employee filed a PAGA action against Viking River Cruises on behalf of other Viking employees as well as in an individual capacity as an aggrieved employee herself.⁶²⁰ Viking River Cruises sought to compel arbitration of the former employee's individual PAGA claim pursuant to the severability clause in her arbitration agreement.⁶²¹ The trial court denied the motion.⁶²² The California Court of Appeal affirmed, reasoning that prior

⁶¹³ Some federal courts already were remanding UCL public injunctive relief claims on this basis even before the Ninth Circuit decided *Stover*. *E.g., Rogers v. Lyft, Inc.*, 452 F. Supp. 3d 904, 919-20 (N.D. Cal. 2020), *aff'd*, No. 20-15689, 2022 WL 474166 (9th Cir. Feb. 16, 2022).

⁶¹⁴ 57 Cal. 4th 1109, 1169-70 (2013); *see also Del Rosario Martinez v. Ready Pac Produce, Inc.*, No. B279225, 2018 WL 6064948, at *5 (Cal. Ct. App. Nov. 20, 2018) (reversing trial court's finding that employer's arbitration agreement was unconscionable, finding that it was not substantively unconscionable because class action waivers in arbitration agreements are generally enforceable) (unpublished); *Vera v. US Bankcard Servs., Inc.*, No. B283187, 2018 WL 618586, *8-12 (Cal. Ct. App. Jan. 30, 2018) (affirming trial court's finding that arbitration provision in company's terms of service that required all controversies to be arbitrated in Georgia according to Georgia law was both procedurally and substantively unconscionable) (unpublished).

⁶¹⁵ *See Chavarria v. Ralphs Grocery Co.*, 733 F.3d 916, 927 (9th Cir. 2013) ("Federal law favoring arbitration is not a license to tilt the arbitration process in favor of the party with more bargaining power. California law regarding unconscionable contracts, as applied in this case, is not unfavorable towards arbitration, but instead reflects a generally applicable policy against abuses of bargaining power. The FAA does not preempt its invalidation of Ralphs' arbitration policy.").

⁶¹⁶ *Viking River Cruises, Inc. v. Moriana*, 596 U.S. 639, 643-44, *reh'g denied*, 143 S. Ct. 60 (2022).

⁶¹⁷ *Id.* at 644-45.

⁶¹⁸ *Id.* (quoting Cal. Lab. Code § 2699(a)).

⁶¹⁹ *Id.* at 639.

⁶²⁰ *Id.*

⁶²¹ *Moriana v. Viking River Cruises, Inc.*, No. B297327, 2020 WL 5584508, at *2 (Cal. Ct. App. Sept. 18, 2020), *rev'd and remanded*, 596 U.S. 639(2022).

⁶²² *Id.* at *1-2.

California precedent held that PAGA actions “cannot be split into arbitrable individual claims and nonarbitrable representative claims” and thus no PAGA action could be compelled into arbitration at all.⁶²³ In other words, because the representative portion of the claim is inarbitrable, and because PAGA forbade claim splitting, the entire PAGA claim was inarbitrable.⁶²⁴

The United States Supreme Court rejected this analysis on FAA preemption grounds in *Viking River Cruises, Inc. v. Moriana*.⁶²⁵ According to the Supreme Court, because the individual portion of the PAGA claim was clearly arbitrable under FAA jurisprudence, PAGA’s prohibition of claim splitting meant that the representative portion of the claim could not be pursued in any forum.⁶²⁶ California cannot adopt a claim-splitting rule that undermines the FAA’s clear direction that arbitrable claims be arbitrated, even if the consequence is the plaintiff’s loss of ability to pursue representative claims.⁶²⁷

The Court further reasoned that PAGA “provides no mechanism to enable a court to adjudicate non-individual PAGA claims once an individual claim has been committed to a separate [statutory] proceeding.”⁶²⁸ Therefore, the plaintiff lacked statutory standing to pursue the representative PAGA claim.⁶²⁹ In a concurring opinion, Justice Sotomayor stated that if the California Legislature amended PAGA to permit claim splitting, then the representative portion of the claim could be pursued in court and would not be preempted by the FAA.⁶³⁰

In 2023, the Supreme Court of California found (even in the absence of clarifying legislative action) that plaintiffs do have statutory standing to pursue representative PAGA claims in state court, even if the plaintiffs were compelled to arbitrate their individual PAGA claims.⁶³¹

Regardless of whether PAGA claims are or are not ultimately determined to be arbitrable, under current lower-court jurisprudence, *Viking River* probably does not extend to make CLRA and UCL claims for public injunctive relief arbitrable.⁶³² In *McBurnie v. Acceptance Now, LLC*,⁶³³ consumers brought an action on behalf of themselves and a putative class alleging CLRA and UCL violations against a rent-to-own business for excessive fees, which was subsequently removed to the Northern District of California.⁶³⁴ Nearly eighteen months following removal, the rent-to-own business moved to compel arbitration. In so doing, the rent-to-own business argued that it delayed in moving to compel arbitration because the decision in *Viking River* was an essential predicate to compelling this

⁶²³ *Id.* (citing *Iskanian v. CLS Transp. Los Angeles, LLC*, 59 Cal. 4th 348 (2014), and *Correia v. NB Baker Elec., Inc.*, 32 Cal. App. 5th 602, 624-25 (2019)). *Iskanian* and *Correia* likely are no longer good law (absent legislative amendment to PAGA) by reason of *Viking River Cruises, Inc. v. Moriana*, 596 U.S. 639 (2022).

⁶²⁴ *Id.*

⁶²⁵ 596 U.S. at 640.

⁶²⁶ *Id.* at 660-62.

⁶²⁷ *Id.*

⁶²⁸ *Id.* at 663.

⁶²⁹ *Id.*

⁶³⁰ *Id.* at 663-64.

⁶³¹ *Adolph v. Uber Techs., Inc.*, 14 Cal. 5th 1104, 1121 (2023). This precedent is the subject of a U.S. Supreme Court petition for certiorari in *Uber Techs., Inc. v. Gregg*, No. 23-645, *pet. for cert. filed* (Dec. 14, 2023).

⁶³² *McBurnie v. RAC Acceptance E., LLC*, 95 F.4th 1188, 1193 (9th Cir. 2024), *cert. denied* (U.S. Oct. 7, 2024).

⁶³³ 643 F. Supp. 3d 1041 (N.D. Cal. 2022)

⁶³⁴ *Id.* at 1043-44.

matter into arbitration because *Viking River* abrogated *McGill* and *Blair*, and thus permitted arbitration agreements that waived public injunctive relief.⁶³⁵ The district court rejected this argument and denied the arbitration motion, which the rent-to-own business subsequently appealed.⁶³⁶ The Ninth Circuit affirmed the district court's holding denying the motion to compel arbitration since *Viking River* did not abrogate *McGill* or *Blair*.⁶³⁷ The Ninth Circuit explained that *Viking River* only concerned PAGA claims, and specifically the Supreme Court's concern that PAGA's mandatory joinder rule would force parties to litigate individual PAGA claims in court.⁶³⁸ However, since the consumer protection statutes at issue in *McGill* and *Blair* do not have mandatory joinder rules, *Viking River's* holding does not abrogate *McGill* or *Blair*.⁶³⁹ Following the district court's decision in *McBurnie*, other courts have similarly concluded that *Viking River* does not undermine *McGill* or *Blair*.⁶⁴⁰

5. State Courts and Federal Courts Begin Diverging Significantly When It Comes to Defining "Public Injunctive Relief"

In *DiCarlo v. MoneyLion, Inc.*, the Ninth Circuit considered whether an agreement providing for individual arbitration precluded public injunctive relief in arbitration.⁶⁴¹ The agreement explicitly authorized the arbitrator to award injunctive relief, however, it limited relief to what was "available in an individual lawsuit."⁶⁴² Plaintiff sought to avoid arbitration and invoked the *McGill* rule.⁶⁴³ However, in this instance, the court found *McGill* inapplicable. Rather, the Ninth Circuit held that public injunctive relief was still available in arbitration, because a remedy such as public injunctive relief, which can potentially protect many people could still be granted through a claim brought by one person, and thus did not violate the *McGill* rule.⁶⁴⁴ Ultimately, the court found that a claim by a single plaintiff "could theoretically result in an injunction that broadly affects others."⁶⁴⁵ Thus, parties seeking to avoid arbitration via public injunctive relief will likely find such escape routes foreclosed moving forward.⁶⁴⁶

⁶³⁵ *Id.* at 1046.

⁶³⁶ *Id.* at 1046, 1048; *McBurnie v. RAC Acceptance E., LLC*, 95 F.4th at 1189.

⁶³⁷ *McBurnie v. RAC Acceptance E., LLC*, 95 F.4th at 1189.

⁶³⁸ *Id.* at 1193.

⁶³⁹ *Id.*

⁶⁴⁰ *MacClelland v. Cellco P'ship*, 609 F. Supp. 3d 1024, 1038-39 (N.D. Cal. 2022) ("nothing in *Viking River* overrules or undermines *McGill's* core holding that an arbitration agreement cannot prohibit a party from seeking public injunctive relief in any forum."), *appeal dismissed* (9th Cir. Oct. 3, 2024); *Vaughn*, 87 Cal. App. 5th at 215 (finding that *Viking River* does not preempt *McGill*).

⁶⁴¹ 988 F.3d at 1153.

⁶⁴² *Id.*

⁶⁴³ *Id.*

⁶⁴⁴ *Id.* at 1153-54.

⁶⁴⁵ *Id.* at 1154.

⁶⁴⁶ *See also Andre v. U.S. Bank*, No. CV204854CBMPJWX, 2021 WL 3598737, at *5 (C.D. Cal. May 20, 2021) (upholding an arbitration clause where the court determined no Article III standing existed, and thus the *McGill* rule did not bar arbitration of Plaintiff's claims); *Brown v. Madison Reed, Inc.*, No. 21-CV-01233-WHO, 2021 WL 3861457, at *9 (N.D. Cal. Aug. 30, 2021) (plaintiff could not escape arbitration clause where severance of non-violative provisions within an arbitration clause that ran afoul of the *McGill* rule "was warranted . . . because 'California courts prefer to sever provisions rather than hold an entire agreement unenforceable[,] and the provision at issue was not integral to the remaining terms and . . .

What constitutes “public injunctive relief” has come to mean significantly different things in California state court as opposed to the federal courts. At the state court level, there were two significant state court decisions defining “public injunctive relief.” The first, *Mejia v. DACM Inc.*,⁶⁴⁷ concerned the allegedly improper notices associated with the financing of a motorcycle. The plaintiff, who had bought a motorcycle from the defendant, sought an injunction requesting the defendant cease selling motor vehicles until it could provide proper disclosures as to financing.⁶⁴⁸ In assessing the defendant’s motion to compel arbitration, the appellate court agreed that the plaintiff had properly sought “public injunctive relief” and that the defendant’s arbitration clause ran afoul of the *McGill* rule.⁶⁴⁹

Similarly, in *Maldonado v. Fast Auto Loans, Inc.*,⁶⁵⁰ a customer brought an action against a lender alleging that the lender charged unconscionable interest rates on auto title loans. Plaintiff sought an injunction to enjoin defendant from continuing to charge excessive interest rates.⁶⁵¹ Based in part on *Mejia*, the appellate court held that plaintiff’s request constituted a request for “public injunctive relief” under *McGill* and denied enforcement of defendant’s arbitration agreement.⁶⁵²

In contrast, the Ninth Circuit has narrowed the definition of “public injunctive relief,” and has done so while explicitly rejecting the California appellate court analysis. In *Hodges v. Comcast Cable Commc’ns, LLC*, the plaintiff brought a putative class action challenging a cable provider’s privacy and data collection practices.⁶⁵³ However, the Ninth Circuit held that “when the injunctive relief being sought is for the benefit of a discrete class of persons, or would require consideration of the private rights and obligations of individual non-parties,” it is not “public” injunctive relief within the meaning of *McGill*.⁶⁵⁴ Accordingly, the plaintiff could be required to arbitrate the claims. The Ninth Circuit also specifically rejected the analysis offered by *Mejia* and *Maldonado*—which had previously found that injunctive relief aimed at “discrete” but large populations of customers could be considered public injunctive relief.⁶⁵⁵ Thus, there presently is a significant split in authority of the definition of public injunctive relief, with the Ninth Circuit calling the California Court of Appeal’s approach to be “such

severable . . . in light of the strong public policy favoring arbitration.”); *accord Ramirez v. Elec. Arts Inc.*, No. 20-CV-05672-BLF, 2021 WL 843184, at *4 (N.D. Cal. Mar. 5, 2021) (validity of arbitration agreement that potentially barred public injunctive relief was threshold arbitrability issue that should be decided by arbitrator). The California Supreme Court granted review in 2020 in a case that would have examined whether courts should attempt to save arbitration agreements by severing unconscionable provisions (rather than striking down the arbitration agreement entirely) but dismissed review in 2021 when the parties settled. *See Conyer v. Hula Media Servs., LLC*, 272 Cal. Rptr. 3d 812 (Cal. 2020), *dismissed*, 276 Cal. Rptr. 3d 208 (Cal. 2021).

⁶⁴⁷ 54 Cal. App. 5th 691.

⁶⁴⁸ *Id.*

⁶⁴⁹ *Id.* at 703-704.

⁶⁵⁰ 60 Cal. App. 5th 710 (2021), *cert. denied*, 142 S. Ct. 708 (2021).

⁶⁵¹ *Id.* at 720-721.

⁶⁵² *Id.*

⁶⁵³ 21 F.4th 535 (9th Cir. 2021).

⁶⁵⁴ *Id.* at 543.

⁶⁵⁵ *Id.* at 544-45.

a patent misreading of California law that we do not think it would be followed by the California Supreme Court.”⁶⁵⁶

The Ninth Circuit also affirmed its post-*Hodges* narrowing of the *McGill* rule in *Cottrell v. AT&T Inc.*, where it once again held that a plaintiff seeking injunctive relief on behalf of similarly situated customers of a cell phone company was only seeking “private” injunctive relief.⁶⁵⁷

Despite the Ninth Circuit’s narrow interpretation of *McGill*, the federal Northern District of California held in *MacClelland v. Cellco Partnership*⁶⁵⁸ that customers seeking to enjoin a cellphone company from falsely advertising the pricing of certain wireless service plans was a “paradigmatic example” of “public” injunctive relief. The district court reasoned that because the cellphone company’s advertisements are disseminated to the public at large, enjoining future misleading statements would deliver a public benefit. Accordingly, they would constitute public injunctive relief under *McGill* and claims for such relief could not be compelled to arbitration, the court concluded.⁶⁵⁹

B. Pleading Issues

Although demurrers and motions to dismiss rarely dispose of UCL claims,⁶⁶⁰ they sometimes are sustained based on legal defenses or obvious defects in the pleading.⁶⁶¹ With respect to specificity

⁶⁵⁶ *Id.* at 544. *But see Cal. Crane Sch., Inc. v. Google LLC*, 722 F. Supp. 3d 1026, 1035-37 (N.D. Cal. 2024) (finding that Google’s terms of service violated the *McGill* public injunctive relief rule and was therefore unenforceable as to plaintiff’s UCL claim for public injunctive relief, which “[u]nlike the class-specific relief sought in *Hodges* . . . would provide diffuse benefits to the public by potentially bolstering competition in the search and search advertising markets, increasing consumer choice, improving data privacy, and decreasing costs for both general search engine users and digital advertisers.”), *appeal docketed*, No. 24-4604 (9th Cir. July 26, 2024).

⁶⁵⁷ *Cottrell v. AT&T Inc.*, No. 20-16162, 2021 WL 4963246, at *2 (9th Cir. Oct. 26, 2021).

⁶⁵⁸ 609 F. Supp. 3d at 1038-39.

⁶⁵⁹ *Id.*

⁶⁶⁰ *See, e.g., Alborzi v. Univ. of S. Cal.*, 55 Cal. App. 5th 155, 184 (2020) (“Particularized fact pleading is not required for a UCL claim.”); *Motors*, 102 Cal. App. 3d at 741-42 (stating that a UCL complaint usually should be construed to withstand demurrer); *Mullins*, 178 F. Supp. 3d at 891-92 (denying defendant’s motion to dismiss because the issue of whether a reasonable consumer is likely to be deceived is best reserved for the finder of facts); *Ayala v. Central Coast Agriculture, Inc.* 2025 Cal. App. Unpub. LEXIS 6813 (Cal. Ct. App. Oct. 2025) (reversing demurrer and finding plaintiffs’ pleading sufficient where plaintiffs relied on third-party testing of *other products* to plead that the particular products purchased lacked advertised qualities) (unpublished); *Williams v. Gerber Prods. Co.*, 552 F.3d 934, 938 (9th Cir. 2008) (“California courts, however, have recognized that whether a business practice is deceptive will usually be a question of fact not appropriate for decision on demurrer.”). *But see Berryman*, 152 Cal. App. 4th at 1556 (“We do not take the statement in *Motors, Inc.* to mean that a special rule applies to demurrers in cases under the UCL. It simply reflects the general rule that questions of fact—such as whether the utility of the defendant’s conduct outweighed the gravity of the harm—cannot be decided on demurrer. If, however, as here, the facts as pled would not state a claim even if they were true, the demurrer may be sustained.”).

⁶⁶¹ *See, e.g., Doe v. CVS Pharm., Inc.*, 982 F.3d 1204, 1215 (9th Cir. 2020) (affirming dismissal of UCL unfairness claim based on failure to allege what public policy was violated), *cert. dismissed* (2021); *Cryoport Sys. v. CNA Ins. Cos.*, 149 Cal. App. 4th 627, 632-34 (2007) (affirming order sustaining demurrer based on lack of standing under Proposition 64); *Young Am. Corp. v. Super. Ct.*, No. C049337, 2007 WL 2687587, at *2 (Cal. Ct. App. Sept. 14, 2007) (reversing denial of motion for judgment on the pleadings where plaintiff failed to allege facts establishing standing) (unpublished); *McCann*, 129 Cal. App. 4th at 1398 (demurrer upheld on appeal in action where plaintiff unsuccessfully alleged that money transmitter had duty to disclose

of pleading, no special standard applies in state court under the UCL. For example, in *Quelimane Co., Inc. v. Stewart Title Guaranty Co.*,⁶⁶² the California Supreme Court refused to hold UCL plaintiffs to the pleading standard for fraud. The Court noted that fraud is the only exception to the well-settled rule that pleading specific facts is not required to state a cause of action and, therefore, a plaintiff pleading a UCL cause of action should not be held to a higher standard. In federal court, however, Federal Rule of Civil Procedure 9(b) requires UCL claims “grounded in fraud” to be pleaded with particularity.⁶⁶³

Pursuant to California Code of Civil Procedure section 446(a), certain government complaints must be verified “unless an admission of the truth of the complaint might subject the party to a criminal prosecution.”⁶⁶⁴ If the complaint is verified, the answer must be verified,⁶⁶⁵ and the “denial of the allegations shall be made positively or according to the information and belief of the defendant[.]”⁶⁶⁶ Thus, where a complaint is not verified, a general denial is sufficient. In *Paul Blanco’s Good Car Co. Auto Group v. Superior Court of Alameda County*,⁶⁶⁷ a government complaint was filed against several corporations for unfair practices in violation of the UCL. The defendants filed a general denial, which the plaintiff argued was not allowed in response to a government complaint.⁶⁶⁸

wholesale exchange rate in addition to retail exchange rate); *Gregory*, 104 Cal. App. 4th at 857 (affirming trial court’s sustaining of demurrer where plaintiff’s underlying theory of “unfairness” was not sufficient as a matter of law); *Searle v. Wyndham Int’l, Inc.*, 102 Cal. App. 4th 1327, 1330 (2002) (affirming trial court’s sustaining of demurrer where hotel’s practice of paying “service charge” to its employees was neither “unfair” nor “fraudulent”); *Shvarts*, 81 Cal. App. 4th at 1158-60 (sustaining demurrer to UCL complaint without leave to amend on grounds that per-gallon fuel price could not be “unfair,” given Civil Code section allowing for charge, and could not have been likely to deceive, given full disclosure of charge on rental car contract); *Lazar*, 69 Cal. App. 4th at 1505-06 (sustaining defendant’s demurrer to UCL claim because the challenged business practice was approved and authorized by the Legislature); *Wolfe*, 46 Cal. App. 4th at 568 (sustaining demurrer to a UCL claim challenging insurance companies’ alleged “unfair” practice of failing to offer earthquake insurance because the issue was a matter within the legislative domain).

⁶⁶² 19 Cal. 4th at 46-47 (holding that plaintiffs stated a cause of action for an “unlawful” business practice under the UCL by pleading facts establishing a violation of the Cartwright Act).

⁶⁶³ See *Vess v. Ciba-Geigy Corp. USA*, 317 F.3d 1097, 1102-05 (9th Cir. 2003) (Rule 9(b) applies to state claims “grounded in fraud” even if elements of fraud need not be established to state a claim; allegations of fraudulent conduct need to be pleaded with particularity); *Aerojet Rocketdyne, Inc. v. Global Aerospace, Inc.*, No. 17-cv-01515, 2020 WL 3893395, at *8 (E.D. Cal. July 10, 2020) (defendant’s motion for judgment on the pleadings granted as to UCL unfairness claim due to plaintiff’s failure to plead with specificity as required by Rule 9(b)); *In re Samsung Galaxy Smartphone Litig.*, No. 16-cv-6391, 2020 WL 7664461, at *6, *12 (N.D. Cal. Dec. 24, 2020) (pleading not sufficient where allegation was only that the purchased product had features similar to a different product that had been recalled as defective, where the purchased product had not failed or otherwise showed signs of the same defect); *Hobby Lobby Stores*, 2017 WL 4358146 (dismissing deceptive pricing claims brought under the UCL and CLRA for failure to plead with sufficient particularity how advertisements could be misleading to a reasonable consumer); *Grimm v. APN Inc.*, No. 17-cv-00356, 2017 WL 6398148, at *6 (C.D. Cal. Aug. 31, 2017) (when any prong or aspect of a UCL or CLRA claim is grounded in fraud, the entire claim must be pled with particularity, including the other prongs or aspects). *But see Moore v. Mars Petcare US, Inc.*, 966 F.3d 1007, 1019-20 (9th Cir. 2020) (Rule 9(b) standard can be relaxed when defendant has greater knowledge of underlying facts than plaintiff).

⁶⁶⁴ Cal. Civ. Proc. Code § 446(a).

⁶⁶⁵ *Id.*

⁶⁶⁶ Cal. Civ. Proc. Code § 431.30(d).

⁶⁶⁷ 56 Cal. App. 5th 86 (2020).

⁶⁶⁸ *Id.* at 182.

The court concluded that the corporate defendants' filing of an unverified response was allowed under the plain language of section 446(a), as well as by judicial precedent, statutory history and public policy, because the complaint gave rise to potential criminal liability whereby in verifying their answers, the corporations, as a party, might subject themselves to criminal prosecution.⁶⁶⁹

C. Special "Anti-SLAPP" Motions

California's "anti-SLAPP" statute⁶⁷⁰ authorizes the filing of a special motion to strike against causes of action arising out of conduct "in furtherance of the person's right of petition or free speech under the United States Constitution or the California Constitution."⁶⁷¹ In the consumer protection context, however, California Code of Civil Procedure section 425.17 places critical restrictions on the use of the "anti-SLAPP" statute. Section 425.17 prohibits anti-SLAPP motions in actions: (1) brought "solely" in the public interest (subject to certain conditions),⁶⁷² or (2) brought against a defendant engaged in the business of selling or leasing goods and services (subject to certain conditions).⁶⁷³

⁶⁶⁹ *Id.* at 179-180.

⁶⁷⁰ Cal. Civ. Proc. Code § 425.16. A "SLAPP" suit ("Strategic Lawsuits Against Public Participation") is a "meritless suit filed primarily to chill the defendant's exercise of First Amendment rights." *Wilcox v. Super. Ct.*, 27 Cal. App. 4th 809, 815 n.2 (1994), *overruled in part by Equilon Enters. v. Consumer Cause, Inc.*, 29 Cal. 4th 53, 68 n.5 (2002); *see also Kashian v. Harriman*, 98 Cal. App. 4th 892, 925-26 (2002) (granting "anti-SLAPP" motion to strike in suit where businessman sued attorney for violation of the UCL and defamation); *DuPont Merck Pharm. Co. v. Super. Ct.*, 78 Cal. App. 4th 562, 568-69 (2000) (vacating trial court's denial of anti-SLAPP motion to strike where defendant pharmaceutical company's activities arose out of free speech rights and remanding for further determination); *Twentieth Century Fox Film Corp. v. Netflix, Inc.*, No. B280607, 2018 WL 3198560, at *6 (Cal. Ct. App. June 29, 2018) (affirming trial court's denial of anti-SLAPP motion, holding the enforcement of allegedly unfair fixed-term employment contracts did not constitute protected prelitigation petitioning activity) (unpublished).

⁶⁷¹ Cal. Civ. Proc. Code § 425.16(b)(1). To succeed on such a motion, a defendant must first establish that the action "alleges acts in furtherance of defendant's right of petition or free speech in connection with a public issue." *DuPont Merck Pharm. Co.*, 78 Cal. App. 4th at 565; *see also Gallimore v. State Farm Fire & Cas. Ins. Co.*, 102 Cal. App. 4th 1388, 1395-1400 (2002) (holding that anti-SLAPP statute did not apply in UCL action challenging insurer's claims handling practices because action was not premised entirely on insurer's reports to the California Department of Insurance). Once this first test is satisfied, the burden shifts to plaintiff to establish that there is "a probability" of prevailing on the claim. *See JaM Cellars, Inc. v. Vintage Wine Ests., Inc.*, No. 17-01133, 2017 WL 2535864, at *4 (N.D. Cal. June 12, 2017) (observing that, in a trademark suit, plaintiff met its minimal burden of proof by alleging defendant's continued use of its trademark); *Cross v. Facebook, Inc.*, 14 Cal. App. 5th 190 (2017) (granting an anti-SLAPP motion to strike a UCL claim arising from an alleged violation of the right of publicity because plaintiff failed to identify defendant's commercial use); *Yu v. Signet Bank/Va.*, 103 Cal. App. 4th 298, 317 (2002) (affirming trial court's denial of anti-SLAPP motion to strike and stating that "a plaintiff's burden as to the second prong of the anti-SLAPP test is akin to that of a party opposing a motion for summary judgment"), *disapproved on other grounds by Newport Harbor Ventures, LLC v. Morris Cerullo World Evangelism*, 4 Cal. 5th 637 (2018); *Muddy Waters, LLC v. Super. Ct.*, 62 Cal. App. 5th 905 (2021) (reversing order denying special motion to strike on anti-SLAPP grounds because plaintiff aluminum products distributor could not establish any actual injury and thus could not establish standing under the UCL), *reh'g denied* (Apr. 23, 2021), *review denied* (July 21, 2021).

⁶⁷² Cal. Civ. Proc. Code § 425.17(b).

⁶⁷³ Cal. Civ. Proc. Code § 425.17(c). *But see Muddy Waters*, 62 Cal. App. 5th at 919. The trial court denied defendant's special motion to strike based on the commercial speech exception of § 425.17(c). Exercising discretion to review denial of an anti-SLAPP motion, the Court of Appeal found that the trial court erred in its conclusion that the reports in question were not protected speech for the purposes of § 425.16(e).

In *Citizens of Humanity, LLC v. Hass*,⁶⁷⁴ a defendant who had prevailed in litigation under the UCL and CLRA filed a malicious prosecution lawsuit against the UCL/CLRA plaintiff. The malicious prosecution claim survived an anti-SLAPP motion based on evidence that the UCL/CLRA plaintiff was “a ‘shill’ who, with her brother-in-law [one of her attorneys in the case], participates in a cottage-industry of contrived ‘Made in the U.S.A.’ labeling lawsuits” as part of “a scheme to misuse the court system for their own financial gain.”⁶⁷⁵ In *Serova v. Sony Music Entertainment*,⁶⁷⁶ the California Supreme Court further restricted the circumstances when an anti-SLAPP motion can be filed in a UCL or CLRA case. A claim that a false statement was made to induce the sale of a product—even an artistic product like music—cannot be challenged via an anti-SLAPP motion unless the statement itself has independent non-commercial artistic or expressive value under the First Amendment.⁶⁷⁷

D. Class Certification of UCL Claims

A major battleground in UCL litigation is class certification. For example, in *Pulaski & Middleman, LLC v. Google, Inc.*,⁶⁷⁸ the Ninth Circuit reaffirmed that “damage calculations alone [with respect to restitution] cannot defeat certification” of a UCL class claim.⁶⁷⁹ This case concerned a class of advertisers who claimed that Google’s pricing scheme for advertisements was deceptive because it charged them premium prices for their ads to appear on certain websites, when in reality they did not appear on the websites. The trial court denied certification on grounds that individual issues would predominate in calculating the amount of restitution owed to each class member based on their particular ad and expected target site.⁶⁸⁰ In reversing the trial court’s decision, the court held that a reasonable consumer standard could be used in calculating the damages amount, and Google’s own pricing scheme supplied a reliable method for calculating the amount received over the benefit derived; thus, individual issues did not predominate.⁶⁸¹

Likewise, in *Safeway, Inc. v. Superior Court of Los Angeles County*,⁶⁸² the court held that damage calculations would not defeat class certification. There, employees asserted a putative class action against its employer alleging violation of the UCL in failure to pay premium wages for missed meal breaks.⁶⁸³ The court found restitution was capable of being determined class-wide, based on the

⁶⁷⁴ 46 Cal. App. 5th 589 (2020).

⁶⁷⁵ *Id.* at 600 (internal quotation marks omitted).

⁶⁷⁶ 13 Cal. 5th at 879-80.

⁶⁷⁷ *See id.* at 882 (“Serova is not suing because [the album] *Michael’s* artistic expression has spilled over into promotional advertising, but because she believes Sony falsely advertised the lead vocalist.”).

⁶⁷⁸ 802 F.3d 979 (9th Cir. 2015).

⁶⁷⁹ *Id.* at 988 (quoting *Yokoyama v. Midland Nat’l Life Ins. Co.*, 594 F.3d 1087, 1094 (9th Cir. 2010)).

⁶⁸⁰ *Id.* at 982.

⁶⁸¹ Moreover, the court identified a temporal element for the restitution calculation to be applied on remand, noting that the correct measure is “the difference between what was paid and what a reasonable consumer would have paid *at the time of purchase* without the fraudulent or omitted information. *Id.* at 989 (emphasis added). *But cf. Anderson v. Ford Motor Co.*, 74 Cal. App. 5th 946 (2022) (finder of fact may determine that reasonable value at time of purchase was zero).

⁶⁸² 238 Cal. App. 4th 1138, 1148 (2015).

⁶⁸³ *Id.* at 1144.

parties' proposed "market value approach," whereby the court could examine time punch cards for violations of the meal break requirement and pay accordingly.⁶⁸⁴

Courts have similarly rejected challenges to class certification based on arguments that individualized issues exist as to whether or not the putative class members each have suffered an injury-in-fact sufficient to confer Article III standing.⁶⁸⁵ As discussed above, the California Supreme Court's majority opinion in *Tobacco II* concluded that only the named plaintiff must have Article III standing to bring a UCL claim on behalf of a class.⁶⁸⁶ Following that decision, other courts have refused to deny certification on the sole basis that a putative class may contain members that have failed to suffer an injury in fact.⁶⁸⁷

On the other hand, California courts have recognized that "*Tobacco II* does not allow a consumer who was never exposed to an alleged false or misleading advertising . . . campaign to recover damages under California's UCL."⁶⁸⁸ Specifically, courts have vacated class certification orders where a showing of reliance cannot be inferred by a defendant's advertising scheme.⁶⁸⁹ In this regard, the attack on class certification is related less to Article III standing, than it is to standing necessary to assert a claim under the UCL. In *Mazza*, for instance, the court reasoned that plaintiffs sufficiently established "injury in fact" to confer Article III standing by alleging they paid more for a product because of defendant's deceptive conduct.⁶⁹⁰ Nevertheless, the court vacated the class certification order, holding a presumption of reliance under the UCL could not be maintained because Honda's advertising campaign was "very limited."⁶⁹¹

⁶⁸⁴ *Id.* at 1163.

⁶⁸⁵ *Williams v. Under Armour, Inc.*, No. EDCV 24-1567 JGB, 2025 WL 1415744 (C.D. Cal. Apr. 7, 2025) (finding that web-based and in-store sales were "substantially similar" because the same products were sold through both channels and the same alleged reference-price discount scheme operated uniformly online and in stores, allowing plaintiffs to assert web-based claims on behalf of the class).

⁶⁸⁶ *Tobacco II*, 46 Cal. 4th at 314-16.

⁶⁸⁷ *See, e.g., Stearns v. Ticketmaster Corp.*, 655 F.3d 1013, 1020-21 (9th Cir. 2011), *abrogated on other grounds as recognized by Green v. Fed. Express Corp.*, 614 F. App'x 905, 908 (9th Cir. 2015) (reversing district court's denial of certification on the basis that class certification under Rule 23 does not require proof that all unnamed class members have standing under Article III).

⁶⁸⁸ *Mazza*, 666 F.3d at 596 (internal quotation marks omitted) (citing *Pfizer Inc. v. Super. Ct.*, 182 Cal. App. 4th 622, 632 (2010); *Davis-Miller v. Auto. Club of S. Cal.*, 201 Cal. App. 4th 106, 124-50 (2011)).

⁶⁸⁹ *Mazza*, 666 F.3d at 594-95 (vacating certification order because each class member could not be presumed to have relied on the alleged misleading advertising given the limited scale of the defendant's advertising campaign, thus individual issues predominated); *see also Brazil v. Dole Packaged Foods, LLC*, 660 F. App'x 531 (9th Cir. 2016) (affirming trial court's decertification of class because plaintiff failed to provide proof that damages were common to the class); *In re NJOY, Inc. Consumer Class Action Litig.*, 120 F. Supp. 3d at 1109 (denying class certification on the basis of misrepresentations in advertising because the defendant's electronic cigarette advertising campaign was not "sufficiently substantial or pervasive to give rise to a presumption that all class members were exposed to the advertisements"); *see also Turner v. Apple, Inc.*, No. 5:20-cv-07495-EJD, 2025 WL 1953697 (N.D. Cal. July 16, 2025) (denying class certification against Apple in action alleging unauthorized iOS 13 data usage because individual permission settings defeated predominance, the proposed class definition was broader than what was pleaded in the complaint, and the plaintiff lacked standing for injunctive relief).

⁶⁹⁰ *Mazza*, 666 F.3d at 595.

⁶⁹¹ *Id.* at 596 ("Honda's product brochures and TV commercials fall short of the 'extensive and long-term [fraudulent] advertising campaign' at issue in *Tobacco II* A presumption of reliance does not arise

Similarly, in *Cohen*, the district court affirmed the trial court’s denial of class certification based on its finding that individual issues predominated for purposes of the UCL because the class would include subscribers who never saw the misleading advertisements or representations before deciding to make a purchase.⁶⁹² Even in *Stearns*, the court referenced in dicta that its holding was not indicative of finding “predominance. . . in every California UCL case. . . . [Rather,] it might well be that there [is] no cohesion among the members because they were exposed to quite disparate information from various representatives of the defendant.”⁶⁹³

In cases involving proposed nationwide classes, some federal courts have been reluctant to certify California UCL subclasses on the grounds that managing the case with a large number of state-specific subclasses poses insurmountable administrative challenges.⁶⁹⁴

However, in *Noel v. Thrifty Payless, Inc.*,⁶⁹⁵ the California Supreme Court held that class certification may not be denied simply because, at the time of class certification, the plaintiff failed to present evidence of how class members might be identified and given individualized notice of the proceedings. So long as the class definition is framed objectively, in a manner that makes “the ultimate identification of class members possible” the proposed class satisfies the ascertainability requirement.⁶⁹⁶

E. Summary Judgment Under the UCL

“Although the issue of whether a practice is deceptive or unfair is generally a question for the trier of fact,” UCL claims can be disposed of by summary judgment when the facts are undisputed.⁶⁹⁷ As one California court reasoned, the issue of “whether a practice is unfair under the [UCL]” is a question of law because “[i]nterpretation and application of statutes is a question of law, subject to

when class members ‘were exposed to quite disparate information from various representatives of the defendant.’”).

⁶⁹² *Cohen v. DirecTV, Inc.*, 178 Cal. App. 4th 966, 980 (2009) (“[W]e do not understand the UCL to authorize an award for injunctive relief and/or restitution on behalf of a consumer who was never exposed in any way to an allegedly wrongful business practice.”); see also *Downey v. Public Storage, Inc.*, 44 Cal. App. 5th 1103, 1117 (2020) (affirming denial of class certification based on evidence that many members of the proposed claim never were exposed to the allegedly deceptive advertisement).

⁶⁹³ *Stearns*, 655 F.3d at 1020.

⁶⁹⁴ *E.g., In re EpiPen*, 2020 WL 1873989, at *57.

⁶⁹⁵ 7 Cal. 5th 955 (2019).

⁶⁹⁶ *Id.* at 980; see also *Owino v. CoreCivic, Inc.*, 60 F.4th 437, 445 (9th Cir. 2022) (finding that a consumer class in a UCL suit did not need to be narrowed at the class certification stage even if there are statute of limitations issues that will later require a narrowing of the class).

⁶⁹⁷ *Puentes v. Wells Fargo Home Mortg., Inc.*, 160 Cal. App. 4th 638, 645 n.5 (2008) (citing *Linear Tech. Corp.*, 152 Cal. App. 4th at 134-35 n.9) (lender’s practice of calculating interest on a monthly rather than daily basis was not “unfair” as a matter of law); see also *Stathakos v. Columbia Sportswear Co.*, No. 15-CV-04543-YGR, 2017 WL 1957063 (N.D. Cal. May 11, 2017) (granting in part defendant’s motion for summary judgment because plaintiffs could not show actual reliance on allegedly deceptive price tags on garments at defendant’s store, which plaintiffs purchased after filing the complaint, since plaintiff knew, after filing their complaint, of the alleged misleading practices); *Motors*, 102 Cal. App. 3d at 740 (stating that, if “the utility of the conduct clearly justifies the practice, no more than a simple motion for summary judgment would be called for”).

[the courts'] independent review."⁶⁹⁸ Nonetheless, because UCL legal issues can be fact-intensive, motions for summary judgment succeed most often when focused on legal defenses or the absence of any factual support for a claim.⁶⁹⁹

F. No Right to Jury Trial

There is no right to a jury trial in UCL cases.⁷⁰⁰ In *Nationwide Biweekly Administration, Inc. v. Superior Court*,⁷⁰¹ the California Supreme Court rejected arguments that a defendant had a right to a jury in cases where the government sought civil penalties. Because the UCL creates an equitable, rather than legal claim, trial of the claim is to the court, not a jury.⁷⁰² However, when a federal lawsuit involves both a legal claim tried to a jury and a UCL claim, the jury's express or implied factual determinations must be accepted by the judge as true when resolving the UCL claim.⁷⁰³

G. Notice to the Attorney General's Office of Appellate Matters

California Business & Professions Code section 17209 requires that, where a proceeding involving the UCL is commenced in California's appellate courts, the party commencing the proceeding shall provide notice to the California Attorney General and to the district attorney of the county in which the action originally was filed.⁷⁰⁴

⁶⁹⁸ *People v. Duz-Mor Diagnostic Lab'y, Inc.*, 68 Cal. App. 4th 654, 660 (1998) (affirming the trial court's judgment that a laboratory did not violate the UCL by offering discounts to physicians' private-pay patients or utilizing an "unbundled" billing system but finding that commissions paid for marketing services were unlawful and, thus, in violation of the UCL).

⁶⁹⁹ *See, e.g., Williams v. Wells Fargo Bank, N.A.*, No. 13-cv-03387, 2017 WL 1374693 (N.D. Cal. Apr. 14, 2017) (granting defendant's motion for summary judgment of a UCL claim brought using the same facts underlying a breach of contract claim); *Paduano v. Am. Honda Motor Co. Inc.*, 169 Cal. App. 4th 1453, 1470-74 (2009) (finding that plaintiff had no UCL claim based on miles-per-gallon claims made consistent with preemptive federal law, but denying summary judgment on that claim because plaintiff also challenged other advertising statements outside the scope of federal preemption); *Glob. Ventu Holding B.V. v. ZeetoGroup, LLC*, No. 19CV1018 DMS (DEB), 2021 WL 2012271, at *5 (S.D. Cal. May 20, 2021) (denying plaintiff's motion for summary judgment on UCL claim because a genuine issue of material fact existed as to the "fraudulent" prong and whether a reasonable consumer was likely to be deceived, and because it was unalleged that the parties were competitors, it could not meet relevant pleading standards as to the "unfair" prong of the UCL); *Roley v. Google LLC*, No. 18-CV-07537-BLF, 2021 WL 1091917, at *8 (N.D. Cal. Mar. 22, 2021) (finding justifiable reliance prong of UCL a question of fact, and thus summary judgment improper).

⁷⁰⁰ *See, e.g., Hodge v. Super. Ct.*, 145 Cal. App. 4th 278, 284-85 (2006) (claim for violation of the UCL is equitable in nature; thus, no right to a jury trial exists).

⁷⁰¹ 9 Cal. 5th 279.

⁷⁰² *Id.* at 331-33. However, the California Supreme Court examined whether a right to jury trial existed only under the California Constitution. The defendant in *Nationwide Biweekly* did not properly preserve the question whether the Seventh Amendment to the Federal Constitution gave a defendant in a civil penalty case a right to insist on a jury trial. *Nationwide Biweekly Admin, Inc. v. Super. Ct.*, No. A150264, 2020 WL 3969328 (Cal. Ct. App. July 14, 2020) (unpublished).

⁷⁰³ *Planned Parenthood Fed'n of Am., Inc. v. Ctr. for Med. Progress*, 613 F. Supp. 3d 1190, 1205 (N.D. Cal. 2020).

⁷⁰⁴ Section 17209 provides:

If a violation of [the UCL] is alleged or the application or construction of [the UCL] is in issue in any proceeding in the Supreme Court of California, a state court of appeal, or the appellate division of a superior court, each person filing any brief or petition with the court in that

H. Removal of UCL Actions

Federal court is an attractive forum for many UCL defendants, especially in class actions. Federal courts generally are more willing to dispose of weak UCL claims at the pleading or pre-trial stages and often are more receptive to preemption arguments.⁷⁰⁵ As discussed below, the Class Action Fairness Act of 2005 (CAFA) allows many UCL class actions to be removed to federal court.⁷⁰⁶ In non-class cases, traditional removal analysis based on diversity will apply because UCL plaintiffs now must possess standing. Removal on federal question grounds in a non-class case remains difficult, however, even where federal law forms the basis of an “unlawful” claim.⁷⁰⁷

1. Removal Based on the Federal Class Action Fairness Act

The federal Class Action Fairness Act (“CAFA”) applies to many multistate class actions filed on or after the date of enactment, February 18, 2005. Previously, a federal court would have diversity jurisdiction over a class action only if there was: (a) “complete diversity” of citizenship between named plaintiffs and defendants, and (b) satisfaction of the amount-in-controversy requirement by all named plaintiffs; *i.e.*, claims for each in excess of \$75,000.⁷⁰⁸ Thus, by naming one plaintiff from

proceeding shall serve, within three days of filing with the court, a copy of that brief or petition on the Attorney General, directed to the attention of the Consumer Law Section at a service address designated on the Attorney General’s official Web site for service of papers under this section or, if no service address is designated, at the Attorney General’s office in San Francisco, California, and on the district attorney of the county in which the lower court action or proceeding was originally filed. Upon the Attorney General’s or district attorney’s request, each person who has filed any other document, including all or a portion of the appellate record, with the court in addition to a brief or petition shall provide a copy of that document without charge to the Attorney General or the district attorney within five days of the request. The time for service may be extended by the Chief Justice or presiding justice or judge for good cause shown. No judgment or relief, temporary or permanent, shall be granted or opinion issued until proof of service of the brief or petition on the Attorney General and district attorney is filed with the court.

See also Soldate v. Fid. Nat’l Fin., Inc., 62 Cal. App. 4th 1069, 1076 (1998) (stating that “[f]ailure to comply with section 17209 will preclude appellate relief in the appropriate case”); *Californians for Population Stabilization*, 58 Cal. App. 4th at 274, 284 (determining that section 17209 “is not jurisdictional” in nature).

⁷⁰⁵ *See, e.g., Herman v. Salomon Smith Barney, Inc.*, 266 F. Supp. 2d 1208, 1210-13 (S.D. Cal. 2003) (dismissing UCL action where plaintiff had no standing to assert claim in federal court and refusing to remand); *Feitelberg v. Merrill Lynch & Co. Inc.*, 234 F. Supp. 2d 1043, 1053 (N.D. Cal. 2002) (dismissing UCL action based on securities transactions), *aff’d*, 353 F.3d 765 (9th Cir. 2003).

⁷⁰⁶ Pub. L. 109-2, § 1(a), 119 Stat. 4 (Feb. 18, 2005), codified in scattered sections of 28 U.S.C.

⁷⁰⁷ *See, e.g., Perez v. Nidek Co. Ltd.*, 657 F. Supp. 2d 1156, 1161 (S.D. Cal. 2009), *aff’d*, 711 F.3d 1109 (9th Cir. 2013) (“[F]ederal question jurisdiction is not created by the fact that Plaintiffs’ state law claims under the CLRA and UCL hinge upon alleged violations of the [federal] FDCA and its regulations.”); *Klussman v. Cross-Country Bank*, No. C-01-4228, 2002 WL 1000184, at *2-6 (N.D. Cal. May 15, 2002) (removal held improper where plaintiff’s UCL claim was based on violation of FCRA because the alleged FCRA violation was not a necessary element of UCL claim—plaintiff could assert a UCL claim without the FCRA violation); *Hope Med. Enters., Inc. v. Fagron Compounding Servs., LLC*, No. 219CV07748CASPLAX, 2021 WL 753566 (C.D. Cal. Jan. 25, 2021) (finding no preemption where plaintiff brought claims that were only “parallel” to a federal statute).

⁷⁰⁸ *See, e.g., Gibson v. Chrysler Corp.*, 261 F.3d 927, 938 (9th Cir. 2001). The rule regarding individual amounts in controversy was also altered, without regard to the passage of CAFA in *Exxon Mobil Corp. v. Allapattah Servs., Inc.*, 545 U.S. 546 (2005) (holding that supplemental jurisdiction can be asserted over claims that do not exceed \$75,000 so long as one plaintiff satisfies the amount in controversy requirement).

the same state as the defendant, or one defendant from the forum state, the alleged class could avoid removal. The supposed class also could avoid removal by alleging that each plaintiff's claims did not exceed \$75,000 in total, even if the aggregated amount in controversy of all plaintiffs' claims totaled in the millions of dollars. CAFA has greatly expanded the ability to remove cases to federal court.

Under CAFA, individual class plaintiffs' claims must, in the aggregate, exceed \$5 million.⁷⁰⁹ Moreover, only minimal diversity between plaintiffs and defendants need be established.⁷¹⁰ Depending on the circumstances, CAFA may confer jurisdiction on a federal court where "any member of a class of plaintiffs is a citizen of a [s]tate different from any defendant."⁷¹¹ Whether a federal court ultimately exercises jurisdiction, however, is determined according to a further set of rules. Essentially, jurisdiction is either mandatory, discretionary or precluded.

Jurisdiction is mandatory if there are 100 or more members in the class, one-third or fewer of those class members are citizens of the forum and none of the exceptions in CAFA apply (for example, securities fraud and derivative lawsuits are not governed by CAFA).⁷¹² Given this, most nationwide, non-securities fraud, non-derivative class actions will proceed in federal court.

Jurisdiction is discretionary if more than one-third, but fewer than two-thirds, of the class members are citizens of the forum state and the "primary" defendants also are citizens of the forum state.⁷¹³ In that event, the court must consider: (a) whether the claims asserted involve matters of national or interstate interest; (b) whether the claims asserted will be governed by the laws of the state where the action originally was filed or the laws of other states; (c) whether the class action has been pled to avoid federal jurisdiction; (d) whether the forum state has a distinct nexus with the class, the defendants or the alleged harm; (e) whether the number of class members who are citizens of the forum state is substantially larger than the number from any other state, and (f) whether any class action asserting similar claims has been filed in the prior three years.⁷¹⁴

A federal court must decline jurisdiction if: (a) more than two-thirds of the class members are citizens of the forum state, and (b) either (i) all of the primary defendants are citizens of the forum state⁷¹⁵ or (ii) at least one defendant from whom significant relief is sought is a resident of the forum state and (1) the defendant's conduct forms a significant basis of the claims; (2) the principal alleged

⁷⁰⁹ 28 U.S.C. § 1332(d)(2), (6).

⁷¹⁰ Moreover, whereas previously unincorporated associations were considered citizens of every state in which their constituents were citizens, under CAFA, unincorporated associations are considered citizens only of (1) the state where they have their principal place of business, and (2) the state in which they are organized. 28 U.S.C. § 1332(d)(10).

⁷¹¹ 28 U.S.C. § 1332(d)(2)(A). In a similar manner, CAFA applies where minimal diversity of citizenship exists because a plaintiff or defendant is a foreign state or a citizen of a foreign state. 28 U.S.C. § 1332(d)(2)(B), (C).

⁷¹² 28 U.S.C. § 1332(d)(2), (3), (4), (5), (9). Section 1332, subsection (d)(9), excludes class actions that "solely" involve claims under the Securities Act of 1933, the Securities Exchange Act of 1934 and claims involving corporate governance under state laws. Thus, to the extent that federal and related state securities claims may already be heard by federal courts, while derivative actions must be heard by state courts, CAFA effects no changes. Actions involving states and government officials also are excluded from the Act. 28 U.S.C. § 1332(d)(5)(A).

⁷¹³ 28 U.S.C. § 1332(d)(3).

⁷¹⁴ 28 U.S.C. § 1332(d)(3)(A)-(F).

⁷¹⁵ 28 U.S.C. § 1332(d)(4)(A). This sometimes is referred to as the "home state controversy" exception to CAFA jurisdiction.

injuries resulting from the conduct of all defendants occurred in the forum state, and (3) no similar class action has been filed against any of the defendants in the prior three years.⁷¹⁶

In conjunction with the changes in the federal courts' diversity jurisdiction, the procedures for removal also were relaxed. For instance, in an ordinary diversity action, a defendant seeking to remove an action to federal court cannot do so unless all defendants consent.⁷¹⁷ CAFA eliminated this requirement, expressly providing that class actions may be "removed by any defendant without the consent of all defendants."⁷¹⁸

This summary touches upon only the highlights of CAFA. CAFA is a complex statute that presents many open issues.

"In contrast with California state courts, federal courts sitting in diversity can only award equitable relief under state law if there is no adequate legal remedy."⁷¹⁹ Thus, a recent trend has emerged where plaintiffs, seeking to avoid removal of diverse putative consumer class actions under CAFA, plead only equitable claims and intentionally fail to allege legal remedies are unavailable or inadequate.⁷²⁰ Courts have remanded the actions to state court, because this artful pleading deprives a federal court sitting in diversity of equitable jurisdiction over the claim.⁷²¹ Courts reason that remand, as opposed to dismissal without prejudice, is more efficient as to avoid a "perpetual loop" where a plaintiff, after dismissal, refiles in state court only to have the action removed to federal court and dismissed again.⁷²² It remains to be seen how the Ninth Circuit will rule on this issue; two such cases have been appealed in 2024.⁷²³

2. Removal Based on Federal Question

Notwithstanding that a plaintiff asserts a UCL claim based entirely on a question of federal law, a federal court probably will not allow removal because the federal law is merely an "element" of plaintiff's state law claim.⁷²⁴ Although one district court allowed removal where a UCL claim was

⁷¹⁶ 28 U.S.C. § 1332(d)(4)(B). This sometimes is referred to as the "local controversy" exception to CAFA jurisdiction.

⁷¹⁷ See, e.g., *United Comput. Sys., Inc. v. AT&T Corp.*, 298 F.3d 756, 762 (9th Cir. 2002).

⁷¹⁸ 28 U.S.C. § 1453(b).

⁷¹⁹ *Ruiz*, 2024 WL 2844625, at *2.

⁷²⁰ *Horton*, 2024 WL 4211182, at *1-2.

⁷²¹ *Id.* at *2.

⁷²² *Ruiz*, 2024 WL 2844625, at *5.

⁷²³ See *Ruiz*, 2024 WL 2844625; *Horton*, 2024 WL 4211182.

⁷²⁴ See, e.g., *Merrell Dow Pharms., Inc. v. Thompson*, 478 U.S. 804, 817 (1986) (holding that, because federal question jurisdiction only lies when a plaintiff's claim "arises under" federal law, defendant could not remove case to federal court where plaintiff merely alleged violation of a federal statute as an element of a state cause of action and federal statute itself provided no private right of action); *Lippitt v. Raymond James Fin. Servs., Inc.*, 340 F.3d 1033, 1042-43 (9th Cir. 2003); *Jimenez v. Bank of Am. Home Loans Servicing LP*, No. CV 11-09464, 2012 WL 353777, at *2 (C.D. Cal. Feb. 2, 2012) (stating that a claim will not present a substantial question of federal law merely because a federal question is an "ingredient" of the claim); *Klussman*, 2002 WL 1000184, at *2-6 (holding that FCRA violation was not a necessary element of plaintiff's UCL claim and that defense based on federal preemption was not sufficient to warrant removal); *Pickern v. Stanton's Rest. & Woodsman Room*, No. C 01-2112, 2002 WL 143817 (N.D. Cal. Jan. 29, 2002) (finding no federal court jurisdiction where violation of federal Americans with Disabilities Act was alleged as predicate law for violation of the UCL); *Mangini v. R.J. Reynolds Tobacco Co.*, 793 F. Supp. 925,

predicated on questions of federal antitrust law,⁷²⁵ the decision seemingly is anomalous.⁷²⁶ In addition, where the action involves securities claims, removal may be appropriate.⁷²⁷ Generally, however, removal based on federal question jurisdiction is unsuccessful.

THE CONSUMERS LEGAL REMEDIES ACT

I. THE STRUCTURE OF THE CLRA

A. Purpose of the CLRA

“The CLRA was enacted in an attempt to alleviate social and economic problems stemming from deceptive business practices”⁷²⁸ As stated by the Court of Appeal, “the [CLRA] is a legislative embodiment of a desire to protect California consumers and furthers a strong public policy of this state.”⁷²⁹ To achieve that end, the CLRA proscribes thirty categories of specified business acts or practices.⁷³⁰ The Legislature intended that courts construe the CLRA liberally to “protect consumers against unfair and deceptive business practices and to provide efficient and economical procedures to secure such protection.”⁷³¹

B. Coverage of the CLRA

The CLRA provides “consumers” with a private right of action for “unfair methods of competition” and “unfair or deceptive acts or practices” in connection with “a transaction intended

929 (N.D. Cal. 1992) (relying on *Merrell Dow*, 478 U.S. at 808, in holding that UCL action allegedly preempted by federal law did not “arise under” federal law so as to create an appropriate “federal question” for removal purposes). *But see Cal. ex rel. Lockyer v. Mirant Corp.*, No. C-02-1787, 2002 WL 1897669 (N.D. Cal. Aug. 6, 2002), *aff’d sub nom. Cal. ex rel. Lockyer v. Dynegy, Inc.*, 375 F.3d 831 (9th Cir. 2004), *opinion amended on denial of reh’g*, 387 F.3d 966 (9th Cir. 2004), and *aff’d sub nom. Cal. ex rel. Lockyer*, 387 F.3d 966 (denying motions to remand in numerous cases challenging power companies’ post de-regulation conduct where plaintiff’s UCL claim primarily was based on questions of federal law).

⁷²⁵ *See Nat’l Credit Reporting Ass’n v. Experian Info. Sols., Inc.*, No. C04-01661, 2004 WL 1888769, at *5 (N.D. Cal. July 21, 2004).

⁷²⁶ *See, e.g., California v. H&R Block, Inc.*, No. 19CV04933, 2020 WL 703692 (C.D. Cal. Feb. 11, 2020) (rejecting argument that federal question jurisdiction was created by need to examine contract between defendant and Internal Revenue Service to determine whether UCL violation occurred); *Cortazar v. Wells Fargo & Co.*, No. C 04-894, 2004 WL 1774219, at *4 (N.D. Cal. Aug. 9, 2004) (holding that UCL claim predicated on alleged violations of several federal laws could not be removed on federal question grounds).

⁷²⁷ *See, e.g., Merrill Lynch & Co.*, 234 F. Supp. 2d at 1048-49, 1053 (holding that UCL action based on securities transactions was removable under Securities Litigation Uniform Standards Act of 1998, 15 U.S.C. §§ 77p & 78bb(f) (“SLUSA”), which bars filing certain kinds of securities class actions in state court; the court held that, while SLUSA only applies to actions seeking “damages,” which are not available under the UCL, that term should be interpreted broadly to encompass claims for restitution and disgorgement under the UCL).

⁷²⁸ *Broughton*, 21 Cal. 4th at 1077.

⁷²⁹ *Am. Online*, 90 Cal. App. 4th at 14-15.

⁷³⁰ Cal. Civ. Code § 1770(a)(1)-(23) & (b)

⁷³¹ Cal. Civ. Code § 1760. However, CLRA claims filed in federal courts are subject to more stringent federal procedural standards. *See Cullen v. Netflix, Inc.*, 880 F. Supp. 2d 1017, 1025 (N.D. Cal. 2012) (holding that, where conduct complained of is grounded in fraud, CLRA claims must satisfy Rule 9(b)’s heightened pleading standard) (citing *Vess*, 317 F.3d at 1103-06 (state law claims are subject to Rule 9(b)’s heightened pleading standards when grounded in fraud)).

to result or that results in the sale or lease of goods or services.”⁷³² The CLRA applies to both actions and material omissions by a defendant.⁷³³ Although not expressly limited to California residents and transactions, California courts have indicated that the CLRA does not apply to conduct that affects non-California residents and occurs entirely outside California.⁷³⁴

1. Who Is a “Consumer”?

The CLRA defines a “consumer” as “an individual who seeks or acquires, by purchase or lease, any goods or services for personal, family, or household purposes.”⁷³⁵ Courts strictly enforce this provision and do not allow individuals who lease or purchase goods or services for business purposes to proceed under the CLRA.⁷³⁶ Moreover, a “consumer” must have purchased the good or service or have been assigned the purchaser’s rights. One who obtains mere possession of a good is insufficient.⁷³⁷ Even plaintiffs pursuing CLRA claims solely for injunctive relief must satisfy

⁷³² Cal. Civ. Code §§ 1770(a), 1780(a); *Reveles v. Toyota by the Bay*, 57 Cal. App. 4th 1139, 1154 (1997), *disapproved on other grounds by Gavaldon v. DaimlerChrysler Corp.*, 32 Cal. 4th 1246 (2004); *Nagel v. Twin Labs, Inc.*, 109 Cal. App. 4th 39, 51 (2003) (“Under the CLRA, a defendant may be liable for deceptive practices in the sale of goods or services to consumers.”); *see also In re Apple In-App Purchase Litig.*, 855 F. Supp. 2d 1030, 1038 (N.D. Cal. 2012) (“Conduct that is ‘likely to mislead a reasonable consumer’ violates the CLRA.”).

⁷³³ *See, e.g., Wilson v. Hewlett-Packard Co.*, 668 F.3d 1136, 1141-42 (9th Cir. 2012) (CLRA claims may be based on fraudulent omissions if the omissions are contrary to representations made by the defendant, or are omissions of fact that the defendant was obliged to disclose) (citing *Daugherty v. Am. Honda Motor Co., Inc.*, 144 Cal. App. 4th 824, 835 (2006)); *Rutledge*, 238 Cal. App. 4th at 1173 (“[I]n order to be deceived, members of the public must have had an expectation or an assumption about the materials used in the product.”) (internal quotations, alteration marks and citation omitted); *Romoff*, 574 F. Supp. 3d at 789 (dismissing CLRA claim concerning seller’s undisclosed profit in a so-called “destination charge,” on the grounds that the fact that the seller profited from the “destination charge” is not material to a reasonable consumer’s decision whether to purchase the goods). *But see Hodsdon v. Mars, Inc.*, 162 F. Supp. 3d 1016, 1026 (N.D. Cal. 2016) (“In light of *Wilson* and overwhelming authority, manufacturers are duty-bound to disclose only information about a product’s safety risks and product defects. The duty to disclose does not extend to situations . . . where information may persuade a consumer to make different purchasing decisions.”).

⁷³⁴ *See, e.g., In re Toyota Motor Corp.*, 785 F. Supp. 2d at 917-18 (dismissing CLRA claims and holding that CLRA “cannot provide relief for non-California residents who cannot allege a sufficient connection to California.”).

⁷³⁵ Cal. Civ. Code § 1761(d).

⁷³⁶ *See, e.g., Ting v. AT&T*, 319 F.3d 1126, 1148 (9th Cir. 2003) (CLRA inapplicable to commercial or government contracts, or to contracts formed by nonprofit organizations and other non-commercial groups) (citing *Cal. Grocers Ass’n*, 22 Cal. App. 4th at 217); *Frezza v. Google Inc.*, No. 12-CV-00237, 2012 WL 5877587 (N.D. Cal. Nov. 20, 2012) (dismissing CLRA claim where plaintiff had enrolled in service for business purpose); *Zepeda v. PayPal, Inc.*, 777 F. Supp. 2d 1215, 1221 (N.D. Cal. 2011) (finding individuals who primarily used website to sell goods or services did not constitute “consumers” under the CLRA).

⁷³⁷ *See Bristow v. Lycoming Engines*, No. CIV S-06-1947, 2007 WL 1752602, at *5 (E.D. Cal. June 15, 2007) (denying certification of CLRA subclass where title to plane with defective crankshaft was held by plaintiff’s corporation); *Schauer v. Mandarin Gems of Cal., Inc.*, 125 Cal. App. 4th 949, 960 (2005) (plaintiff lacked standing to assert CLRA claim because she did not acquire the good as a result of her own purchase—it was a gift—she was not a “consumer” under section 1761(d)); *Morris v. Farmers Ins. Exch.*, No. B188081, 2006 WL 3823522, at *6 (Cal. Ct. App. Dec. 28, 2006) (plaintiff lacked standing to assert CLRA claim because he could not allege the existence of a “transaction” between him and defendant under section 1761(e)) (unpublished); *Balsam v. Trancos, Inc.*, 203 Cal. App. 4th 1083, 1107 (2012) (rejecting plaintiff’s argument that he was a “consumer” under the CLRA by receiving unsolicited emails). *But see*

traditional standing requirements to be considered a “consumer.”⁷³⁸ Thus, a plaintiff’s failure to establish that he falls within the CLRA’s definition of a “consumer” generally defeats his ability to represent a class.⁷³⁹

2. Damages and Causation Are Required Elements

To state a cause of action for an alleged violation of the CLRA, section 1780(a) requires allegations of actual damages caused by the conduct at issue: “Any consumer who *suffers any damage as a result of* the use or employment by any person of a method, act, or practice declared to be unlawful by Section 1770 may bring an action against that person to recover[.]”⁷⁴⁰ “Relief under the CLRA is specifically limited to those who suffer damage, making causation a necessary element of proof.”⁷⁴¹ Moreover, the alleged violation of the CLRA must take place prior to the sale at issue in order to be the basis for a claim.⁷⁴²

Von Grabe v. Sprint PCS, 312 F. Supp. 2d 1285, 1302-03 (S.D. Cal. 2003) (where plaintiff alleged purchase through retail channels and communications with company’s customer service representatives, he possessed standing to sue as a “consumer” under the CLRA but not as a competitor of defendant under the Lanham Act).

⁷³⁸ See *In re Sony Gaming Networks & Customer Data Sec. Breach Litig.*, 903 F. Supp. 2d 942, 966 (S.D. Cal. 2012) (dismissing CLRA claim seeking injunctive relief for failure to properly allege standing); see also *In re Fluidmaster, Inc.*, 149 F. Supp. 3d at 958-59 (dismissing CLRA claim seeking prospective injunctive relief for lack of standing because the relief sought would not remedy the named plaintiff’s injury).

⁷³⁹ See *Lazar v. Hertz Corp.*, 143 Cal. App. 3d 128, 142 (1983) (because plaintiff was not a “member of the consumer class,” he could not maintain a CLRA class action). *But see Schneider v. Vennard*, 183 Cal. App. 3d 1340, 1347 (1986) (“[W]hile class actions brought under section 382 are not governed exclusively by the procedures outlined in section 1781, these procedures may provide guidance in such actions.”).

⁷⁴⁰ Cal. Civ. Code § 1780(a) (emphasis added).

⁷⁴¹ *Wilens v. TD Waterhouse Grp., Inc.*, 120 Cal. App. 4th 746, 754 (2003); accord *True v. Am. Honda Motor Co.*, 520 F. Supp. 2d 1175, 1182 (C.D. Cal. 2007) (“With respect to Plaintiff’s CLRA claim for false advertising, California law clearly holds that causation, in the form of reliance, likewise is an essential element of such claims.”) (citing numerous cases); *Buckland*, 155 Cal. App. 4th at 811 (“[A]ctual reliance is an element of a CLRA claim sounding in fraud.”); *Mass. Mut. Life Ins. Co.*, 97 Cal. App. 4th at 1292 (“[T]his limitation on relief requires that plaintiffs in a CLRA action show not only that a defendant’s conduct was deceptive but that the deception caused them harm.”); *Cholakyan*, 796 F. Supp. 2d at 1228 (standing for plaintiff asserting misrepresentation claim under the CLRA requires, in addition to establishing actual injury as a result of defendant’s alleged conduct, that plaintiff relied on a material misrepresentation); *Perez v. Nidek Co., Ltd.*, 711 F.3d 1109, 1114 (9th Cir. 2013) (holding plaintiff did not state CLRA claim for injunctive relief because there was no ongoing conduct to enjoin and declining to reach preemption ground on which district court dismissed); *Janney v. Gen. Mills*, 944 F. Supp. 2d 806, 817-18 (N.D. Cal. 2013) (denying motion to dismiss CLRA (and UCL/FAL) claims on ground that plaintiffs sufficiently alleged misrepresentations regarding whether granola bars were “natural”); *Epstein v. JPMorgan Chase & Co.*, No. 13 Civ. 4744, 2014 WL 1133567 (S.D.N.Y. Mar. 21, 2014) (plaintiff who received refund of allegedly improperly charged interest prior to filing suit had not suffered actual injury and lacked standing to sue individually or on behalf of a putative class under the CLRA); *Rojas-Lozano*, 159 F. Supp. 3d at 1114-15 (failing to allege damages because “Google’s profit is not Plaintiff’s damage”); *Luna v. Atrium Med. Corp.*, 561 F. Supp. 3d 62, 69-70 (D.N.H. 2021) (holding that a manufacturer’s duty to warn regarding the risk associated with a product, in the context of medical devices, runs to a patient’s treating physician under the “learned intermediary” rule, rather than directly to the patient).

⁷⁴² *Moore v. Apple, Inc.*, 73 F. Supp. 3d 1191, 1201 (N.D. Cal. 2014) (representations made after sale cannot be the basis of a CLRA claim); see also *Durkee v. Ford Motor Co.*, No. C 14-0617, 2014 WL 4352184, at *3 (N.D. Cal. Sept. 2, 2014) (“[A] CLRA claim cannot be based on events following a sales transaction.”); *Hensley-*

In *Meyer v. Sprint Spectrum L.P.*,⁷⁴³ the California Supreme Court confirmed this rule and elaborated on what constitutes “damage” sufficient to state a claim under the CLRA. The Court of Appeal in *Meyer* affirmed a trial court ruling sustaining a demurrer to a complaint challenging arbitration and other provisions in a contract as illegal and/or unconscionable. The trial court reasoned that none of these provisions actually had been invoked against plaintiffs, so plaintiffs could not establish causation or damages under the CLRA, thus defeating the claim. On appeal to the California Supreme Court, plaintiffs principally argued that “the very presence of unconscionable terms within a consumer contract, in violation of section 1770, subdivision (a)(14) and (19), constitutes a form of damage within the meaning of section 1780(a),” and thus, confers standing under the CLRA.⁷⁴⁴ The Court rejected this argument, affirming the trial court’s reasoning that plaintiffs could not establish damages without defendant actually enforcing the allegedly unconscionable provisions. The Court concluded that “in order to bring a CLRA action, not only must a consumer be exposed to an unlawful practice, but some kind of damage must result.”⁷⁴⁵ Notably, the Court held that the requirement that consumers must have suffered damage also extends to actions under the CLRA for injunctive relief.⁷⁴⁶

The Court, however, broadly interpreted the phrase “any damages,” concluding that it is not limited to pecuniary damages, but also can include transaction and opportunity costs, such as attorneys’ fees in connection with the challenged practice or loss of an opportunity to do business elsewhere.⁷⁴⁷ Accordingly, the Court found that California’s Legislature had “set a low but nonetheless palpable threshold of damage.”⁷⁴⁸ Thus, California courts have recognized that “damage” under the CLRA is not synonymous with “actual damages,” and may encompass “harms other than

Maclean v. Safeway, Inc., No. CV 11-02130, 2014 WL 1364906, at *7 (N.D. Cal. Apr. 7, 2014) (“for purposes of the CLRA, the relevant representations and omissions are those during transactions leading up to a sale”).

⁷⁴³ 45 Cal. 4th 634 (2009).

⁷⁴⁴ *Id.* at 641.

⁷⁴⁵ *Id.*

⁷⁴⁶ *Id.* at 646.

⁷⁴⁷ *Id.* at 642-44.

⁷⁴⁸ *Id.* at 646; *see also Polo v. Innoventions Int’l, LLC*, 833 F.3d 1193, 1198 (9th Cir. 2016) (district court must remand to state court instead of dismissing the case because a California court could have found standing under CLRA for allegations that plaintiff would not have purchased defendant’s product that was marketed as diabetes treatment on the same terms had she known the true facts, despite the district court’s undisputed factual findings that plaintiff did not have diabetes and that plaintiff discontinued taking diabetes medication at least five months before purchasing defendant’s product); *see also Boone v. S & F Mgmt. Co., Inc.*, No. G040426, 2009 WL 3049309, at *2 (Cal. Ct. App. Sept. 24, 2009) (explaining that, in order to bring a CLRA action, a consumer must be exposed to an improper practice, and some form of harm must result) (unpublished).

pecuniary damages.”⁷⁴⁹ The Ninth Circuit has similarly taken a broad view of “damages” under the CLRA.⁷⁵⁰

3. What Constitutes the “Sale or Lease of Goods or Services”?

Based on the plain language of the statute, the Legislature arguably intended to limit the CLRA to traditional purchases of consumer goods and related services,⁷⁵¹ and legislative history supports this conclusion.⁷⁵² Nonetheless, given that the CLRA is to be construed “liberally,”⁷⁵³ plaintiffs argue that it applies in nearly every type of consumer transaction, except where expressly exempted from coverage. For example, in *Ladore v. Sony Computer Entertainment America, LLC*,⁷⁵⁴ the Northern District of California found that videogame software is a “good” as that term is defined in the CLRA. In so holding, the court emphasized that the plaintiff “did not simply buy or download (arguably)

⁷⁴⁹ *Lengen v. Gen. Mills, Inc.*, 185 F. Supp. 3d 1213, 1221-22 (E.D. Cal. 2016) (rejecting defendant’s claim that it had already provided for damages sought by plaintiffs, even though it had provided for a full refund for all those persons affected by the contaminated Cheerios products, because plaintiffs sought more than a “mere refund”; they also sought “compensatory, exemplary, punitive and statutory penalties and damages”); *Doe 1 v. AOL, LLC*, 719 F. Supp. 2d 1102, 1111 (N.D. Cal. 2010) (quoting *Steroid Hormone Prod. Cases*, 181 Cal. App. 4th 145, 156 (2010)).

⁷⁵⁰ *See, e.g., Nguyen v. Nissan N. Am., Inc.*, 932 F.3d 811, 818-22 (9th Cir. 2019) (reversing denial of class certification in case alleging that defendant concealed known defects in vehicle clutch assemblies, approving plaintiff’s proposed “benefit of the bargain” damages, which sought to recover the difference in value between the non-defective vehicles promised by defendant and the defective vehicles that were actually delivered (*i.e.*, essentially the cost to replace the defective part with a non-defective part), regardless of whether the faulty clutch caused any actual performance issues). *But see Rojas v. Bosch Solar Energy Corp.*, 443 F. Supp. 3d 1060, 1081-82 (N.D. Cal. 2020) (no standing to assert CLRA claim based on allegedly unfair terms in product warranty where manufacturer has not yet sought to enforce the allegedly unfair term).

⁷⁵¹ *See, e.g.*, Cal. Civ. Code § 1770(a) (“[T]ransaction[s] intended to result or that result[] in the sale or lease of goods or services to any consumer”); Cal. Civ. Code § 1761(a) (“tangible chattels bought or leased for use primarily for personal, family, or household purposes”); Cal. Civ. Code § 1761(b) (“including services furnished in connection with the sale or repair of goods”). A “transaction” under the CLRA is defined as “an agreement between a consumer and another person, whether or not the agreement is a contract enforceable by action, and includes the making of, and the performance pursuant to, that agreement.” Cal. Civ. Code § 1761(e); *see also Nordberg v. Trilegiant Corp.*, 445 F. Supp. 2d 1082, 1095-97 (N.D. Cal. 2006) (rejecting defendant’s contention that, because defendant automatically enrolled plaintiffs in discount programs, plaintiffs did not “seek” the services of defendant and, therefore, were not “consumers” under the CLRA, but accepting argument that there was no “transaction”).

⁷⁵² *See* Assemb. J., Sept. 23, 1970, p. 8465-66 (in a Report Relative to Assemb. Bill No. 292, the Assembly Judiciary Committee Members detailed a non-exhaustive list of unfair business practices, which focused on purchases of goods and services, such as the sale of tires, perfume and automobiles).

⁷⁵³ *See* Cal. Civ. Code § 1760; *Shin v. BMW of N. Am.*, No. CV 09-00398, 2009 WL 2163509, at *3 (C.D. Cal. July 16, 2009) (on claim of omission of material fact under the CLRA, finding that “transaction” is broadly defined as an agreement between a consumer and any other person, whether or not the agreement is a contract enforceable by action, and includes the making of, and the performance pursuant to, that agreement).

⁷⁵⁴ 75 F. Supp. 3d 1065, 1073 (N.D. Cal. 2014).

‘intangible’ software, or otherwise play an online game” but instead “went to a brick-and-mortar store . . . where he paid for and received a tangible product,” specifically the “game disc.”⁷⁵⁵

Nevertheless, a growing body of case law now holds that certain consumer transactions, not expressly exempted from the CLRA, do not fall within the purview of the CLRA—*i.e.*, are not “goods” or “services” as defined by the CLRA.⁷⁵⁶ Most notably, the California Supreme Court found in *Fairbanks v. Superior Court* that insurance is not a “good” or a “service” as defined by the CLRA.⁷⁵⁷ In *Fairbanks*, plaintiffs alleged that Farmers Group, Inc. and Farmers New World Life Insurance Company deceptively marketed and administered their life insurance policies in violation of the CLRA.⁷⁵⁸ The Court found that life insurance is not a “tangible chattel,” and therefore, not a “good.”⁷⁵⁹ In holding that life insurance is not a “service” under the CLRA, the Court reasoned that a “contractual obligation to pay money under a life insurance policy is not work or labor, nor is it related to the sale or repair of any tangible chattel.”⁷⁶⁰

The Court also concluded that the ancillary services that insurers provide, such as “services related to the maintenance, value, use, redemption, resale, or repayment of the intangible item,” do not bring the intangible chattel within the coverage of the CLRA.⁷⁶¹ The Court reasoned that doing so

⁷⁵⁵ *Id.*; see also *Haskins v. Symantec Corp.*, No. 13-cv-1834, 2013 WL 6234610, at *9 (N.D. Cal. Dec. 2, 2013) (software disc is a tangible good because “[a] consumer can purchase [it] in a store, pick it up in her hands, and carry it home.”), *aff’d*, 654 F. App’x 338.

⁷⁵⁶ See *Cornu v. Norton Cmty. Apartments, L.P.*, No. B207802, 2009 WL 1961013, at *6 (Cal. Ct. App. July 9, 2009) (concluding that apartment leases are not “goods” as defined by the CLRA because an apartment is real property, not a tangible chattel) (unpublished); *Maraziti v. Fid. Nat’l Title Co.*, No. E045812, 2009 WL 3067074, at *6-7 (Cal. Ct. App. Sept. 25, 2009) (defendant, a trustee in foreclosure, did not perform “services” apart from those necessary to accomplish the foreclosure; further, foreclosure proceedings are not “transactions” within the purview of the CLRA) (unpublished); *I.B. ex rel. Fife v. Facebook, Inc.*, 905 F. Supp. 2d 989, 1008 (N.D. Cal. 2012) (finding that plaintiff lacked standing because “Facebook Credits, ‘separate and apart from a specific purchase or lease of a good or service,’ are not covered by the CLRA”); *Holt v. Noble House Hotels & Resort, Ltd.*, 370 F. Supp. 3d 1158, 1166-67 (S.D. Cal. 2019) (finding, on an issue of first impression under California law, that restaurant menus were not “advertisements” under the CLRA).

⁷⁵⁷ 46 Cal. 4th 56, 61 (2009).

⁷⁵⁸ *Id.* at 59.

⁷⁵⁹ *Id.* at 61.

⁷⁶⁰ *Id.*; see also *Consumer Sols. REO, LLC v. Hillery*, 658 F. Supp. 2d 1002, 1016-17 (N.D. Cal. 2009) (discussing *Fairbanks* and emphasizing that loans are intangible goods and that ancillary services provided in the sale of intangible goods do not bring these goods within the coverage of the CLRA); *Barkan v. Health Net of Cal., Inc.*, No. CV 18-6691, 2019 WL 1771653, at *6 (C.D. Cal. Feb. 7, 2019) (granting defendant’s motion to dismiss CLRA claim because insurance contracts are not “goods” and “ancillary services that insurers provide” are not “services” under the CLRA).

⁷⁶¹ *Fairbanks*, 46 Cal. 4th at 65; see also *McKell*, 142 Cal. App. 4th at 1465, 1488 (sustaining demurrer to CLRA claim challenging mortgage lender’s alleged practice of charging borrowers fees for underwriting, tax services and wire transfers in excess of the lender’s actual costs on grounds that the CLRA did not apply because the transactions involved sales of real property, not goods or services); *Berryman*, 152 Cal. App. 4th at 1558 (sustaining demurrer to CLRA claim challenging fees charged for document and transfer fees on the ground that the “transaction does not involve the ‘sale or lease of goods or services to any consumer’ as contemplated by the CLRA”); *Sanders v. Choice Mfg. Co., Inc.*, No. 11-3725, 2011 WL 6002639, at *6 (N.D. Cal. Nov. 30, 2011) (“[A]n insurer’s contractual obligation to pay money under a life insurance policy is not work or labor, nor is it related to the sale or repair of any tangible chattel” and therefore does not qualify as a good or a service under the CLRA.).

“would defeat the apparent legislative intent in limiting the definition of ‘goods’ to include only ‘tangible chattels.’”⁷⁶² Since *Fairbanks*, trial courts have applied its reasoning to other areas, such as apartment leases⁷⁶³ and mortgage loans.⁷⁶⁴

The Court of Appeal in *Berry v. American Express Publishing, Inc.*⁷⁶⁵ similarly relied on the CLRA’s legislative history in holding that the CLRA does not apply to the issuance of a credit card. When it enacted the CLRA, the Legislature deleted users of “money” and “credit” from a definition of the term “consumer” in an early draft of the bill.⁷⁶⁶ Based in part on this deletion, the *Berry* court concluded that “neither the express text of [the] CLRA nor its legislative history supports the notion that credit transactions separate and apart from any sale or lease of goods or services are covered under the act.”⁷⁶⁷ The California Supreme Court denied review in *Berry*, and several courts have followed it.⁷⁶⁸

⁷⁶² *Fairbanks*, 46 Cal. 4th at 65.

⁷⁶³ *Cornu*, 2009 WL 1961013, at *6 (citing *Fairbanks* and concluding that apartment leases are not “goods,” as defined by the CLRA; an apartment is real property, not a tangible chattel).

⁷⁶⁴ *Alborzian*, 235 Cal. App. 4th at 40 (citing *Fairbanks* and concluding a mortgage loan is not a “good” or “service” as defined by the CLRA; a loan is not a “good” because it is not “tangible chattel,” nor is it a “service” because it is not “work, labor, or services . . . furnished in connection with the sale or repair of goods”); *Capital All. Grp.*, 2017 WL 5138316, at *7 (holding that advertising and marketing of loans are ancillary services outside the scope of the CLRA); *Becker v. Wells Fargo Bank, N.A., Inc.*, No. 10-cv-02799, 2011 WL 1103439, at *13 (E.D. Cal. Mar. 22, 2011) (holding that the CLRA did not encompass plaintiff’s claims arising from his attempted loan modification, on the grounds that “loans are intangible goods” and “ancillary services provided in the sale of intangible goods do not bring these goods within the coverage of the CLRA”).

⁷⁶⁵ 147 Cal. App. 4th 224, 233 (2007) (affirming order sustaining demurrer to CLRA claim seeking to enjoin enforcement of credit card arbitration provision).

⁷⁶⁶ *Id.* at 230 (“Early drafts of section 1761, subdivision (d), defined ‘Consumer’ as ‘an individual who seeks or acquires, by purchase or lease, any goods, services, *money*, or *credit* for personal, family or household purposes.’ (Assem. Bill No. 292 (1970 Reg. Sess.) as introduced Jan. 21, 1970, italics added.) But the Legislature removed the references to ‘money’ and ‘credit,’ before CLRA’s enactment, and they do not appear in the current version.”).

⁷⁶⁷ *Id.* at 233.

⁷⁶⁸ See, e.g., *Belyea v. GreenSky, Inc.*, No. 3:20-CV-01693-JSC, 2023 WL 8701311, at *2-3 (N.D. Cal. Dec. 15, 2023) (following *Berry* and holding that the CLRA does not apply to loan brokerage activities); *Lloyd v. Navy Fed. Credit Union*, No. 17-cv-1280, 2018 WL 1757609, at *19 (S.D. Cal. Apr. 12, 2018) (following *Berry* and holding that the CLRA does not apply to debit card or overdraft claims that are separate and apart from the sale or lease of goods or services); *O’Donovan v. CashCall, Inc.*, No. C 08-03174, 2009 WL 1833990, at *5 (N.D. Cal. June 24, 2009) (following *Berry* and dismissing CLRA claim challenging practice allowing defendant to make preauthorized electronic debits for loan payments from debtor’s bank account); *Ball v. FleetBoston Fin. Corp.*, 164 Cal. App. 4th 794, 798-99 (2008) (following *Berry* and affirming denial of leave to amend complaint to add CLRA claim alleging that class action waiver in credit card agreement was unconscionable); *In re Late Fee & Over-Limit Fee Litig.*, 528 F. Supp. 2d 953, 966 (N.D. Cal. 2007), *aff’d*, 741 F.3d 1022 (9th Cir. 2014) (following *Berry* and dismissing CLRA claim challenging allegedly excessive late fees and over limit fees); *Van Slyke v. Capital One Bank*, 503 F. Supp. 2d 1353, 1358-59 (N.D. Cal. 2007) (following *Berry* and dismissing CLRA claim challenging credit card arbitration provision and disclosures regarding various fees and “penalties”); *Augustine v. FIA Card Servs., N.A.*, 485 F. Supp. 2d 1172, 1175 (E.D. Cal. 2007) (following *Berry* and dismissing CLRA claim challenging practice of retroactively increasing credit card interest rates).

The United States District Court for the Northern District of California similarly held that cryptocurrency is not a “good” under the CLRA.⁷⁶⁹ In *Suski v. Marden-Kane, Inc.*,⁷⁷⁰ plaintiff brought a class action alleging that Coinbase, a cryptocurrency exchange company, and its administrator Marden-Kane carried out a scheme to “cheat consumers” during a sweepstakes by allegedly misleading customers to believe that they must purchase cryptocurrency to enter the sweepstakes.⁷⁷¹ Defendants Coinbase and Marden-Kane moved to dismiss plaintiff’s CLRA claim.⁷⁷² The district court found for Defendant Coinbase and Marden-Kane and dismissed plaintiff’s CLRA claim, holding that plaintiff failed to state a claim under the CLRA because cryptocurrency is not a “good” under the CLRA.⁷⁷³ In holding so, the district court relied on *Fairbanks* in reasoning that, like other financial products, cryptocurrency is an intangible asset and therefore is not a “good” under the CLRA.⁷⁷⁴

Some courts also have drawn a distinction between tangible goods and incorporeal rights in determining what is a “good” or “service.”⁷⁷⁵

⁷⁶⁹ *Suski v. Marden-Kane, Inc.*, No. 21-CV-04539-SK, 2022 WL 3974259 (N.D. Cal. Aug. 31, 2022). In a related matter, *Coinbase Inc. v. Bielski*, 143 S. Ct. 521 (2022), the Supreme Court granted certiorari to hear a petition brought by cryptocurrency exchange Coinbase that could resolve a 6-3 circuit split on whether litigation should automatically be stayed pending a party’s appeal of an order denying a motion to compel arbitration.

⁷⁷⁰ 2022 WL 3974259.

⁷⁷¹ *Id.* at *1.

⁷⁷² *Id.*

⁷⁷³ *Id.* at *7-8.

⁷⁷⁴ *Id.*

⁷⁷⁵ See, e.g., *Doe v. Epic Games, Inc.*, 435 F. Supp. 3d 1024, 1045-46 (N.D. Cal. 2020) (virtual currency which may be used to purchase virtual goods inside the game “Fortnite” is *not a “good or service” subject to the CLRA*) (emphasis added); *Wofford*, 2011 WL 5445054, at *2 (dismissing plaintiffs’ claim that defendants violated the CLRA by fraudulently inducing them to download harmful software on grounds that software is not a tangible good or service under the CLRA because it is not “tangible chattels,” and it is not a service because it does “not fit into the narrow definition of ‘service’ provided in Civil Code § 1761(b)”; *In re iPhone Application Litig.*, No. 11-MD-02250, 2011 WL 4403963, at *10 (N.D. Cal. Sept. 20, 2011) (“[A]ll of Plaintiffs’ allegations against [Defendant] appear to be about software . . . Software is neither a ‘good’ nor a ‘service’ within the meaning of the CLRA.”); *Sproul v. Oakland Raiders*, Nos. A104542, A106658, 2005 WL 1941388, at *1 (Cal. Ct. App. Aug. 15, 2005) (holding that “personal seat licenses,” which entitled plaintiffs to purchase season tickets to home and post-season games, were not tangible chattels and, therefore, were not covered by the CLRA) (unpublished); *Boling v. Trendwest Resorts, Inc.*, No. G034203, 2005 WL 1186519, at *4 (Cal. Ct. App. May 19, 2005) (holding that vacation property timeshares, which were intangible “incorporeal rights in real property,” were not “goods” under the CLRA) (citing *Navistar Int’l Transp. Corp. v. State Bd. of Equalization*, 8 Cal. 4th 868, 875 (1994) (intangible property “is generally defined as property that is a ‘right’ rather than a physical object” but “[t]angible property is that which is visible and corporeal, having substance”) (unpublished); *Standard Oil Co. of Cal. v. State Bd. of Equalization*, 232 Cal. App. 2d 91, 96 (1965) (observing that a “portion of the gross receipts representing the transfer of the leases (a chattel real) was not taxable because, although personal property, it was not tangible personalty”); *Rojas-Lozano*, 159 F. Supp. 3d at 1116 (holding that Google’s reCAPTCHA software—“a one-time use software program used as a gate-keeper to Internet sites”—was neither a good nor a service). *But see In re Yahoo! Inc. Customer Data Sec. Breach Litig.*, 313 F. Supp. 3d 1113, 1142 (N.D. Cal. 2018) (holding that email is a “service” under the CLRA because of the continual upkeep and updates required to manage and provide the email systems).

4. Exemptions

The CLRA does not apply to the sale of real property, including the sale or construction of residential housing, and commercial or industrial buildings.⁷⁷⁶ Those in the business of advertising also are outside the reach of the CLRA, provided that such persons do not have knowledge of any deceptive methods, acts or practices.⁷⁷⁷ In addition, the CLRA is probably unavailable in actions against a governmental entity.⁷⁷⁸

II. LIABILITY UNDER THE CLRA—SECTION 1770(A)

A. Prohibited Acts

Section 1770 states the CLRA's prohibitions. They are as follows:⁷⁷⁹

1. Passing off goods or services as those of another.
2. Misrepresenting the source, sponsorship, approval or certification of goods or services.
3. Misrepresenting the affiliation, connection or association with, or certification by, another.⁷⁸⁰
4. Using deceptive representations or designations of geographic origin in connection with goods or services.⁷⁸¹
5. Representing that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities that they do not have or that a person has a

⁷⁷⁶ See Cal. Civ. Code § 1754; *McKell*, 142 Cal. App. 4th at 1488 (confirming that the CLRA does not apply to “the sale of real property”).

⁷⁷⁷ See Cal. Civ. Code § 1755 (“Nothing in this title shall apply to the owners or employees of any advertising medium, including, but not limited to, newspapers, magazines, broadcast stations, billboards and transit ads, by whom any advertisement in violation of this title is published or disseminated.”).

⁷⁷⁸ See *Carboneau v. State*, No. C041893, 2003 WL 21810924, at *3 (Cal. Ct. App. Aug. 7, 2003) (holding that nothing in the CLRA defeats governmental immunity) (unpublished).

⁷⁷⁹ Cal. Civ. Code §§ 1770(a)(1)-(29) & 1770(b)(1) (as of January 1, 2025). Section 1770(a)(29) went into effect on July 1, 2024.

⁷⁸⁰ See *Petconnect Rescue*, 2021 WL 5178647, at *6 (“Plaintiffs allege[d] sufficient facts to state a [CLRA] claim that the Moving Defendants engaged in a fraudulent scheme to sell non-rescue dogs as rescue dogs under the ‘Pet Connect Rescue’ name.”).

⁷⁸¹ In *Colgan*, a product advertised as “made in the USA,” which was primarily assembled in the United States, but consisted of parts made in other countries, violated the CLRA. 135 Cal. App. 4th at 677. The Court of Appeal confirmed that “[t]he standards for determining whether a representation is misleading under the False Advertising Law apply equally to claims under the CLRA. Conduct that is ‘likely to mislead a reasonable consumer’ thus violates the CLRA.” *Id.* at 680 (quoting *Nagel*, 109 Cal. App. 4th at 54) (citation omitted). *But see Govea v. Gruma Corp.*, No. CV 20-8585-MWF (JCX), 2021 WL 1557748, at *5 (C.D. Cal. Mar. 1, 2021) (finding that “[t]he mere fact that [tortilla packaging] includes words in Spanish, including the vague and meaningless phrase ‘a piece of Mexico,’ is insufficient” to mislead the reasonable consumer to believe tortillas were made in Mexico); *King’s Hawaiian Bakery*, 2021 WL 5178826 (mere geographic reference to the company’s place of origin does not mislead the reasonable consumer).

sponsorship, approval, status, affiliation, or connection that the person does not have.⁷⁸²

6. Representing that goods are original or new if they have deteriorated unreasonably or are altered, reconditioned, reclaimed, used or secondhand.
7. Using packaging for a good that tends to mislead about the actual quantity or size of the good.⁷⁸³
8. Representing that goods or services are of a particular standard, quality or grade or that goods are of a particular style or model, if they are not.⁷⁸⁴

⁷⁸² Courts typically interpret subsections (a)(5), (7) and (9) as proscribing “both fraudulent omissions and fraudulent affirmative misrepresentations.” *See, e.g., Gray v. BMW of N. Am., LLC*, 22 F. Supp. 3d 373, 384 (D.N.J. 2014) (plaintiffs’ allegation that defendant failed to disclose defect in convertible top stated a claim under the CLRA); *Herron v. Best Buy Co. Inc.*, 924 F. Supp. 2d 1161, 1169 (E.D. Cal. 2013). *But see Gutierrez v. Carmax Auto Superstores Cal.*, 19 Cal. App. 5th 1234, 1260 (2018) (although plaintiff was able to state a CLRA claim due to the damages plaintiff suffered from a defective car, the court found that there is no independent duty for automobile retailers to disclose safety concerns); *Kowalsky v. Hewlett-Packard Co.*, 771 F. Supp. 2d 1156, 1163 (N.D. Cal. 2011) (same as the standard for deceptive practices under the fraudulent prong of the UCL, “a representation will not violate the CLRA if the defendant did not know, or have reason to know, of the facts that rendered the representation misleading at the time it was made”).

⁷⁸³ These cases are generally referred to as “slack fill” cases. Slack fill is generally defined as “the difference between the actual capacity of a container and the volume of product contained therein,” and can be considered misleading when the packaging implies there is more product than is actually present. *See* Cal. Bus. & Prof. Code § 12606; Ebner, 838 F.3d 958. *Compare Bush v. Mondelez Int’l, Inc.*, No. 16-CV-02460-RS, 2016 WL 5886886 (N.D. Cal. Oct. 7, 2016) (reasonable consumer would not be misled by packaging that specifically states how many cookies were in a package) and *Garcia v. Zuru, LLC*, No. 5:25-cv-01908-MCS-AJR, 2025 U.S. Dist. LEXIS 255163, at *11 (C.D. Cal. Dec. 9, 2025) (holding as a matter of law that, where a product is sold by volume, excess empty space in packaging is not actionably deceptive, because “[a] volume disclosure on a product label necessarily communicates the physical dimensions of the commodity in its packaging—and, by implication, how much slack fill the packaging might have relative to the commodity therein”), with *Krause-Pettai v. Unilever United States, Inc.*, No. 20CV1672 DMS (BLM), 2021 WL 1597931, at *4 (S.D. Cal. Apr. 23, 2021) (deodorant packaging that only listed net weight provided no useful information on the “amount of deodorant inside the package” and thus could mislead a reasonable consumer).

⁷⁸⁴ *But see Parrish v. Volkswagen Grp. of Am. Inc.*, 463 F. Supp. 3d 1043, 1057-58 (C.D. Cal. 2020) (holding that selling a product without disclosing a known defect may violate CLRA); *Beshwate v. BMW of N. Am. LLC*, No. 17-cv-00417, 2017 WL 6344451, at *11, *13 (E.D. Cal. Dec. 12, 2017) (finding that general statements about the reliability and high quality of a vehicle are mere puffery and not actionable, but the buyer made sufficient allegations to state a claim that the seller had misrepresented that the vehicle had passed inspection and was certified when seller never provided buyer with an inspection report); *Rubenstein v. Gap, Inc.*, 14 Cal. App. 5th 870, 881 (2017) (dismissing CLRA claim because plaintiff failed to allege any affirmative misrepresentation by Gap regarding the quality of its factory store products and finding no duty by Gap to disclose difference in quality between factory store and traditional store products); *Simpson v. Kroger Corp.*, 219 Cal. App. 4th 1352 (2013) (finding no reasonable consumer would be misled by package labeling to believe product was pure butter rather than butter and oil); *Myers v. Starbucks Corp.*, 536 F. Supp. 3d 657 (C.D. Cal. 2021) (allowing CLRA and UCL claim for false advertising that cocoa in coffee drinks was “ethically sourced” to proceed where plaintiff sufficiently pled generalized, industry-wide labor issues).

9. Disparaging the goods, services or business of another by false or misleading representation of fact.⁷⁸⁵
10. Advertising goods or services with intent not to sell them as advertised.⁷⁸⁶
11. Advertising goods or services with intent not to supply reasonably expectable demand, unless the advertisement discloses a limitation of quantity.
12. Advertising furniture without clearly indicating that it is unassembled if that is the case.
13. Advertising the price of unassembled furniture without clearly indicating the assembled price of that furniture if the same furniture is available assembled from the seller.
14. Making false or misleading statements of fact concerning reasons for, existence of, or amounts of price reduction.
15. Representing that a transaction confers or involves rights, remedies or obligations which it does not have or involve, or that are prohibited by law.
16. Representing that a part, replacement, or repair service is needed when it is not.
17. Representing that the subject of a transaction has been supplied in accordance with a previous representation when it has not.

⁷⁸⁵ This provision requires proof of an affirmatively disparaging statement about the competitor’s product and does not apply to statements that merely praise the defendant’s own products. *Shaeffer*, 44 Cal. App. 5th at 1139.

⁷⁸⁶ Again, the test that courts apply to this provision is similar to that for the UCL—whether the advertisement is likely to deceive or mislead a reasonable consumer. *See Echostar Satellite*, 113 Cal. App. 4th at 1360 (finding that the reasonable consumer standard applies to the CLRA as it does to the UCL); *see also Chapman*, 220 Cal. App. 4th at 230 (reversing order granting demurrer because “whether a reasonable consumer is likely to be deceived by the representation that the calling plan is ‘Unlimited’ is a question of fact”); *Verdiner v. Pep Boys*, No. B165747, 2004 WL 1146705, at *6-7 (Cal. Ct. App. May 24, 2004) (reversing dismissal of CLRA claim without leave to amend where plaintiff alleged that defendant misled consumers by advertising labor charges as “hourly” when labor was charged using estimated repair times regardless of actual time spent) (unpublished); *Yordy v. Plimus, Inc.*, No. C12-0229, 2013 WL 5832225 (N.D. Cal. Oct. 29, 2013) (denying class certification where plaintiff failed to show common questions existed regarding defendant’s involvement in allegedly misleading marketing scheme); *Perez*, 711 F.3d at 1114 (holding that plaintiff did not state CLRA claim for injunctive relief based on alleged unapproved use of surgical laser because there was no ongoing conduct to enjoin); *Rasmussen*, 27 F. Supp. 3d at 1039-43 (“puffery” defense applies to claims brought under CLRA); *Lorentzen v. Kroger Co.*, 532 F. Supp. 3d 901, 910–11 (C.D. Cal. 2021) (holding that a reasonable consumer is likely to be deceived by allegedly deceptive front packaging label even where there is qualifying language regarding various consumer preferences for usage of the product); *Grimes v. Ralphs Grocery Co.*, No. CV 23-9086 TJH (PDx), 2024 U.S. Dist. LEXIS 142232, at *1, *7-8 (C.D. Cal. Aug. 9, 2024) (plaintiff plausibly alleged that defendant manufacturer’s “Smoked Gouda” product was misleading for not actually having a smoky flavor despite defendant manufacturer’s argument that the product’s reference to “Smoked” refers to how the product was made, not its flavor).

18. Representing that the consumer will receive a rebate, discount or other economic benefit, if earning the benefit is contingent on an event to occur after the transaction.
19. Misrepresenting the authority of a salesperson, representative, or agent to negotiate the final terms of a transaction.
20. Inserting an unconscionable provision in a contract.
21. Advertising that a product is being offered at a specific price plus a percentage of that price unless: (A) the total price is set forth in the advertisement, and (B) the specific price plus a specific percentage of that price represents a markup from the seller's costs or from the wholesale price of the product.⁷⁸⁷
22. Selling or leasing goods in violation of Chapter 4 of Title 1.7 (concerning "Grey Market Goods").
23. Disseminating unsolicited prerecorded messages without consent.⁷⁸⁸
24. The home solicitation, as defined in subdivision (h) of section 1761, of a consumer who is a senior citizen where a loan is made encumbering the primary residence of that consumer for the purposes of paying for home improvements and where the transaction is part of a pattern or practice in violation of either subsection (h) or (i) of Section 1639 of Title 15 of the United States Code or paragraphs (1), (2), or (4) of subdivision (a) of Section 226.34 of Title 12 of the Code of Federal Regulations.⁷⁸⁹
25. Charging or receiving an unreasonable fee to prepare, aid, or advertise any prospective applicant, applicant, or recipient in the procurement, maintenance, or securing of public social services.
26. Advertising or promoting any event, presentation, seminar, workshop, or other public gathering regarding veterans' benefits or entitlements that does not include certain disclosures.⁷⁹⁰
27. Advertising, offering for sale, or selling a financial product that is illegal under state or federal law, including any cash payment for the assignment to a third party of the consumer's right to receive future pension or veteran's benefits.

⁷⁸⁷ See *Peralta v. Hilton Hotels Corp.*, No. D039510, 2003 WL 996217, at *8 (Cal. Ct. App. Mar. 11, 2003) (where room service included prices for individual menu items in addition to disclosed service charges and taxes, it did not offend section 1770(a)(20), which plainly indicates that it was intended to apply to situations where consumers may be "unduly confused about the price of a certain product by misleading shelf tags, displays, and media advertising") (unpublished).

⁷⁸⁸ Cal. Civ. Code § 1770(a)(22)(A). This section does not apply to persons with an established relationship, collection calls or calls generated at the request of the consumer. Cal. Civ. Code § 1770(a)(22)(B); see also *United States v. Dish Network LLC*, 256 F. Supp. 3d 810, 956-57 (C.D. Ill. 2017) (partially accepting established business relationship defense), *vacated in part on other grounds*, 954 F.3d 970 (7th Cir. 2020).

⁷⁸⁹ See Home Ownership Equity Protection Act, 15 U.S.C. § 1639 *et seq.*

⁷⁹⁰ Cal. Civ. Code § 1770(a)(25)(A) and Cal. Civ. Code § 1770(a)(25)(B).

28. Representing that a product is made in California by using a Made in California label created pursuant to Section 12098.10 of the Government Code, unless the product complies with Section 12098.10 of the Government Code.
29. Failure of a person, in selling a consumer financial product or service, from including certain disclosures in his or her solicitations to consumers.
30. Prohibiting mortgage brokers and lenders, “directly or indirectly, to use a home improvement contractor to negotiate the terms of any loan that is secured, whether in whole or in part, by the residence of the borrower and that is used to finance a home improvement contract or any portion” thereof.
31. Effective July 1, 2024, advertising, displaying or offering a price that does not include all mandatory fees or charges (other than taxes or government-imposed fees, or postage or other reasonable delivery charges).⁷⁹¹

As of July 1, 2025, any disclosure, advertisement, or notice required to be “clearly” or “clearly and conspicuously” made must have text that is “clear and conspicuous,” as defined in subdivision (u) of Section 1791.⁷⁹² As defined by that subsection, clear and conspicuous text means text that is (1) larger than the surrounding text size, (2) in a contrasting type, font, or color to surrounding same-size text, or (3) set off from the surrounding same-size text by symbols or other marks, in a manner that clearly calls attention to the language.⁷⁹³

B. Frequently Litigated Prohibitions

1. Section 1770(a)(14)—Representing That a Transaction Confers or Involves Rights, Remedies or Obligations That it Does Not Have or Involve, or That Are Prohibited by Law

Section 1770(a)(14) provides consumers with a basis to invalidate contracts. Courts have construed section 1770(a)(14) to include “oral misrepresentations or promises concerning the rights, remedies or obligations under a written contract.”⁷⁹⁴ Thus, the Legislature “intended to repudiate any purported bar or defense based on the parole evidence doctrine.”⁷⁹⁵ Some Plaintiffs

⁷⁹¹ Cal. Civ. Code § 1770(a)(29). Excepted from this provision are broadband internet access bundling packages (offered by FCC-regulated parties) and financial products already subject to mandatory federal or state disclosure requirements. *See* Cal. Civ. Code § 1770(a)(29)(B), (C). UCL unfairness theories and previous interpretations of prior CLRA provisions may already provide this relief. *See Meyers*, 2024 U.S. Dist. LEXIS 232656 (holding that a surcharge that was only disclosed in small print and far from the price of the item purchased was sufficient to support claims under the UCL, FAL, and CLRA).

⁷⁹² Cal. Civ. Code § 1770(c).

⁷⁹³ Cal. Civ. Code § 1771.

⁷⁹⁴ “By its very language, [section 1770(a)(14)] contemplates the existence of collateral oral promises, representations or agreements which may be inconsistent with the rights, remedies, or obligations set out in a written contract. . . .” *Wang v. Massey Chevrolet*, 97 Cal. App. 4th 856, 857 (2002) (holding that parole evidence rule cannot bar a CLRA claim based on section 1770(a)(14) because to do so would make a practice unlawful and simultaneously prevent a plaintiff from proving such; moreover, to allow defendant to assert a parole evidence or ratification defense to a section 1770(a)(14) claim would violate the CLRA’s anti-waiver provision).

⁷⁹⁵ *Id.* at 870.

have brought CLRA claims under Section 1770(a)(14) challenging fees charged for emergency hospital room services.⁷⁹⁶ For example, in *Gray v. Dignity Health*, the court found that a hospital's failure to disclose its billing for certain treatment prior to providing medical services did not establish a violation under CLRA section 1770(a)(14).⁷⁹⁷ The same conclusion was reached by the Fourth District Court of Appeal in *Capito v. San Jose Healthcare System*.⁷⁹⁸ The California Supreme Court granted review in *Capito* and affirmed, holding that "hospitals do not have a duty under the UCL or CLRA, beyond what is required by the statutory and regulatory scheme, to disclose emergency room EMS fees."⁷⁹⁹ In *Capito*, the Supreme Court of California reasoned that the defendant hospital did not violate CLRA section 1770(a)(14) because it disclosed its fees in its chargemaster and its list of 25 common procedures that it makes available to patients.⁸⁰⁰ Despite the consumer's arguments that the chargemaster hides its fees by listing "tens of thousands of individual billable items" using abbreviated descriptors, the *Capito* court stated that complying with state and federal regulations (as the defendant hospital did here) is sufficient to demonstrate that no CLRA violation occurred.⁸⁰¹

2. Section 1770(a)(17)—Representing That the Consumer Will Receive a Rebate, Discount or Other Economic Benefit That Is Actually Contingent on Another Event

Section 1770(a)(17) "prohibits bait-and-switch rebate offers that cannot be performed before or at the time of purchase . . ." ⁸⁰² In enacting section 1770(a)(17), "the Legislature intended to prohibit merchants from advertising a rebate or discount when they conceal from consumers the conditions to be satisfied to receive the rebate or discount."⁸⁰³ For example, the Legislature intended

⁷⁹⁶ *Saini v. Sutter Health*, 80 Cal. App. 5th 1054, 1061 (2022); *Torres v. Adventist Health Sys./W.*, 77 Cal. App. 5th 500, *review denied* (2022); *Gray v. Dignity Health*, 70 Cal. App. 5th at 245.

⁷⁹⁷ 70 Cal. App. 5th at 245.

⁷⁹⁸ No. H049022 (Cal. Ct. App. 6th Dist. Apr. 6, 2023) (unpublished).

⁷⁹⁹ *Capito v. San Jose Healthcare Sys., LP*, 17 Cal. 5th 273, 376 (2024).

⁸⁰⁰ *Id.* at 385.

⁸⁰¹ *Id.*; see also *Naranjo v. Drs. Med. Ctr. of Modesto, Inc.*, 111 Cal. App. 5th 408, 438 (2025) (on remand from the California Supreme Court, holding the plaintiffs UCL and CLRA claims are barred to the extent those claims are premised on an alleged duty on the hospital's part to expressly disclose EMS fees to patients prior to rendering emergency care).

⁸⁰² *Pollard v. Ericsson, Inc.*, 125 Cal. App. 4th 214, 221 (2004) (holding that telephone company that offered rebate only to cellular telephone purchasers who activated wireless service did not violate section 1770(a)(17) of the CLRA).

⁸⁰³ *Kramer v. Intuit Inc.*, 121 Cal. App. 4th 574, 580 (2004) (citing Assemb. Com. on Judiciary, Rep. on Assemb. Bill No. 292 (Sept. 30, 1970) 4 Assemb. J. (1970 Reg. Sess.) p. 8466). In *Kramer*, the Court of Appeal concluded that the plaintiff did not allege that the rebate offer was misleading or deceptive. Hence, an offer that advertised a \$30 discount when two types of software were purchased did not contravene the Legislature's intent in enacting section 1770(a)(17). The court reasoned that the rebate program at issue did not necessarily require a subsequent purchase because the consumer could either purchase both products simultaneously or purchase one before the other in addition to purchasing the secondary product within 30 days of the product on which the discount was offered. *Id.* at 581. Because these two other options existed, the rebate offer's language did not require a "subsequent" purchase and thus did not violate section 1770(a)(17). *Id.* Given the legislative intent to avoid concealment cited by the court, it is interesting that the court focused on whether the rebate program violated the express language of section 1770(a)(17)—whether the earning of the rebate was contingent on an event to occur *subsequent* to the consummation of the transaction—rather than the fact that the rebate requirement was conspicuously disclosed on the product packaging.

to prevent making an advertised discount contingent upon purchasing an additional, more expensive or higher quality product than the product advertised at the discounted price.⁸⁰⁴ The Court of Appeal has emphasized that the Legislature intended to prevent concealment and deception, and not to prohibit rebates altogether, reasoning that the Legislature regulated rebates in another, specific statute, and had not done so under the CLRA. Thus, according to the court, by addressing and expressly authorizing the conduct in a separate statute, the Legislature demonstrated that it only intended to require accurate advertising of rebates through the CLRA.⁸⁰⁵

3. Section 1770(a)(19)—Inserting an Unconscionable Provision in the Contract

Section 1770(a)(19) is a widely used provision of the CLRA. Significantly, this subdivision does not merely codify the defense of unconscionability but supplies an affirmative right to relief for consumers who allegedly are injured by an unconscionable contract provision.⁸⁰⁶ Section 1770(a)(19) requires courts to draw upon the doctrine of unconscionability, as stated in California Civil Code section 1670.5⁸⁰⁷ and general principles of California law.⁸⁰⁸

These claims are fact-specific. For example, in *Freeman v. Wal-Mart Stores, Inc.*,⁸⁰⁹ the Court of Appeal affirmed dismissal of a CLRA claim in which plaintiff alleged that a non-usage fee on a gift card—which defendant renamed a “shopping card” with the ability to add value—was unconscionable in violation of section 1770(a)(19). The court held that plaintiff could have avoided the fee, which was disclosed on the back of the card and in an accompanying disclosure, by using the

⁸⁰⁴ *Id.*

⁸⁰⁵ *Id.* at 580 (“The legislative intent of preventing concealment or deception by nondisclosure is further bolstered by the subsequent enactment of another statute addressing rebates.”).

⁸⁰⁶ *Manantan v. Nat’l City Mortg.*, No. C-11-00216, 2011 WL 3267706, at *6 (N.D. Cal. July 28, 2011) (noting that the CLRA “does create an affirmative cause of action for unconscionability”); *Cal. Grocers Ass’n*, 22 Cal. App. 4th at 217 (the CLRA provides an affirmative statutory cause of action for unconscionability).

⁸⁰⁷ The test under section 1670.5 is:

[W]hether, in the light of the general background and the needs of the particular case, the clauses involved are so one-sided as to be unconscionable under the circumstances existing at the time of the making of the contract The principle is one of the prevention of oppression and unfair surprise and not of disturbance of allocation of risks because of superior bargaining power.

Freeman v. Wal-Mart Stores, Inc., 111 Cal. App. 4th 660, 669-70 (2003) (quoting Legislative Comm. Comment, Assemb., 1979 Addition).

⁸⁰⁸ In California, the unconscionability doctrine “has generally been recognized to include an absence of meaningful choice on the part of one of the parties together with contract terms which are unreasonably favorable to the other party.” *A & M Produce Co. v. FMC Corp.*, 135 Cal. App. 3d 473, 486 (1982) (citation omitted); accord *Armendariz v. Found. Health Psychcare Servs., Inc.*, 24 Cal. 4th 83, 113-14 (2000). “Put another way, . . . unconscionability presents a ‘procedural’ and a ‘substantive’ aspect.” *Dean Witter*, 211 Cal. App. 3d at 767; accord *Woodside Homes of Cal., Inc. v. Super. Ct.*, 107 Cal. App. 4th 723, 727 (2003). The procedural element includes (a) “oppression,” referring to an “inequality of bargaining power resulting in no real negotiation and the absence of meaningful choice,” and (b) “surprise,” where the purportedly offensive “terms of the bargain are hidden in a prolix printed form drafted by the party seeking to enforce the disputed terms.” *Dean Witter*, 211 Cal. App. 3d at 767; see also *Woodside Homes*, 107 Cal. App. 4th at 727 (“The former takes into consideration the parties’ relative bargaining strength and the extent to which a provision is ‘hidden’ or unexpected . . .”).

⁸⁰⁹ 111 Cal. App. 4th at 668.

card. Moreover, the contract was not one of adhesion because defendant did not present plaintiff with a take it or leave it proposition. Plaintiff could have simply declined to purchase a shopping card and paid for purchases through other means.⁸¹⁰

Relying primarily on the California Supreme Court's decision in *Discover Bank*,⁸¹¹ some plaintiffs have filed claims under section 1770(a)(19) based on the inclusion of class action waivers in arbitration agreements. As discussed above, the California Supreme Court held in *Meyer v. Sprint Spectrum L.P.* that a party to a contract containing allegedly unconscionable provisions may not challenge them under the CLRA unless the defendant has at least threatened to enforce those provisions, since the plaintiff cannot establish causation or damages absent attempts at enforcement.⁸¹² Challenges to arbitration provisions under the CLRA also might be unsuccessful on other grounds, such as based on choice-of-law or preemption under the FAA,⁸¹³ but no published authority has directly addressed these issues.

C. The Anti-Waiver Provision—Section 1751

Section 1751 provides that “[a]ny waiver by a consumer of the provisions of [the CLRA] is contrary to public policy and shall be unenforceable and void.” Courts have interpreted this provision to prohibit, for example, forum-selection clauses contained in consumer contracts.⁸¹⁴ The section also has been utilized by plaintiffs in arguing against the enforcement of class action waivers in arbitration

⁸¹⁰ *Id.* at 669-70; *see also Olsen*, 48 Cal. App. 4th at 621-22; *Lynch v. Com. Union Ins. Co.*, No. A094846, 2001 WL 1660035, at *6 (Cal. Ct. App. Dec. 28, 2001) (trip cancellation insurance excluding third parties' pre-existing medical conditions as reason for cancellation did not violate section 1770(a)(19) because the policy's exclusion was conspicuous and unambiguous and policy permitted plaintiff to cancel and obtain a refund if policy terms did not satisfy him) (unpublished).

⁸¹¹ 36 Cal. 4th at 161 (noting that, under California law, class action waivers in arbitration agreements may be unconscionable in certain circumstances).

⁸¹² 45 Cal. 4th at 643.

⁸¹³ *See, e.g., Vannier v. Gateway Cos., Inc.*, No. B179663, 2006 WL 121962, at *2-6 (Cal. Ct. App. Jan. 18, 2006) (rejecting claim that computer company's service contract included unconscionable arbitration provision in violation of section 1770(a)(19) because the FAA preempted an affirmative cause of action for violation of the CLRA and because South Dakota law applied) (relying on *Ting*, 319 F.3d at 1150 n.15 (holding that section 1751's anti-waiver provision was preempted and did not void arbitration agreement's class action ban and two-year limitations period because CLRA is a statute of limited applicability)) (unpublished). In *Ting*, the Ninth Circuit reasoned that while the defense of unconscionability is a generally applicable contract defense that is not preempted by the FAA, “the CLRA applies only to noncommercial contracts and only to consumer contracts Because the CLRA applies to such a limited set of transactions, we conclude that it is not a law of ‘general applicability.’” 319 F.3d at 1148 (citations omitted); *accord Discover Bank v. Super. Ct.*, 134 Cal. App. 4th 886, 892-93 (2005) (holding that, pursuant to choice-of-law provision, class action waiver was enforceable under Delaware law); *Lux v. Good Guys*, No. SACV 05-300, 2005 WL 1713421, at *1-3 (C.D. Cal. July 11, 2005) (form credit card agreement that required consumer to arbitrate claims pursuant to Nevada law was not procedurally unconscionable); *Provencher v. Dell, Inc.*, 409 F. Supp. 2d 1196, 1205-06 (C.D. Cal. 2006) (class action waiver upheld under Texas law pursuant to form agreement's choice-of-law provision).

⁸¹⁴ *Am. Online*, 90 Cal. App. 4th at 15 (the Virginia forum selection clause accompanied by Virginia choice-of-law provision “would necessitate a waiver of the statutory remedies of the CLRA, in violation of that law's antiwaiver provision (Civ. Code, § 1751) and California public policy.”).

agreements,⁸¹⁵ as well as the enforcement of choice-of-law provisions.⁸¹⁶ Indeed, California courts have refused to enforce contract provisions that require consumers to litigate in a “far location” because California has a “materially greater interest” than the proposed forum state in ensuring that “its citizens have a viable forum in which to recover minor amounts of money.”⁸¹⁷ The CLRA anti-waiver provision does not, however, prohibit waiver of non-CLRA claims.⁸¹⁸ Even with this limitation, the anti-waiver provision may have a broad reach, and factors into plaintiffs’ counsel’s increased reliance on the CLRA.

In *Sanchez*,⁸¹⁹ the California Supreme Court resolved a split in authority among Courts of Appeal regarding preemption of the CLRA’s anti-waiver provision by the FAA. As discussed above, the court held that in light of *Concepcion*, “the CLRA’s anti-waiver provision is preempted insofar as it bars class waivers in arbitration agreements covered by the FAA.”⁸²⁰

D. Defenses to CLRA Claims

1. Statute of Limitations

CLRA claims are subject to a three-year statute of limitations.⁸²¹ Courts have held that the statute runs from the time that a reasonable person would have discovered the basis for a claim.⁸²²

In *Medina v. St. George Auto Sales, Inc.*,⁸²³ the California Court of Appeal confirmed that California’s discovery rule extends to CLRA claims. Under the discovery rule, “the statute of limitations does not begin to run until the plaintiff suspects or should suspect that her injury was caused by wrongdoing, that someone has done something wrong to her.”⁸²⁴ Since the discovery rule is consistent with California precedent that the statute runs from the time a reasonable person would have discovered the basis for the claim, the *Medina* court held that the discovery rule applies to the CLRA and thus can extend the statute of limitations beyond three years.⁸²⁵

⁸¹⁵ The Ninth Circuit has concluded, however, that the CLRA, including the anti-waiver provision, is preempted by the FAA in the context of arbitration agreements. See *Ting*, 319 F.3d at 1152; *Murphy v. DirecTV, Inc.*, 724 F.3d 1218, 1228, 1234 (9th Cir. 2013) (affirming order compelling arbitration as to party to arbitration agreement based on *Concepcion* but reversing as to non-signatory to agreement).

⁸¹⁶ See, e.g., *Doe 1 v. AOL LLC*, 552 F.3d 1077, 1083-84 (9th Cir. 2009); *Am. Online*, 90 Cal. App. 4th at 15.

⁸¹⁷ *Aral*, 134 Cal. App. 4th at 564. But see *Net2Phone*, 109 Cal. App. 4th at 590 (enforcing New Jersey forum selection clause where it was not shown that requiring non-injured consumers to litigate in New Jersey would deprive them of adequate protection).

⁸¹⁸ *Benson v. S. Cal. Auto Sales, Inc.*, 239 Cal. App. 4th 1198, 1209-10 (2015).

⁸¹⁹ 61 Cal. 4th 899.

⁸²⁰ *Id.* at 924.

⁸²¹ Cal. Civ. Code § 1783.

⁸²² See *Mass. Mut. Life Ins. Co.*, 97 Cal. App. 4th at 1295.

⁸²³ 103 Cal. App. 5th 1194 (2024), *review denied* (Oct. 30, 2024)

⁸²⁴ *Id.* at 1204 (internal quotations omitted) (quoting *Eisenberg Vill. of Los Angeles Jewish Home for the Aging v. Suffolk Constr. Co., Inc.*, 53 Cal. App. 5th 1201, 1213 (2020)).

⁸²⁵ *Id.* at 1204-05.

2. Notice and Cure Process

At least 30 days before a plaintiff may assert a cause of action for damages under the CLRA, the plaintiff must notify the prospective defendant(s) of the alleged violations and demand that they be corrected.⁸²⁶ The notice must be in writing, delivered by certified or registered mail, return receipt requested and it must provide sufficient detail to allow the violations to be addressed by the defendant.⁸²⁷ Courts will often dismiss a CLRA damages claim for failure to comply strictly with these requirements.⁸²⁸ As one court explained:

⁸²⁶ Cal. Civ. Code § 1782(a) (“Thirty days or more prior to the commencement of an action for damages pursuant to this title, the consumer shall do the following: (1) Notify the person alleged to have employed or committed methods, acts, or practices declared unlawful by Section 1770 of the particular alleged violations of Section 1770[, and] (2) Demand that the person correct, repair, replace, or otherwise rectify the goods or services alleged to be in violation of Section 1770.”). *See also Laster v. T-Mobile USA, Inc.*, 407 F. Supp. 2d 1181, 1195 (S.D. Cal. 2005) (invalidating plaintiff’s CLRA claims because he failed to comply with the 30-day notice requirement under the statute), *rev’d on other grounds sub nom. Concepcion*, 563 U.S. 333.

⁸²⁷ *See* Cal. Civ. Code § 1782(a); *Peacock*, 2018 WL 452153, at *8 (holding that plaintiff’s notice was inadequate because it failed to identify a specific provision of the statute that defendant allegedly violated); *Roybal v. Equifax*, No. 05-cv-01207, 2008 WL 4532447, at *10-11 (E.D. Cal. Oct. 9, 2008) (letter complaining of false derogatory credit report entries was insufficient because it did not specify which entries were false or why they were inaccurate); *Von Grabe*, 312 F. Supp. 2d at 1304 (dismissing with prejudice plaintiff’s CLRA claim because notice letter failed to identify any specific violations); *cf. Gutierrez v. PCH Roulette, Inc.*, Nos. H024243, H024680, 2003 WL 22422431, at *4-5 (Cal. Ct. App. Oct. 24, 2003) (although six-page demand letter did not describe every detail of the challenged transactions, it described plaintiffs’ problems with defendant and invoked CLRA, and therefore constituted sufficient notice to defendant) (unpublished). *But see Morgan v. AT&T Wireless Servs., Inc.*, 177 Cal. App. 4th 1235, 1260-61 (2009) (finding requirement satisfied by filing of earlier complaints).

⁸²⁸ *See, e.g., Peacock*, 2018 WL 452153, at *8 (observing that, although plaintiff discussed the dispute with defendant over the phone, plaintiff failed to meet the notice requirement of the CLRA because plaintiff never provided defendant a written notice 30 days prior to filing the complaint); *Frenzel v. AliphCom*, 76 F. Supp. 3d 999, 1016 (N.D. Cal. 2014) (holding that “a plaintiff must provide notice regarding each particular product on which his CLRA damages claims are based, even where the products qualify as substantially similar”); *Cattie v. Wal-Mart Stores, Inc.*, 504 F. Supp. 2d 939, 950 (S.D. Cal. 2007) (denying leave to amend to comply with notice requirements after plaintiff claimed damages without giving required notice, reasoning that statutory purpose of facilitating settlement would be undermined if amendment were permitted); *Galindo v. Financo Fin., Inc.*, No. C 07-03991, 2008 WL 4452344, at *5 (N.D. Cal. Oct. 3, 2008) (dismissing plaintiffs’ CLRA claim for failing to give notice but without prejudice, calling dismissal of CLRA claim with prejudice for failing to satisfy pre-litigation requirements “draconian”); *Keilholtz v. Super. Fireplace Co.*, No. C 08-00836, 2009 WL 839076, at *2 (N.D. Cal. Mar. 30, 2009) (concluding that compliance with notice requirement in prior state-wide class action, including same alleged CLRA violations, was not sufficient notice); *Keilholtz v. Lennox Hearth Prods. Inc.*, No. C 08-00836, 2009 WL 2905960, at *3 (N.D. Cal. Sept. 8, 2009) (noting that pre-litigation notice requirement must be literally applied and strictly construed); *Laster v. T-Mobile USA, Inc.*, 407 F. Supp. 2d at 1196 (rejecting plaintiff’s argument that inadvertent disregard of the notice requirement should be excused); *Von Grabe*, 312 F. Supp. 2d at 1304 (dismissing CLRA claim with prejudice because notice letter was not sent timely or using required mail service); *Doe 1*, 719 F. Supp. 2d at 1110 (declining to dismiss plaintiff’s claim with prejudice because doing so would not meet purpose of notice requirement; stating that claim should be dismissed until plaintiff complies with notice requirements); *Waller v. Hewlett-Packard Co.*, No. 11cv0454, 2011 WL 6325972, at *5 (S.D. Cal. Dec. 16, 2011) (concluding that plaintiff failed to comply with CLRA notice requirements where plaintiff filed original complaint seeking damages, then gave statutory notice and filed first amended complaint seeking only injunctive relief, and subsequently filed second amended

The purpose of the notice requirement of section 1782 is to give the manufacturer or vendor sufficient notice of alleged defects to permit appropriate corrections or replacements. The notice requirement commences the running of certain time constraints upon the manufacturer or vendor within which to comply with the corrective provisions. The clear intent of the [CLRA] is to provide and facilitate pre-complaint settlements of consumer actions wherever possible and to establish a limited period during which such settlement may be accomplished. This clear purpose may only be accomplished by a literal application of the notice provisions.⁸²⁹

If proper notice is provided, the defendant then has 30 days in which to correct the alleged violations. If the defendant gives or “agrees to give within a reasonable time” appropriate restitution, then the consumer may not maintain a claim for any damages “if the defendant appropriately remediates the harms alleged in the notice.”⁸³⁰ A defendant may avoid maintenance of a class action for damages based on the notice and cure process if: (a) all consumers similarly situated have been identified; (b) all consumers so identified have been notified that upon their request the defendant shall take the appropriate corrective action; (c) the corrective action has been, or in a reasonable time shall be, taken, and (d) the defendant has ceased from engaging in, or within a reasonable time will cease to engage in, the challenged conduct.⁸³¹ By its terms, the CLRA does not permit a defendant to contest notice of alleged violations. It must either cure or the action for damages may proceed.⁸³²

complaint (operative complaint) seeking damages; plaintiff had statutory obligation to provide notice before filing original complaint). *Contra Morgan*, 177 Cal. App. 4th at 1259 (finding requirement satisfied by filing of earlier complaints); *Sanchez v. Wal-Mart Stores, Inc.*, No. CIVS-06-cv-2573, 2007 WL 1345706, at *3 (E.D. Cal. May 8, 2007) (finding notice given by a different member of putative class nearly a year before case was filed satisfied notice requirement); *Shein v. Canon U.S.A., Inc.*, No. CV 08-07323, 2009 WL 3109721, at *4-7 (C.D. Cal. Sept. 22, 2009) (concluding that plaintiffs complied with notice requirement by sending demand letter to defendant’s headquarters); *see also Janda v. T-Mobile USA, Inc.*, 378 F. App’x 705, 708-09 (9th Cir. 2010) (stating that “there is a split in authority on whether the CLRA requires strict compliance with its notice provision”); *Whelan v. BDR Thermea*, No. C-11-02146 EDL, 2011 WL 6182329, at *6-7 (N.D. Cal. Dec. 13, 2011) (denying defendant’s motion to dismiss for failure to comply with CLRA notice requirements, where, although plaintiff filed original complaint seeking damages without giving notice, plaintiff subsequently gave notice and, after defendants responded, filed an amended complaint; the issue of notice was moot because the “proper remedy” for plaintiff’s filing a complaint for damages before sending notice would have been leave to amend); *Williams v. Yamaha Motor*, 851 F.3d 1015 (9th Cir. 2017) (addressing to what degree consumer complaints are sufficient to give a defendant actual notice of defects for purposes of a CLRA claim).

⁸²⁹ *Outboard Marine Corp. v. Super. Ct.*, 52 Cal. App. 3d 30, 40-41 (1975) (footnote omitted).

⁸³⁰ *Breen v. Pruter*, 679 F. App’x 713, 717-18 (10th Cir. 2017) (citing Cal. Civ. Code § 1782(b)) (“[N]o action for damages may be maintained under Section 1780 if an appropriate correction, repair, replacement, or other remedy is given, or agreed to be given within a reasonable time, to the consumer within 30 days after receipt of the notice.”); *see also Kagan v. Gibraltar Sav. & Loan Ass’n*, 35 Cal. 3d 582, 590 (1984) (“If, within this 30-day period, the prospective defendant corrects the alleged wrongs, or indicates that it will make such corrections within a reasonable time, no cause of action for damages will lie.”), *disapproved on other grounds by Meyer*, 45 Cal. 4th 634.

⁸³¹ Cal. Civ. Code § 1782(c).

⁸³² There is a split of authority on the issue of whether a claim for restitution under the CLRA is a claim for “damages” for these purposes. *Compare Kennedy v. Nat. Balance Pet Foods, Inc.*, No. 07-CV-1082, 2007 WL 2300746, at *3 (S.D. Cal. Aug. 8, 2007) (holding notice not required to seek restitution under the CLRA), with *Laster*, 2008 WL 5216255, at *17 (holding that failure to give required notice precludes action for restitution under CLRA based on rules of statutory construction).

Notably, a defendant’s agreement to take corrective action may not require the consumer to release either CLRA claims for injunctive relief or non-CLRA claims.⁸³³

The consumer need not provide 30 days’ notice for a lawsuit that seeks only injunctive relief, however.⁸³⁴ In most instances, a plaintiff will file a complaint for injunctive relief and then provide notice that he intends to amend to include damages claims. If the defendant does not cure within the 30-day time period, plaintiff may so amend.⁸³⁵

A defendant’s efforts to take corrective action pursuant to section 1782 are deemed an offer to compromise and, thus, are inadmissible pursuant to California Evidence Code section 1152.⁸³⁶ Furthermore, attempts to comply with a demand for corrective action are not to be construed as admissions of engaging in an act or practice declared unlawful by section 1770.⁸³⁷ However, evidence of compliance or attempts to comply with a demand for corrective action may be introduced by a defendant for the purpose of establishing good faith or compliance with the CLRA.⁸³⁸

Upon receiving notice under the CLRA, a defendant may not avoid a potential CLRA class action by “picking off” the named plaintiff by resolving only his or her own claim. The California Supreme Court resolved this issue in *Kagan v. Gibraltar Savings & Loan Association*.⁸³⁹ Specifically, the Court evaluated whether a consumer who provides a prospective defendant with notice of a class grievance under the CLRA, and informally obtains individual relief, subsequently may commence a class action for damages.⁸⁴⁰ The Court held that, under these circumstances, the defendant has not destroyed the named plaintiff’s adequacy as a class representative.⁸⁴¹ The Court emphasized that one goal of the CLRA is to enable plaintiffs to prosecute class actions.⁸⁴² In fact, the Legislature’s explicit intent was “to make certain that a person can commence a class action 30 days after he has made a demand on behalf of the class even if the merchant has offered to settle his particular claim in accordance with section 1782(b).”⁸⁴³ However, federal courts may not apply the *Kagan* rule, because a defendant’s full tender to the plaintiff of all of the plaintiff’s individual damages could deprive the plaintiff of standing to pursue a class case in federal court.⁸⁴⁴

⁸³³ *Valdez v. Seidner-Miller, Inc.*, 33 Cal. App. 5th 600, 615 (2019).

⁸³⁴ *Breen*, 679 F. App’x at 717-18 (citing Cal. Civ. Code § 1782(b)).

⁸³⁵ Cal. Civ. Code § 1782(d).

⁸³⁶ Cal. Civ. Code § 1782(e).

⁸³⁷ *Id.*

⁸³⁸ *Id.*

⁸³⁹ 35 Cal. 3d at 587.

⁸⁴⁰ *Id.*

⁸⁴¹ *See id.* at 595 (“We now hold only that [defendant’s] exemption of plaintiff from [the alleged CLRA violation] does not render her unfit *per se* to represent the class.” (emphasis added)).

⁸⁴² *See id.* at 593 (“[S]ettlement with the named plaintiffs will not preclude them from further prosecuting the action on behalf of the remaining members of the class.”).

⁸⁴³ *Id.* at 593 (citing James S. Reed, *Legislating For The Consumer: An Insider’s Analysis of The Consumers Legal Remedies Act*, 2 PAC. L.J. 1, 19 (1971)).

⁸⁴⁴ *See Harris v. PFI W. Stores, Inc.*, No. SACV192521, 2020 WL 3965022 (C.D. Cal. Apr. 9, 2020) (dismissing damages claim but allowing injunctive relief claim to proceed).

3. Bona Fide Error

Section 1784 provides that:

No award of damages may be given in any action . . . if the person alleged to have employed or committed such method, act, or practice (a) proves that such violation was not intentional and resulted from a bona fide error notwithstanding the use of reasonable procedures adopted to avoid any such error and (b) makes an appropriate correction, repair or replacement or other remedy of the goods and services. . . .⁸⁴⁵

This corrective action must occur within 30 days following notice to the defendant of the alleged violation. One court expanded the availability of this defense to include a reproduction offer made in connection with a class settlement, noting that an “appropriate correction” need not provide full compensation for the plaintiff’s alleged loss, and may require the plaintiff to waive non-CLRA claims as a condition of accepting the proposed correction.⁸⁴⁶

4. Safe Harbor

Courts have also applied the safe harbor for UCL claims similar to that outlined in *Cel-Tech* to CLRA claims.⁸⁴⁷

5. Alternative Choice of Goods and Services

The doctrine of unconscionability generally has been recognized to involve an absence of a meaningful choice on the part of the “weaker” party to a contract. Thus, although the decisions are split, the availability of alternative goods or services in the market may provide a defense to an “unconscionable contract provision” claim pursuant to section 1770(a)(19). For example, in *Dean Witter*,⁸⁴⁸ the Court of Appeal concluded that the trial court should have denied class certification because Plaintiff, who asserted unconscionability claims, “could have gone to a competing financial service and opened an IRA free of the offending provisions.” The court reasoned that the “existence of a ‘meaningful choice’ to do business elsewhere” defeated a claim that a contract provision was “oppressive” and therefore procedurally unconscionable.⁸⁴⁹ The court further held that the “oppression” factor is possibly defeated if the complaining party has a meaningful choice of reasonably available alternative sources for the desired goods or services that do not include the

⁸⁴⁵ Cal. Civ. Code § 1784.

⁸⁴⁶ *In re Volkswagen “Clean Diesel” Litig.*, 445 F. Supp. 3d 535, 546-48 (N.D. Cal. 2020).

⁸⁴⁷ *See Dinan*, 2020 WL 364277, at *10-11 (federal weight and measure standards held to create a safe harbor); *Alvarez*, 656 F.3d at 934 (finding that “[t]he California regulatory framework creates specific requirements [for retail gasoline dispensing] that may not be trumped by the general prohibitions of the CLRA” and that, as a result, defendants were entitled to safe harbor from plaintiffs’ CLRA claims) (alterations omitted); *Lopez*, 201 Cal. App. 4th at 576-79 (plaintiffs contended that defendants violated the CLRA by designing vehicle odometers that allegedly over-registered mileage; court dismissed claims on grounds that a separate statute provides a “safe harbor” for use of odometers that register actual mileage within a certain percentage range); *Loeffler*, 58 Cal. 4th at 1127 (finding claim barred “[w]hether alleged under the UCL or the CLRA”).

⁸⁴⁸ 211 Cal. App. 3d at 766.

⁸⁴⁹ *Id.* at 766, 768.

allegedly unconscionable terms.⁸⁵⁰ However, case law in California state courts is mixed, and the Ninth Circuit has expressly rejected the “market alternative” defense.⁸⁵¹

6. Federal Preemption

As with the UCL, the defense of federal preemption may defeat a CLRA claim depending upon the federal statute at issue and the circumstances of the transaction.⁸⁵²

7. Disclosure

In misrepresentation cases under the CLRA, express disclosure of the allegedly misrepresented or nondisclosed practice provides a defense.⁸⁵³

8. Arbitration

The issues presented by arbitration are addressed in Section IV.A. of the UCL discussion above.

⁸⁵⁰ *See id.*

⁸⁵¹ *Compare Wayne v. Staples, Inc.*, 135 Cal. App. 4th 466, 482 (2006) (finding that defendant’s charge to customers of 100% markup on excess value insurance for shipped merchandise was not unconscionable and hence not unlawful under the CLRA because customers had meaningful choices and could ship packages without purchasing insurance coverage, obtain excess coverage from other carriers, or ship packages from other retail shipping outlets); *In re iPhone Application Litig.*, 2011 WL 4403963, at *8 (“[T]he availability of alternative sources from which to obtain the desired service defeats any claim of oppression, because the consumer has a meaningful choice.”) (quoting *Belton v. Comcast Cable Holdings, LLC*, 151 Cal. App. 4th 1224, 1245 (2007)); *Schnall*, 78 Cal. App. 4th at 1161 n.9 (discussed above); and *Shvarts*, 81 Cal. App. 4th at 1160 (same), with *Shroyer v. New Cingular Wireless Servs.*, 498 F.3d 976, 985-86 (9th Cir. 2007) (discussing split of authority and holding that meaningful choice as to service providers does not defeat procedural unconscionability).

⁸⁵² *See, e.g., Ellenburg*, 473 F. Supp. 3d at 1105 (CLRA claim preempted by Federal Aviation Administration Authorization Act); *Roberts v. N. Am. Van Lines, Inc.*, 394 F. Supp. 2d 1174, 1184 (N.D. Cal. 2004) (holding that the federal Carmack Act, which regulates interstate shipment of goods and motor carrier liability, preempted CLRA claims regarding interstate moving company’s “bait and switch” scheme because extensive federal regulations demonstrated Congress’s intent to occupy the field); *see also In re Fontem US, Inc.*, 2016 WL 6520142, at *6 (CLRA labeling claims expressly preempted by FDA rule defining e-cigarettes as “tobacco products,” which placed e-cigarettes within the scope of the labeling requirements of the TCA, and its express preemption clause); *Greenberg*, 985 F.3d at 655 (Federal Food, Drug and Cosmetic Act (FDCA) held to preempt plaintiff’s CLRA claims about a misleading biotin statement under a “structure/function” theory, given that the statement was truthful and the label contained appropriate disclosures and did not claim to treat diseases). *But see Kroessler*, 977 F.3d at 812-13 (FDCA held not to preempt CLRA claims alleging that scientific studies “directly refute” defendant’s statements made in advertising); *Smith*, 135 Cal. App. 4th at 1482, 1484 (holding that NBA did not preempt CLRA claim against national bank); *Hood*, 143 Cal. App. 4th 526 (same); *DeVries v. Experian Info. Sols., Inc.*, No. 16-cv-02953, 2018 WL 1426602, at *4 (C.D. Cal. Mar. 22, 2018) (finding request for injunctive relief was not preempted by the FCRA).

⁸⁵³ *See, e.g., McGinity v. Procter & Gamble Co.*, 69 F.4th 1093, 1098 (9th Cir. 2023) (full disclosure on back label of mass-market consumer product can prevent liability based on allegedly deceptive label on the front of the product, so long as the front label is not “ambiguously deceptive”); *Augustine*, 485 F. Supp. 2d at 1174-75 (affirming dismissal of CLRA claim challenging retroactive increase in interest rates upon default where credit card agreement expressly disclosed the consequences of default).

III. REMEDIES UNDER THE CLRA

A. Legal and Equitable Relief

The CLRA provides for actual damages (with a \$1,000 minimum in class actions), injunctive relief, restitution and punitive damages.⁸⁵⁴ The CLRA allows for an additional statutory award of up to \$5,000 to senior citizens or disabled persons (as defined in section 1761) where the trier of fact finds that: (1) “the consumer has suffered substantial physical, emotional, or economic damage resulting from the defendant’s conduct”; (2) one or more of the factors set forth in California Civil Code section 3345(b) is present, and (3) “an additional award is appropriate.”⁸⁵⁵ This additional remedy is also available in class actions.⁸⁵⁶ Where damages are proven, the court may order a fluid recovery procedure to distribute the proceeds.⁸⁵⁷ Section 1752 provides that the remedies available under the CLRA are not exclusive and are available in addition to “other procedures or remedies for any violation or conduct provided for in any other law.”⁸⁵⁸

When calculating CLRA damages, the finder of fact must deduct the true value at the time of purchase from the amount paid for the product.⁸⁵⁹ However, the finder of fact may determine the true value to be zero (thereby awarding the plaintiff the full purchase price as damages) based on the nature and seriousness of the alleged misrepresentation.⁸⁶⁰ The finder of fact may make a zero-true-value determination even if the purchaser actually used the product for a substantial period of time after purchase.⁸⁶¹ For instance, in *Anderson v. Ford*, a consumer brought an action against a truck manufacturer under the CLRA seeking compensation for the alleged low quality of the car that she

⁸⁵⁴ Cal. Civ. Code § 1780 (“Any consumer who suffers any damage . . . may bring an action . . . to recover or obtain any of the following: (1) Actual damages, but in no case shall the total award of damages in a class action be less than one thousand dollars (\$1,000). (2) An order enjoining the methods, acts, or practices. (3) Restitution of property. (4) Punitive damages. (5) Any other relief that the court deems proper.”). However, injunctive relief and restitution are not available in CLRA cases in federal court when the plaintiff has an adequate remedy at law. *Sonner I*, 971 F.3d at 844.

⁸⁵⁵ Cal. Civ. Code § 1780(b)(1). The factors in Civil Code section 3345(b) include: (1) “[w]hether the defendant knew or should have known that their conduct was directed to one or more senior citizens, disabled persons, or veterans”; (2) whether the defendant’s conduct caused the

loss or encumbrance of a primary residence, principal employment, or source of income; substantial loss of property set aside for retirement, or for personal or family care and maintenance; or substantial loss of payments received under a pension or retirement plan or a government benefits program, or assets essential to the health or welfare of the senior citizen, disabled person, or veteran[.]

or (3) whether the plaintiffs “are substantially more vulnerable than other members of the public to the defendant’s conduct because of age, poor health or infirmity, impaired understanding, restricted mobility, or disability, and actually suffered substantial physical, emotional, or economic damage resulting from the defendant’s conduct.”

⁸⁵⁶ Cal. Civ. Code § 1780(b)(2).

⁸⁵⁷ See *Corbett v. Super. Ct.*, 101 Cal. App. 4th 649, 677 (2002) (noting that the Legislature has allowed disgorgement into a fluid recovery fund in class actions and in consumer actions under the CLRA) (citing *Kraus*, 23 Cal. 4th at 137).

⁸⁵⁸ Cal. Civ. Code § 1752; accord *Vasquez v. Super. Ct.*, 4 Cal. 3d 800, 818 (1971).

⁸⁵⁹ *Anderson v. Ford Motor Co.*, 74 Cal. App. 5th 946.

⁸⁶⁰ *Id.* at 961.

⁸⁶¹ *Id.*

purchased.⁸⁶² The Court of Appeal found that the value of the car purchased by the consumer was limited to the price that it could be sold in an open market if its defects were known at the time of sale.⁸⁶³ As such, since the car was considered a “lemon car,” there was substantial justification that the value of the car at the time of purchase was zero, and therefore the jury’s compensatory damages award was appropriate.⁸⁶⁴

B. Attorneys’ Fees

The CLRA allows a prevailing plaintiff to recover court costs and attorneys’ fees as a matter of right.⁸⁶⁵ Because the CLRA itself does not define “prevailing plaintiff,” courts draw upon the general definition of “prevailing party” with respect to plaintiffs in California Code of Civil Procedure section 1032.⁸⁶⁶ Courts have held that, where a plaintiff obtains a “net monetary recovery” on a CLRA claim, he is entitled to recover attorneys’ fees.⁸⁶⁷ The CLRA’s language is mandatory, and a court must award costs and fees to a prevailing plaintiff. At least one California court has clarified, however, that attorneys’ fees are not available where a suit for damages cannot be maintained under the CLRA because a merchant offered an appropriate cure in response to plaintiff’s notice.⁸⁶⁸ A prevailing defendant, in contrast, is entitled to reasonable attorneys’ fees only if it can establish that the plaintiff’s CLRA claim was not made in good faith.⁸⁶⁹

⁸⁶² *Id.* at 949.

⁸⁶³ *Id.* at 961.

⁸⁶⁴ *Id.*

⁸⁶⁵ Cal. Civ. Code § 1780(e) (“The court shall award court costs and attorney’s fees to a prevailing plaintiff in litigation filed pursuant to [the CLRA].”).

⁸⁶⁶ “Prevailing party includes the party with a net monetary recovery” Cal. Civ. Proc. Code § 1032(a)(4). Moreover, to obtain an attorneys’ fees award as a “prevailing party,” a plaintiff must prevail on a CLRA cause of action, and not a different cause of action alleged in the same lawsuit. *Bennett v. Cal. Custom Coach, Inc.*, 234 Cal. App. 3d 333, 339 (1991) (where plaintiff prevailed only on claim for money had and received, award of costs did not include attorneys’ fees “since recovery of attorney’s fees was contingent on plaintiff prevailing on a different cause of action; *i.e.*, his claim under the [CLRA]”).

⁸⁶⁷ *See Reveles*, 57 Cal. App. 4th at 1154; *Graciano v. Robinson Ford Sales, Inc.*, 144 Cal. App. 4th 140, 149-54 (2006) (plaintiff was the “prevailing party” entitled to attorneys’ fees under the CLRA where she succeeded on CLRA claims; remaining non-CLRA claims were relevant only to the amount of fees and whether court could apportion fees); *see also Kim v. Euromotors W./ Auto Gallery*, 149 Cal. App. 4th 170, 178-79 (2007) (pre-trial settlement does not prevent plaintiff from seeking attorneys’ fees under the CLRA absent enforceable agreement to the contrary).

⁸⁶⁸ *Benson*, 239 Cal. App. 4th at 1212 (“Attorney fees are not recoverable in actions for damages under the CLRA unless the response to the notice letter is not an appropriate one or no response is forthcoming within the statutory time period.”).

⁸⁶⁹ “A court . . . may award reasonable attorney fees to a prevailing defendant if the court finds the plaintiff’s prosecution of that action was not made in good faith.” *Matson Constr., Inc. v. Miller*, No. A102564, 2005 WL 1663521, at *26 (Cal. Ct. App. July 18, 2005) (citing Cal. Civ. Code § 1780(e)) (although the court rejected plaintiffs’ statutory cause of action, the court did not find that plaintiffs had pursued their action in bad faith and thus defendant was not entitled to recover attorneys’ fees under the CLRA) (unpublished). *But see Cardenas v. Gaither Grp., Inc.*, No. H022579, 2002 WL 863597, at *4 (Cal. Ct. App. May 6, 2002) (section 1780(e)’s provision that “prevailing plaintiff” is entitled to recover attorneys’ fees and costs was subject to Code of Civil Procedure section 1033(a), which grants the court discretion to deny attorneys’ fees and costs where the plaintiff sues in a court of unlimited jurisdiction and recovers a judgment of less than \$25,000; thus court possessed discretion to deny attorneys’ fees and costs where CLRA plaintiff recovered

Federal law under certain circumstances may limit recovery of attorneys' fees. The Federal Trade Commission's holder in due course rule (Holder Rule) provides that when a contract to finance the sale of household goods or services is assigned, the consumer may assert against the assignees any payment defenses that would be good against the original seller.⁸⁷⁰ The Holder Rule also states that the assignee's affirmative liability to the consumer cannot exceed amounts actually paid by the consumer under the contract. In May 2019, the FTC confirmed that the Holder Rule bars consumer claims for attorneys' fees if recovery of such fees would require the lender to pay more than would otherwise be allowed under the rule.⁸⁷¹ Subsequently, the California Legislature enacted Civil Code section 1459.5 which, among other things, purported to allow a consumer to recover attorneys' fees under the CLRA despite the FTC's statement to the contrary. In *Pulliam v. HNL Automotive*, the Court of Appeal held that no deference to the FTC's interpretation of the Holder Rule was warranted.⁸⁷² The California Supreme Court affirmed the judgment of the Court of Appeal and held that the Federal Trade Commission's Holder Rule does not limit the award of attorneys' fees.⁸⁷³ The United States Supreme Court denied certiorari on January 9, 2023.⁸⁷⁴

Where a CLRA claim for injunctive relief for a group of persons is successfully brought, a plaintiff might also seek attorneys' fees under California Code of Civil Procedure section 1021.5. Moreover, a plaintiff's rejection of a defendant's CLRA offer of correction does not bar the plaintiff from recovering attorneys' fees where the plaintiff seeks only injunctive relief because the CLRA's notice and correction requirements apply only to an action for damages.⁸⁷⁵

IV. PROCEDURAL ASPECTS OF THE CLRA

A. Venue

The CLRA provides that "[a]n action . . . may be commenced in the county in which the person against whom it is brought resides, has his or her principal place of business, or is doing business, or in the county where the transaction or any substantial portion thereof occurred."⁸⁷⁶ The CLRA's venue provisions, however, do "not override the general rule [that] a defendant is entitled to have an action tried in the county of his or her residence."⁸⁷⁷ Section 1780(d) requires that the plaintiff file an affidavit with his or her complaint stating facts that establish venue where the action is filed.⁸⁷⁸ Upon

less than \$25,000 in unlimited civil action following a five-day jury trial in which plaintiff prevailed on only one cause of action out of ten) (unpublished).

⁸⁷⁰ See 16 C.F.R. § 433.2.

⁸⁷¹ See 84 Fed. Reg. 18711, 18713 (May 2, 2019).

⁸⁷² *Pulliam v. HNL Auto. Inc.*, 60 Cal. App. 5th 396, 422 (2021), *cert. denied sub nom. TD Bank, N.A. v. Pulliam*, 143 S. Ct. 566 (2023).

⁸⁷³ *Pulliam v. HNL Auto. Inc.*, 13 Cal. 5th 127 (2022).

⁸⁷⁴ *TD Bank, N.A.*, 143 S. Ct. at 567.

⁸⁷⁵ *Gonzales v. CarMax Auto Superstores, LLC*, 845 F.3d 916, 918 (9th Cir. 2017) (citing *Meyer*, 45 Cal. 4th at 635).

⁸⁷⁶ Cal. Civ. Code § 1780(d).

⁸⁷⁷ *Gallin v. Super. Ct.*, 230 Cal. App. 3d 541, 543, 545 (1991) (venue was improper where no corporate defendant maintained its principal place of business, single consumer transaction occurred, and at least some of the individual defendants did not reside because, in part, "rights protected by the [CLRA] do not rise to the level of a civil right" that warranted venue where the transaction had occurred).

⁸⁷⁸ Cal. Civ. Code § 1780(d).

motion by the court or a party, a court must dismiss an action where the plaintiff fails to file the required affidavit.⁸⁷⁹

B. Motions for “No Merit” or “No Defense” Determination

In class actions under the CLRA, motions for summary judgment pursuant to California Code of Civil Procedure section 437c are not allowed.⁸⁸⁰ Rather, the CLRA allows a party, upon ten days’ notice, to make a motion to determine whether “[t]he action is without merit or there is no defense to the action.”⁸⁸¹ Courts nonetheless have concluded that the procedural requirements for a “no merit” or “no defense” determination, except for the timing requirements, mirror those for a motion for summary judgment or summary adjudication.⁸⁸²

Moreover, most courts have held that a plaintiff is not required to controvert a no-merit motion in order to certify a class. Stated differently, a defendant may not take the position that plaintiff is required to show, at the class certification stage, that his or her CLRA claim has merit in order to obtain class certification.⁸⁸³ This is not to say, however, that a defendant is prohibited from filing a no-merit motion to be heard prior to, or concurrently with, the plaintiff’s motion to certify a class.⁸⁸⁴

⁸⁷⁹ *Id.*; *Allen v. DaimlerChrysler Motors Corp.*, No. A105864, 2005 WL 318753, at *3-4 & n.4 (Cal. Ct. App. Feb. 10, 2005) (although a plaintiff alleges multiple causes of action besides the CLRA, the general venue statute does not excuse section 1780(d)’s requirement that the plaintiff file an affidavit that venue is proper; it is likely that the Legislature intended that neither a court nor a party may waive this provision, and the plaintiff’s failure to file an affidavit of venue mandates dismissal) (unpublished).

⁸⁸⁰ Cal. Civ. Code § 1781(c) (“A motion based upon [Code of Civil Procedure section 437(c), for summary judgment] shall not be granted in any action commenced as a class action pursuant to [1781(a)].”).

⁸⁸¹ Cal. Civ. Code § 1781(c) (“If notice of the time and place of the hearing is served upon the other parties at least 10 days prior thereto, the court shall hold a hearing . . . to determine if any of the following apply to the action: . . . (3) The action is without merit or there is no defense to the action.”).

⁸⁸² *See, e.g., Olsen*, 48 Cal. App. 4th at 624; *Echostar Satellite*, 113 Cal. App. 4th at 1359 (affirming trial court’s no-merits determination even though “the trial court chose to deem the dismissal as one after summary judgment rather than one after a no-merit determination,” but that there is “no meaningful distinction in the choice”); *see also Leonhardt v. AT&T Co.*, No. A103610, 2005 WL 240428, at *7 (Cal. Ct. App. Jan. 21, 2005) (“If the motion is originally denominated [as] one for summary judgment . . . , it can be treated as a motion to determine that the action is without merit.” (internal citations omitted)) (unpublished); *Smith*, 135 Cal. App. 4th at 1474-75 (citing *Kagan*, 35 Cal. 3d at 589; *Echostar Satellite*, 113 Cal. App. 4th at 1359-62) (reviewing both motion for summary judgment and motion for no-merits determination under a summary judgment standard).

⁸⁸³ *See Linder v. Thrifty Oil Co.*, 23 Cal. 4th 429, 438 (2000) (“Nowhere does the CLRA purport to require a showing of potential success on the merits of the suit before certification may be ordered. Although trial courts are authorized, upon a properly noticed motion, to determine that ‘[t]he action is without merit or there is no defense’ thereto . . . , that procedure appears independent of the procedure for certification”) (footnote omitted). Another interpretation of section 1781(c) is that, in order to certify a CLRA class action, a court must address all four points enumerated under section 1781(c), including that the action has merit, or that it is not without merit. However, this is not how the majority of courts, including the California Supreme Court in *Linder*, have construed section 1781(c).

⁸⁸⁴ *See, e.g., Leonhardt*, 2005 WL 240428, at *10 (“Once [the trial court] determined that the CLRA claim could not be maintained, it clearly did not have to determine whether a class could be certified to pursue the nonmeritorious claim.”); *Bacon v. Sasaki*, No. B158908, 2003 WL 23096504, at *5 (Cal. Ct. App. Dec. 31, 2003) (“Postponement of class action treatment until a determination of liability has been made should

C. Class Action Rules

The CLRA specifies unique class certification standards and procedures which must be applied to CLRA claims.⁸⁸⁵ In enacting these unique rules, the Legislature was guided by Federal Rule of Civil Procedure 23(a), which sets forth federal class action standards, and the California Supreme Court's opinion in *Daar v. Yellow Cab Co.*⁸⁸⁶ The standards for certifying a CLRA claim for class treatment are set forth in California Civil Code section 1781(b), which provides:

The court shall permit the suit to be maintained on behalf of all members of the represented class if all of the following conditions exist:

- (1) It is impracticable to bring all members of the class before the court;
- (2) the questions of law or fact common to the class are substantially similar and predominate over the questions affecting the individual members;
- (3) the claims or defenses of the representative plaintiffs are typical of the claims or defenses of the class, and
- (4) the representative plaintiffs will fairly and adequately protect the interests of the class.

Courts have no discretion to deny class certification if these factors are satisfied.⁸⁸⁷

While similar in many respects, the standards for certification under section 1781 are not identical to those used for other California class actions authorized by California Code of Civil Procedure section 382. For example,

[u]nlike a plaintiff proceeding under [section 382], a plaintiff moving to certify a class under the CLRA is not required to show that substantial benefit will result to the

not prejudice potential class members. If the named plaintiffs lose, the potential class members will not be bound by the judgment, and if the plaintiffs win, potential class members still will be able to opt out of the litigation if they desire.”) (unpublished).

Courts prefer, however, for a summary judgment motion or other merits determination to follow a ruling on class certification and notice to the class. *See Fireside Bank*, 40 Cal. 4th at 1074 (“A largely settled feature of state and federal procedure is that trial courts in class action proceedings should decide whether a class is proper and, if so, order class notice before ruling on the substantive merits of the action. The virtue of this sequence is that it promotes judicial efficiency, by postponing merits rulings until such time as all parties may be bound, and fairness, by ensuring that parties bear equally the benefits and burdens of favorable and unfavorable merits rulings.”) (citations omitted); *Miller v. Bank of Am., N.A.*, 213 Cal. App. 4th 1, 9 (2013) (affirming denial of class certification where plaintiff “failed to show that any means exist to identify a class of bank customers who had been subjected to unlawful setoffs”).

⁸⁸⁵ See Cal. Civ. Code § 1781.

⁸⁸⁶ 67 Cal. 2d 695 (1967); *See* David E. Roberts, Review of Selected 1970 California Legislation, 2 PAC. L.J. 343, 346 (1971); James S. Reed, Legislating for the Consumer: An Insider's Analysis of the Consumers Legal Remedies Act, 2 PAC. L.J. 1, 13-14 (1971) (because the conditions precedent to maintenance of a class action under section 1781 are “almost identical” to those contained in Federal Rule of Civil Procedure 23(a), “[t]he federal experience would, therefore, seem to be good authority in construing the California statute”).

⁸⁸⁷ *See Dean Witter*, 211 Cal. App. 3d at 765 n.2 (citing *Hogya v. Super. Ct.*, 75 Cal. App. 3d 122, 138-40 (1977)).

litigants and the court. Thus, unlike [section 382], the CLRA does not require that a plaintiff show a probability that each class member will come forward and prove his separate claim to a portion of the recovery.⁸⁸⁸

The CLRA permits and, indeed, encourages class actions when individual recovery might be minimal.⁸⁸⁹

Although courts in practice often apply the same class action procedures to CLRA claims that they use under section 382 and Federal Rule of Civil Procedure 23, the CLRA sets forth its own requirements. Section 1781(c) requires notice and a hearing before any class certification determination.⁸⁹⁰ The CLRA expressly permits class notice via publication if personal notification is unreasonably expensive or if all members cannot be personally notified.⁸⁹¹ This includes notice pursuant to Government Code section 6064, which requires once-a-week publication for four successive weeks.⁸⁹² Individual notification may nevertheless be required when damages are substantial. The CLRA also specifically provides that either party may be forced to bear the cost of class notice.⁸⁹³ The class notice must include certain elements, including the right to opt out.⁸⁹⁴

Particularly after *Meyer*, defeating certification of CLRA claims may turn on identifying non-common issues. The CLRA requires “damage as a result of” the challenged practice, which potentially could provide grounds for a challenge to typicality, commonality or predominance.⁸⁹⁵ For instance,

⁸⁸⁸ *Mass. Mut. Life Ins. Co.*, 97 Cal. App. 4th at 1287 n.1 (citing *Hogya*, 75 Cal. App. 3d at 134-35); see also *Apple Inc. v. Super. Ct.*, 19 Cal. App. 5th 1101, 1126 n.2 (2018) (“The distinction between a CLRA and non-CLRA class action is that a non-CLRA class action plaintiff must also establish that pursuit of the class action will result in substantial benefit to the litigants and the court, while a CLRA class action plaintiff need not do so”) (quoting *In re Vioxx Class Cases*, 180 Cal. App. 4th 116, 128 n.12 (2009)).

⁸⁸⁹ See *Hogya*, 75 Cal. App. 3d at 138 (noting that section 1780(a)(1)’s authorization for class awards as low as \$300 (now \$1,000) “implies some consumer class actions might go forward even though the individual claims of class members would be minimal” and that section 1781(a)’s language regarding “other” relief contemplates class actions where no damages are sought).

⁸⁹⁰ See *Stern v. Super. Ct.*, 105 Cal. App. 4th 223, 233 (2003) (where the trial court improperly ruled that action was not a class action nine days after plaintiff filed amended complaint particularly because section 1781(c) requires ten days’ notice and a hearing before the court determines whether a class may be certified).

⁸⁹¹ See Cal. Civ. Code § 1781(d) (“The party required to serve notice may, with the consent of the court, if personal notification is unreasonably expensive or it appears that all members of the class cannot be notified personally, give notice as prescribed herein by publication in accordance with Section 6064 of the Government Code in a newspaper of general circulation in the county in which the transaction occurred.”).

⁸⁹² Cal. Gov’t Code § 6064. The period of notice under this section commences with the first day of publication and terminates at the end of the twenty-eighth day, including the first day. *Id.*; cf. *Choi v. Mario Badescu Skin Care, Inc.*, 248 Cal. App. 4th 292 (2016) (section 1781(d) of the Civil Code, which incorporates section 6064 of the Government Code, applies when a court certifies a class for adjudication, but section 1781(f) governs notice of a proposed class action settlement).

⁸⁹³ See Cal. Civ. Code § 1781(d) (“[T]he court may direct either party to notify each member of the class of the action.”). One early case questioned the constitutionality of requiring a defendant essentially to finance a lawsuit against it. See *Cartt v. Super. Ct.*, 50 Cal. App. 3d 960, 974-75 (1975).

⁸⁹⁴ See Cal. Civ. Code § 1781(e)(1)-(3).

⁸⁹⁵ See *Johannessohn v. Polaris Indus., Inc.*, 450 F. Supp. 3d 931, 955-56 (D. Minn. 2020), *aff’d*, 9 F.4th 981 (8th Cir. 2021) (denying class certification for lack of commonality, due to plaintiff’s failure to prove class-wide reliance on defendant’s alleged failure to disclose alleged mechanical problems with product); *Racies v. Quincy Bioscience, LLC*, No. 15-cv-00292, 2020 WL 2113852 (N.D. Cal. May 4, 2020) (decertifying CLRA

in *Wilens v. TD Waterhouse Grp., Inc.*,⁸⁹⁶ the Court of Appeal found that class treatment was inappropriate because it could not be presumed that each class member was harmed by an allegedly unconscionable provision in customer agreements. The court explained:

Relief under the CLRA is specifically limited to those who suffer damage, making causation a necessary element of proof [Plaintiff] argues that differences in calculating damages are not a proper basis for the denial of class certification. But the individual issues here go beyond mere calculation; they involve each class member's entitlement to damages.⁸⁹⁷

Accordingly, because the insertion of an unconscionable provision did not by itself cause damage, the court denied class certification.⁸⁹⁸

However, certification of a CLRA claim may be granted without demonstrating that all unnamed class members relied on alleged material misrepresentations. For instance, in *In re Steroid Hormone Product Cases*,⁸⁹⁹ the named plaintiff alleged that the defendant sold over-the-counter products containing anabolic steroids without requiring a prescription and without notifying customers that the products contained a controlled substance. The trial court denied class certification on the grounds that individualized inquiries would be required into whether the illegality of the substance would be material to each purchaser and whether the defendant's alleged conduct caused injury to each purchaser.⁹⁰⁰ The Court of Appeal found that the trial court incorrectly denied certification. Although "both the named plaintiff and unnamed class members must have suffered some damage caused by a practice deemed unlawful under [the CLRA]" to obtain relief, the court stated that so long as the named plaintiff can show that "material misrepresentations were made to the class members, at least an inference of reliance [i.e., causation/injury] would arise as to the entire class."⁹⁰¹

class after trial based on the named plaintiff's failure to offer class-wide evidence that class members in general were exposed to and relied on the same allegedly misleading advertising seen by the named plaintiff; evidentiary failure found to defeat the elements of typicality and predominance).

⁸⁹⁶ 120 Cal. App. 4th at 754-56.

⁸⁹⁷ *Id.* at 754, 756 (emphasis in original).

⁸⁹⁸ Several unpublished decisions contain a similar analysis. See *Leonhardt*, 2005 WL 240428, at *9 (holding that "[t]his case does not lend itself to the presumption that each class member suffered damage by the mere insertion of an arbitration clause in the notice" and "since [plaintiff] cannot establish any damage, her CLRA claim must fail"); *Harris v. HSN LP*, No. G036938, 2007 WL 61068, at *4 (Cal. Ct. App. Jan. 10, 2007) (denying class certification of CLRA claim where it could not be presumed that all potential class members were damaged by virtue of the purported violation) (unpublished); *Stern v. Getz, Krycler & Jakubovits*, No. B173640, 2005 WL 647356, at *3-4 (Cal. Ct. App. Mar. 22, 2005) (because plaintiffs suffered no actual damage or any pecuniary loss based on defendants' conduct, plaintiffs' CLRA claim failed) (unpublished).

⁸⁹⁹ 181 Cal. App. 4th at 149.

⁹⁰⁰ *Id.* at 153.

⁹⁰¹ *Id.* at 156, 157 (quoting *Mass. Mut. Life Ins. Co.*, 97 Cal. App. 4th at 1292-93); see also *In re ConAgra Foods, Inc.*, 90 F. Supp. 3d at 987 (finding an inference of class-wide reliance appropriate for plaintiffs' California CLRA claims for purchase of cooking oils labeled "100% Natural" that were allegedly made with genetically modified organisms).

Similarly, in *Lytle v. Nutramax Lab'ys, Inc.*,⁹⁰² the Ninth Circuit held that class-wide reliance could be established by proof that a misrepresentation “would have been material to the entire class.”⁹⁰³ Plaintiffs sought class certification for a suit against the manufacturer of Cosequin, a pet health supplement. Plaintiffs alleged that Cosequin has no joint benefits, and that defendant’s statements to the contrary were misleading.⁹⁰⁴ The Ninth Circuit stated that it “was difficult to see why else consumers” would purchase the product “other than to improve their dog’s joint health” and that “Plaintiffs” had adequately demonstrated that reasonable consumer would have been misled” if the product did not have any joint health benefits.⁹⁰⁵ Since there would have been no other reason to purchase Cosequin, the court held that “reliance may be proven on a class wide basis.”⁹⁰⁶

This issue was addressed again in *Noohi v. Johnson & Johnson Consumer Inc.*⁹⁰⁷ There, the CLRA claim was premised on plaintiff’s allegation that, despite the title “oil-free” in Johnson & Johnson Consumer Inc.’s Neutrogena Oil-Free Face Moisturizer product, it contains two oil-based ingredients: ethylhexyl palmitate and soybean sterols.⁹⁰⁸ The Ninth Circuit upheld the lower court’s finding that common issues predominated with respect to the elements of materiality and reliance, which depended on whether materiality, and therefore reliance, can be shown by reference to a reasonable consumer standard, as well as the undisputed evidence of classwide exposure to the “oil-free” language.⁹⁰⁹ The court noted that “[i]t is hard to imagine that consumers would purchase a product labeled ‘Oil-Free Moisture’ without regard to whether the product was free from oil.”⁹¹⁰

⁹⁰² 114 F.4th 1011 (9th Cir. 2024)

⁹⁰³ *Id.* at 1038.

⁹⁰⁴ *Id.* at 1020.

⁹⁰⁵ *Id.* at 1038.

⁹⁰⁶ *Id.*

⁹⁰⁷ 146 F.4th 854, 867-71 (9th Cir. 2025), *pet. for cert. filed*, No. 25-874 (U.S. Jan. 23, 2026).

⁹⁰⁸ *Id.* at 861.

⁹⁰⁹ *Id.* at 869.

⁹¹⁰ *Id.*

SIGNIFICANT NON-CALIFORNIA LAWS REGULATING UNFAIR AND DECEPTIVE ACTS AND PRACTICES

Most states have laws governing unfair and deceptive acts and practices (“UDAP”) similar to that of California’s UCL and CLRA, although few sweep with as broadly a scope. Some of the most prominent include New York’s General Business Laws § 349 and § 350; the Illinois Consumer Fraud and Deceptive Business Practices Act (“ICFA”), 815 ILCS 505; the District of Columbia’s Consumer Protection Procedures Act (“CPPA”), D.C. Code §§ 28-3901 *et seq.*; and the Texas Deceptive Trade Practices-Consumer Protection Act (DTPA), Tex. Bus. & Com. Code § 17.41-17.63. Below we briefly discuss the structure of these statutes and some recent developments of note.

I. New York: General Business Law § 349 and § 350.

New York’s primary consumer protection provisions are found in General Business Law (“GBL”) §§ 349 and 350. Section 349 prohibits “deceptive acts or practices” in the conduct of business, while § 350 addresses false advertising. Unlike California’s UCL, New York’s statutory framework historically targeted deception rather than broader notions of unfairness. The New York Court of Appeals articulated the governing standard in *Oswego Laborers’ Local 214 Pension Fund v. Marine Midland Bank, N.A.*, holding that a plaintiff must show: (1) consumer-oriented conduct; (2) a materially misleading act or practice, and (3) injury.⁹¹¹ Although reliance is not a formal element, courts require a causal connection between the alleged deception and the claimed harm.⁹¹² Like California law, New York applies an objective “reasonable consumer” standard and does not require proof of intent to deceive.⁹¹³

Private plaintiffs and the New York Attorney General can initiate lawsuits under both GBL §§ 349 and 350.⁹¹⁴ Under GBL § 349 a consumer that has been harmed may bring an action to get an injunction against the allegedly wrongful act and to recover his or her actual damages, or \$50 if that is greater.⁹¹⁵ The award may be increased if the defendant willfully or knowingly violated the law against deceptive acts and practices, allowing an increase of damages “to an amount not to exceed three times the actual damages up to one thousand”.⁹¹⁶ The court may also award attorney’s fees.⁹¹⁷

While under GBL § 350 a consumer that has been harmed by false advertising may bring an action to get an injunction and to recover actual damages, or \$500 if that is greater.⁹¹⁸ The award may increase to three times the actual damages, up to \$10,000, if the defendant willfully or knowingly

⁹¹¹ 647 N.E.2d 741,744-45 (N.Y. 1995).

⁹¹² *Stutman v. Chemical Bank. Stutman v. Chem. Bank*, 731 N.E.2d 608, 612 (N.Y. 2000).

⁹¹³ 647 N.E.2d at 745.

⁹¹⁴ *Leib-Podry v. Tobias*, No. 22-CV-8614 (VEC)(JW), 2024 WL 1421152, at *9 (S.D.N.Y. Feb. 13, 2024), *report and recommendation adopted*, No. 22-CV-8614 (VEC) (JW), 2024 WL 1134597 (S.D.N.Y. Mar. 15, 2024), *appeal dismissed* (July 31, 2024), *motion for relief from judgment denied*, No. 22-CV-8614 (VEC) (JW), 2025 WL 3443571 (S.D.N.Y. Dec. 1, 2025).

⁹¹⁵ N.Y. Gen. Bus. Law § 349(h).

⁹¹⁶ *Id.*

⁹¹⁷ *Id.*

⁹¹⁸ N.Y. Gen. Bus. Law § 350-e(3).

violated the law against false advertising.⁹¹⁹ Under GBL § 350 the court may also award attorney's fees.⁹²⁰

A notable exception to under GBL § 350 is a prohibition of claims against “television or sound radio broadcasting station or to any publisher or printer of a newspaper, magazine, or other form of printed advertising, who broadcasts, publishes, or prints such advertisement.”⁹²¹

Recent Expansion of the Statute:

A recent statutory amendment broadens the New York Attorney General's power to challenge unfair business conduct more broadly, without having to prove that members of the public have been misled. The Attorney General is able to bring action against anyone who conducts “business, trade or commerce or furnishing a service in this state, whether or not the person is without the state.”⁹²² “An act or practice made unlawful by this section is actionable by the attorney general regardless of whether or not that act or practice is consumer-oriented.”⁹²³ The Attorney General's remedies include injunction and restitution to benefit allegedly affected consumers.⁹²⁴

New York State Senate Bill 2025-S8416, The Fostering Affordability and Integrity Through Reasonable Business Practices Act (FAIR Act), expands consumer protections under GBL § 349, moving beyond solely “deceptive” practice to include “unfair” and “abusive” acts. The bill was signed by Governor Kathy Hochul on December 19, 2025, and went into effect February 17, 2026. Governor Hochul noted that “amendments were needed to clarify that the private right of action permitted under the current law applies only to deceptive practices and deceptive acts, with the attorney general solely having the power to bring claims for unfair or abusive acts and practices, with such terms defined and to be interpreted in a manner consistent with federal law.”⁹²⁵

The bill amends GBL § 349 to outlaw unfair and abusive acts and practices and provide a definition of “unfair” and “abusive” acts and practices derived from the Federal Trade Commission Act, 15 U.S.C. § 41 *et seq.* (“unfair”) and the Consumer Financial Protection Act, 12 U.S.C. § 5531(d) (“abusive”) (“CFPA”), with one modification.⁹²⁶ Unlike the CFPA, which addresses only consumers of

⁹¹⁹ *Id.*

⁹²⁰ *Id.*

⁹²¹ N.Y. Gen. Bus. Law § 350-f.

⁹²² N.Y. Gen. Bus. Law § 349(b)(1)-(2).

⁹²³ *Id.*

⁹²⁴ *Id.*

⁹²⁵ Sarah Jarvis, *Hochul Signs AG James' Bill to Expand Consumer Law*, Law360 (Dec. 23, 2025), <https://www.law360.com/consumerprotection/articles/2424925>.

⁹²⁶ “Abusive” under the CFPA is defined as:

- (1) materially interferes with the ability of a consumer to understand a term or condition of a consumer financial product or service; or
- (2) takes unreasonable advantage of-
 - (A) a lack of understanding on the part of the consumer of the material risks, costs, or conditions of the product or service;
 - (B) the inability of the consumer to protect the interests of the consumer in selecting or using a consumer financial product or service; or
 - (C) the reasonable reliance by the consumer on a covered person to act in the interests of the consumer.

consumer financial services (as defined in CFPA or through regulations thereunder), the GBL protects all persons within its scope, not simply “consumers.”⁹²⁷ As a practical matter, the statutory amendment can be expected to lead to substantially increased enforcement activity from New York’s Attorney General.

II. Illinois: Illinois Consumer Fraud and Deceptive Business Practices Act (“ICFA”), 815 ILCS 505

The Illinois Consumer Fraud and Deceptive Business Practices Act (“ICFA”), broadly prohibits “unfair or deceptive acts or practices” in the conduct of trade or commerce, including misrepresentation, concealment, and false promises.⁹²⁸

To state a private ICFA claim, a plaintiff must allege: (1) a deceptive act or practice; (2) intent that the plaintiff rely on the deception, and (3) occurrence in the course of conduct involving trade and commerce.⁹²⁹ Plaintiffs’ reliance is not a required element, but it is required that the defendant intended for the consumer to rely on the practice.⁹³⁰ Valid claims also must show that consumer fraud was the proximate cause of the injury.⁹³¹ In *Connick v. Suzuki Motor Co., Ltd.*, the Illinois Supreme Court emphasized that ICFA does not permit recovery based on speculative or theoretical harm and requires allegations of concrete economic injury.⁹³²

Although ICFA formally requires intent that consumers rely on the deception, Illinois courts have held that intent may be inferred from the nature of the conduct itself, reducing burden on plaintiffs at the pleading stage.⁹³³ Courts also apply a reasonable consumer standard similar to California’s UCL “fraudulent” prong.⁹³⁴ ICFA also recognizes an unfairness theory that is modeled on Federal Trade Commission jurisprudence, evaluating whether conduct offends public policy, is immoral or oppressive, or causes substantial consumer injury.⁹³⁵

Under ICFA any person that suffers actual damages as a result of a violation of ICFA can file suit.⁹³⁶ Under ICFA consumers and businesses are able to recover actual economic damages, punitive damages, and attorney’s fees for unfair or deceptive business practice.⁹³⁷

⁹²⁷ N.Y. Gen. Bus. Law § 349(b)(2).

⁹²⁸ 815 ILCS 505.

⁹²⁹ *Connick v. Suzuki Motor Co.*, 675 N.E.2d 584, 501 (Ill. 1996).

⁹³⁰ *Flynn v. FCA US LLC*, 327 F.R.D. 206, 218 (S.D. Ill. 2018).

⁹³¹ *Joseph T. Ryerson & Son, Inc. v. Travelers Indem. Co. of Am.*, 165 N.E.3d 439, 465 (Ill. App. Ct. 2020).

⁹³² 675 N.E.2d at 594.

⁹³³ *Siegel v. Shell Oil Co.*, 612 F.3d 932, 934–35 (7th Cir. 2010).

⁹³⁴ *Benson v. Fannie May Confections Brands, Inc.*, 944 F.3d 639, 646 (7th Cir. 2019); see also *Aimen Halim v. Buffalo Wild Wings, Inc.*, No. 23-CV-01495, 2026 WL 444686 (N.D. Ill. Feb. 17, 2026) (dismissing claim at the pleading stage based on finding that plaintiff failed to establish that a reasonable consumer would be deceived by a product described as “boneless” chicken wings, which contained chicken meat but no wing meat; the court ruled that the term “boneless wings” did not suggest to a reasonable consumer that chicken wings had been deboned and then cooked and served, despite use of the word “wing” being literally false).

⁹³⁵ *Robinson v. Toyota Motor Credit Corp.*, 775 N.E.2d 951, 960-61 (Ill. 2002).

⁹³⁶ 815 ILCS 505/10a.

⁹³⁷ *Id.*

Prominent Ongoing Litigation:

Some notable trends have emerged in Illinois including an ongoing case regarding THC products and brain supplement labeling. In the recent case *Taylor Byron, et al. v. Stiizy, Inc.*, the U.S. District Court for the Southern District of Illinois ruled on a putative class action alleging defendant sold Delta-8 THC products with higher THC than the legal limit.⁹³⁸ The court denied the motion to dismiss regarding the claims of common law fraud, ICFA violations, and unjust enrichment, but dismiss the negligent misrepresentation claim due to the economic loss doctrine.⁹³⁹

While in the ongoing case *Kaitlin Murrow v. Quincy Bioscience Holding Company, Inc.*, the court dismissed a putative class action alleging deceptive labeling and marketing of a brain health supplement as having brain health benefits. Plaintiff asserted that the product ingredients do not support the health claims.⁹⁴⁰ Plaintiff brought the case alleging violation of the ICFA.⁹⁴¹ The court determined that the plaintiff's claims under the ICFA were insufficiently pled, particularly regarding the intent for consumers to rely on the alleged deception.⁹⁴² The court granted the plaintiff leave to amend her complaint.⁹⁴³

Additionally, Illinois has introduced Senate Bill 1486, the Junk Fee Ban Act.⁹⁴⁴ The bill would amend ICFA and add that “a person who violates the Junk Fee Ban Act commits an unlawful practice within the meaning of this Act.”⁹⁴⁵ The bill aims to ban businesses from hiding extra charges, and primarily focuses on restaurants, hotels, live events and other similar industries.⁹⁴⁶ This bill is similar to the drip pricing prohibition in the California CLRA.⁹⁴⁷

III. District of Columbia: Consumer Protection Procedures Act (CPPA)

The District of Columbia's Consumer Protection Procedures Act (“CPPA”), D.C. Code §§ 28-3901 et seq., is one of most expansive state-level consumer protection statutes in the country. The CPPA broadly prohibits “unfair or deceptive trade practices,” regardless of whether a consumer was misled or suffered traditional reliance-based harm.⁹⁴⁸ The private right of action provision, authorizes “[a] person, whether acting for the interests of itself, its members, or the general public” to bring an action “seeking relief from the use by any person of a trade practice in violation of a law of the District [of Columbia].”⁹⁴⁹

Under the CPPA, plaintiffs are able to recover treble damages or \$1500 per violation, whichever is greater, reasonable attorney's fees, punitive damages, an injunction against the

⁹³⁸ No. 3:24-CV-1082-NJR, 2025 WL 326612 (S.D. Ill. Jan. 29, 2025).

⁹³⁹ *Id.*

⁹⁴⁰ No. 23-CV-14893, 2025 WL 446149 (N.D. Ill. Feb. 10, 2025).

⁹⁴¹ *Id.*

⁹⁴² *Id.*

⁹⁴³ *Id.*

⁹⁴⁴ Illinois SB1486 (2025).

⁹⁴⁵ *Id.* at section 90.

⁹⁴⁶ Illinois SB1486 (2025).

⁹⁴⁷ See Cal. Civ. Code § 1750(29)(A).

⁹⁴⁸ D.C. Code §§ 28-3901 et seq.

⁹⁴⁹ D.C. Code § 28-3905(k)(1).

unlawful trade practices, additional relief as may be necessary to restore to the consumer money or property, real or personal, which may have been acquired by means of the unlawful trade practice; or any other relief which the court determines proper.⁹⁵⁰

D.C. courts have repeatedly emphasized the statute's remedial purpose.⁹⁵¹ In *Grayson v. AT&T Corp.*, the D.C. Court of Appeals held that CPPA plaintiffs need not prove reliance or intent to deceive, distinguishing the statute from common-law fraud and aligning it more closely with federal UDAP principles.⁹⁵² The D.C. CPPA is far more expansive than California's UCL, particularly with respect to both standing and scope. Under the CPPA, a private right of action may be brought by a person, including one acting broadly on behalf of the general public, without the need to show personal economic injury. By contrast, the UCL requires a plaintiff to demonstrate actual economic injury to establish standing. In addition, the CPPA does not employ the UCL's three-pronged framework ("unlawful," "unfair," and "fraudulent") but instead relies on an enumerated list of prohibited acts set forth in D.C. Code § 28-3904.

Under the CPPA banks are not exempt.⁹⁵³ The CPPA applies to merchants, which include those "who sell consumer credit as well as those entities which take an assignment of the credit account and continue the extension of credit to the consumer."⁹⁵⁴ This is a notable difference from the CLRA, under which the issuance of credit is exempt.⁹⁵⁵

Pending Legislation:

The "B26-0174 Enhancing Consumer Protection Procedures Amendment Act of 2025" has been introduced—proposing to broaden existing definitions, expand the enforcement authority of the Attorney General and the Department of Licensing and Consumer Protection, increase penalties, and strengthen anti-retaliation measures. It also seeks to address challenges in the digital marketplace and clarify what constitutes unfair practices. Notable provisions include extending coverage to additional transactions such as charitable donations, prohibiting unfair practices even without proof of actual harm, granting agencies subpoena power, authorizing treble damages, and requiring clear, transparent contracts.⁹⁵⁶

IV. Texas: Deceptive Trade Practices–Consumer Protection Act (DTPA), Tex. Bus. & Com. Code § 17.41-17.63

Texas's Deceptive Trade Practices–Consumer Protection Act ("DTPA") protects consumers from "[f]alse, misleading, or deceptive acts or practices."⁹⁵⁷ The elements for a claim under the DTPA require that: "(1) the plaintiff is a consumer, (2) the defendant engaged in false, misleading, or

⁹⁵⁰ D.C. Code § 28-3905(k)(2)(A)-(F).

⁹⁵¹ *Grayson v. AT & T Corp.*, 15 A.3d 219, 244 (D.C. 2011).

⁹⁵² *Id.* at 251.

⁹⁵³ *Jackson v. Culinary Sch. of Washington*, 788 F. Supp. 1233 (D.D.C. 1992).

⁹⁵⁴ *Id.* at 1253.

⁹⁵⁵ 147 Cal. App. 4th 224, 233 (2007).

⁹⁵⁶ B26-0174, Enhancing Consumer Protection Procedures Amendment Act of 2025, 26th Council (2025).

⁹⁵⁷ Tex. Bus. & Com. Code § 17.46(a).

deceptive acts, and (3) these acts constituted a producing cause of the consumer's damages.”⁹⁵⁸ For one to be considered a consumer they “‘must have sought or acquired goods or services by purchase or lease’ and those goods or services ‘must form the basis of the complaint.’”⁹⁵⁹

Texas courts have long held that the DTPA should be liberally construed to protect consumers.⁹⁶⁰ In *Amstadt v. U.S. Brass Corp.*, the Texas Supreme Court held that only plaintiffs who qualify as “consumers” can bring DTPA claims, this excludes “downstream” purchasers⁹⁶¹ This differs from California, where state laws allow indirect purchasers to bring claims.⁹⁶² DTPA claims must also be pled with particularity under the requirements of Federal Rule of Civil Procedure 9(b).

Under section 17.49:

“Nothing in this subchapter shall apply to the owner or employees of a regularly published newspaper, magazine, or telephone directory, or broadcast station, or billboard, wherein any advertisement in violation of this subchapter is published or disseminated, unless it is established that the owner or employees of the advertising medium have knowledge of the false, deceptive, or misleading acts or practices declared to be unlawful by this subchapter, or had a direct or substantial financial interest in the sale or distribution of the unlawfully advertised good or service.”⁹⁶³

Banks do not have a blanket exemption under the DTPA.⁹⁶⁴ While banks are not fully exempt, certain banking activities, like loans, may be exempt. A borrower may be considered a “consumer” under the DTPA if the loan’s objective is to purchase or lease goods or services, thereby triggering potential DTPA claims against the lender.⁹⁶⁵ While in contrast a person “who seeks only to borrow money is not a consumer because the lending of money involves neither a good nor a service.”⁹⁶⁶

Under section 17.50, consumers may cover economic damages along with damages for mental anguish if the conduct was committed knowingly or intentionally. If the conduct was committed knowingly, the damages may not exceed three times the economic damages. If the conduct was also committed intentionally, the damages may not exceed three times the economic damages and mental anguish damages. Courts may order an injunction or restore money or property that was acquired in violation of the act.⁹⁶⁷

⁹⁵⁸ *Azubuiké v. Select Portfolio Servicing, Inc.*, No. 3:19-CV-1610-N-BH, 2020 WL 4574518 at *5 (N.D. Tex. June 10, 2020), report and recommendation adopted, No. 3:19-CV-1610-N-BH, 2020 WL 4569036 (N.D. Tex. Aug. 7, 2020)(quoting *Doe v. Boys Clubs of Greater Dallas, Inc.*, 907 S.W.2d 472, 478 (Tex. 1995)).

⁹⁵⁹ *Id.*

⁹⁶⁰ *Cameron v. Terrell & Garrett, Inc.*, 618 S.W.2d 535, 540 (Tex. 1981).

⁹⁶¹ 919 S.W.2d 644, 651 (Tex. 1996).

⁹⁶² *Cnty. of San Mateo v. CSL Ltd.*, No. 10-CV-05686-JSC, 2014 WL 4100602 (N.D. Cal. Aug. 20, 2014) (Noting that under California law, allows indirect purchasers can sue and collect damages).

⁹⁶³ Tex. Bus. & Com. Code § 17.49.

⁹⁶⁴ *La Sara Grain Co. v. First Nat. Bank of Mercedes*, 673 S.W.2d 558, 566 (Tex. 1984).

⁹⁶⁵ *Id.*

⁹⁶⁶ *Id.*

⁹⁶⁷ Tex. Bus. & Com. Code § 17.50.

DTPA and UCL differ in terms of standing and remedies. As noted above, the UCL requires economic injury for standing while the DTPA grants standing to a consumer that acquired goods or services. Unlike the UCL the DTPA also grants remedies for mental anguish.

Recent Bill:

Texas Senate Bill 140, which took effect on September 1, 2025, expands the scope of potential violations for businesses and individuals engaging in telemarketing and related activities.⁹⁶⁸ The bill broadens the DTPA “tie-in” provisions applicable to violations of sections 304 and 305 of the Texas Business and Commerce Code.⁹⁶⁹

Prior to these amendments, only violations of section 302 of the Texas Business and Commerce Code, which regulates telephone solicitations, could serve as the basis for a private cause of action under the DTPA. SB 140 now extends that tie-in liability to violations of sections 304 and 305, which address additional prohibited conduct and enforcement provisions.

This expansion means that conduct previously outside the reach of DTPA private claims may now subject violators to enhanced remedies, including the potential for treble damages in cases of knowing or intentional misconduct, as well as recovery of attorneys’ fees.

⁹⁶⁸ Texas SB140 (2025).

⁹⁶⁹ Sections 304 and 305 Regulate Telemarketing and Telephonic Communications made for Purposes of Solicitation.

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