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UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
AT TACOMA

AARON WILLIAMS,

Plaintiff,

v.

PILLPACK LLC,

Defendant.

CASE NO. 3:19-cv-05282-DGE

ORDER ON PRELIMINARY
APPROVAL OF CLASS ACTION
SETTLEMENT

I INTRODUCTION

Before the Court is Plaintiff Aaron Williams' unopposed motion for preliminary approval of class action settlement. (Dkt. No. 340.) The Court GRANTS the motion based on the reasoning below.

II BACKGROUND

A. Factual and Procedural History

The procedural and factual history of this case has been covered extensively in prior orders. (*See, e.g.*, Dkt. Nos. 140, 220, 258, 259.) Accordingly, the Court only briefly summarizes the events leading up to the Parties reaching a settlement agreement.

Plaintiff originally filed this suit on April 12, 2019. (Dkt. No. 1.) Defendant PillPack LLC is a full-service pharmacy that delivers medications in multi-dose packaging to patients' homes. (Dkt. No. 62 at 1.) In 2018, Defendant engaged Performance Media Strategies, Inc. ("Performance Media") to telemarket its services. (Dkt. No. 63 at 1–2.) Plaintiff alleged that on March 14 and April 10, 2019, he received calls from a telemarketer using a prerecorded voice message asking if he was interested in a pharmacy service that would ship medications directly to his house. (Dkt. No. 6 at 1.) When Plaintiff expressed interest, the call was transferred to a PillPack sales representative. (*Id.* at 3.)

Plaintiff alleged the calls were made in violation of two subsections of the Telephone Consumer Protection Act of 1991, 47 U.S.C. § 227 et seq. ("TCPA"): 1) calls made using an automated telephone dialing system ("ATDS") or an artificial or prerecorded voice without "the prior express consent of the called party," and 2) calls placed to numbers listed on the DNC Registry. (*See* Dkt. No. 6 at 7–8.) Plaintiff sued PillPack personally and as the representative of a class of similarly situated persons. (*Id.* at 5.) He claimed PillPack was vicariously liable for the telemarketer's violations of the TCPA because PillPack knowingly or willfully caused the autodialed calls to be made to his cell phone despite his lack of consent. (*Id.* at 3–4.) Plaintiff sought statutory damages under the TCPA. (*Id.* at 8.)

1 Plaintiff first moved for class certification on July 24, 2020. (Dkt. No. 29.) The Court
2 certified a class of all consumers called as part of the Pillpack-Performance Media campaign.
3 (Dkt. No. 140.) As a result of new information gained through discovery, however, the Court
4 decertified the class on November 3, 2021. (Dkt. No. 220.) On December 23, 2022, the Court
5 granted Plaintiff's motion to recertify a narrower class of people who received the prerecorded
6 voice calls and were transferred to PillPack. (Dkt. No. 259.) Having already taken extensive
7 discovery and litigated two summary judgement motions (Dkt. Nos. 126, 258), the Parties further
8 litigated the adequacy of Plaintiff's proposed notice plan (Dkt. No. 279). A jury trial was set for
9 September 3, 2024. (Dkt. No. 298.) On June 5, 2024, the Parties participated in a full-day
10 mediation with Robert Meyer of JAMS. (Dkt. No. 340 at 7.) Although the Parties did not reach
11 a settlement agreement, they continued to work with Meyer and ultimately reached a settlement
12 in principle. (*Id.* at 7–8.) The Parties then informed the Court that they had reached a settlement
13 agreement. (Dkt. No. 335.)

14 On August 8, 2024, Plaintiff filed the instant unopposed motion for preliminary approval
15 of the settlement agreement. (Dkt. No. 340.) The motion seeks the entry of an order that 1)
16 confirms certification of the settlement class; 2) preliminarily approves the settlement agreement;
17 3) appoints Epiq Systems as the Settlement Administrator; 4) sets a hearing on whether the court
18 should grant final approval of the settlement, enter judgement, and award attorney's fees and
19 expenses to Plaintiff's counsel; 5) approves the Parties' plan for providing class members notice
20 of the action and proposed settlement; 6) directs that notice be given to class members in
21 accordance with the notice plan set forth in the settlement agreement; 7) approves the procedures
22 by which Class Members may choose to opt out of the settlement class and the deadlines
23 proposed to govern those procedures; 8) directs any settlement member who wishes to be heard
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1 at the final approval hearing to submit a written notice of objection to the settlement
2 administrator no later than the proposed opt out and objections deadline; 9) approves the claims
3 procedures set forth in the settlement agreement; and 10) establishes various filing deadlines.
4 (Dkt. No. 340-1.)

5 **B. Settlement Agreement**

6 The Settlement Agreement creates a fund of \$6,500,000 that will be used for court-
7 approved attorneys' fees and costs, any service award to Williams, costs of settlement notice and
8 settlement administration, and payments to class members who submit valid claims. (Dkt. No.
9 341-1 at 5.) To receive a payment from the fund, class members must submit a claim form
10 through the settlement website or by mail. (*Id.* at 7–8.) Members will be given “at least 60 days
11 from the date notices are mailed to submit claims.” (Dkt. No. 340 at 8.) Plaintiff estimates that
12 “[i]f attorney’s fees, costs, a service award, and administration costs are approved as requested,
13 the net fund available to pay claimants will be approximately \$3,853,000.” (*Id.*) Thus, if 10% of
14 the class submit a claim, the award per claimant would be about \$1,273; if 20% submit a claim,
15 the award would be approximately \$636 per claimant. (*Id.* at 9.) The Settlement Agreement
16 stipulates that “[i]f there are any Claimant Awards remaining uncashed one hundred eighty (180)
17 calendar days after issuance of the redistribution payments, those amounts will be contributed in
18 *cy pres* to the Legal Foundation of Washington.” (Dkt. No. 341-1 at 11.) Class members are
19 given the opportunity to exclude themselves from the Settlement or object to the Settlement
20 during the claim period. (*Id.* at 8–9.)

21 The proposed notices are drafted in plain language and include key information about the
22 settlement, such as the estimated payments; the deadline to submit a claim, request an extension,
23 or object; the amount of the fee and cost award requested by Class Counsel; the amount of the
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1 service award Williams will request; the estimated cost of administration; and the date of the
2 Final Approval Hearing. (*Id.* at 22–30). The notice plan—which is addressed *infra*-Section
3 IV.B.2—“will include direct email or mail notice to Class Members using address information
4 from PillPack’s records, wireless carrier subpoena responses, and reverse lookups, along with a
5 Settlement Website containing more detailed information about the case and the Settlement and
6 providing online publication notice.” (Dkt. No. 340 at 18.)

7 III LEGAL STANDARD

8 Federal Rule of Civil Procedure 23(e) establishes that “[t]he claims, issues, or defenses of
9 a certified class—or a class proposed to be certified for purposes of settlement—may be
10 settled . . . only with the court’s approval.” “The purpose of the Rule is to protect the unnamed
11 members of the class from unjust or unfair settlements affecting their rights.” *In re Syncor*
12 *ERISA Litig.*, 516 F.3d 1095, 1100 (9th Cir. 2008). In determining whether to approve a
13 settlement that would bind class members, a court must conclude “that it is fair, reasonable, and
14 adequate” based on a consideration of the following four factors:

- 15 A. the class representatives and class counsel have adequately represented the
16 class;
- 17 B. the proposal was negotiated at arm’s length;
- 18 C. the relief provided for the class is adequate, taking into account:
- 19 i. the costs, risks, and delay of trial and appeal;
- 20 ii. the effectiveness of any proposed method of distributing relief to
21 the class, including the method of processing class-member claims;
- 22 iii. the terms of any proposed award of attorney’s fees, including
23 timing of payment; and
- 24 iv. any agreement required to be identified under Rule 23(e)(3); and
- D. the proposal treats class members equitably relative to each other.

1 Fed. R. Civ. P. 23(e)(2).

2 Before the 2018 amendments to the Federal Rules of Civil Procedure, Rule 23(e)(2) did
3 not include the four factors set out *supra* to guide courts in determining whether a settlement was
4 “fair, reasonable, and adequate.” Accordingly, district courts looked to eight fairness factors,
5 often called the *Stanton* factors, developed in Ninth Circuit precedent.¹ *See In re Bluetooth*
6 *Headset Prod. Liab. Litig.*, 654 F.3d 935, 946 (9th Cir. 2011). In amending the Rules, the
7 Advisory Committee stated that it did not intend to “displace any factor [developed in circuit
8 law], but rather to focus the court and the lawyers on the core concerns of procedure and
9 substance that should guide the decision whether to approve the proposal.” Fed. R. Civ. P.
10 23(e)(2) Advisory Committee’s Note to 2018 Amendment. However, the Ninth Circuit has
11 made it clear that courts must carefully attend to every step of analysis mandated by Rule
12 23(e)(2)(A–D), as the requirements of the amended rule go “beyond” the judicially created
13 *Stanton* factors:

14 [M]any of the *Stanton* factors fall within the ambit of the revised Rule 23(e). But
15 Congress provided district courts with new instructions — such as analyzing the
16 “terms of the settlement” and “terms of any proposed award of attorney’s fees” —
17 that require them to go beyond our precedent. Although we need not decide
18 whether a district court always abuses its discretion by applying the judicially
19 manufactured factors . . . we must follow the law that Congress enacted.

18 *Briseño v. Henderson*, 998 F.3d 1014, 1026–1027 (9th Cir. 2021) (citing Fed. R. Civ. P.
19 23(e)(2)(C)(iii)). Accordingly, this analysis primarily tracks the factors listed in Federal Rule
20 23(e)(2) while also heeding the requirement to scrutinize post-certification settlements for

21 ¹ The factors include: “(1) the strength of the plaintiff’s case; (2) the risk, expense, complexity,
22 and likely duration of further litigation; (3) the risk of maintaining class action status throughout
23 the trial; (4) the amount offered in settlement; (5) the extent of discovery completed and the stage
24 of the proceedings; (6) the experience and views of counsel; (7) the presence of a governmental
participant; and (8) the reaction of the class members of the proposed settlement.” *Bluetooth* 654
F.3d at 946.

1 potentially unfair collusion, as outlined in *Bluetooth* and affirmed in *Henderson*. *See Henderson*,
2 998 F.3d at 1025 (holding that “courts must apply *Bluetooth*’s heightened scrutiny to post-class
3 certification settlements in assessing whether the division of funds between the class members
4 and their counsel is fair and ‘adequate’” under Rule 23(e)(2)(C)).

5 The approval process takes place in two stages. During preliminary approval, the court
6 conducts a cursory fairness analysis, as some of the factors cannot be fully assessed before the
7 final fairness hearing. *Victorino v. FCA US LLC*, No. 16CV1617-GPC(JLB), 2023 WL
8 3296155, at *5 (S.D. Cal. May 5, 2023) (citing *Alberto v. GMRI, Inc.*, 252 F.R.D. 652, 665 (E.D.
9 Cal. 2008)). “To determine whether preliminary approval is appropriate, the settlement need
10 only be *potentially* fair, as the Court will make a final determination of its adequacy at the
11 hearing on Final Approval, after such time as any party has had a chance to object and/or opt
12 out.” *Acosta v. Trans Union, LLC*, 243 F.R.D. 377, 386 (C.D. Cal. 2007) (emphasis in original).

13 IV DISCUSSION

14 A. The Certified Class

15 A court may certify a settlement class if all the prerequisites of Rule 23(a) are met and at
16 least one of the Rule 23(b) requirements has also been met. *See Fed. R. Civ. P. 23*. On
17 December 23, 2022, the Court found Plaintiffs had met the numerosity, commonality, typicality,
18 and adequacy of representation requirements of Rule 23(a), as well as the predominance and
19 superiority requirements of Rule 23(b)(3). (*See* Dkt. No. 259.) Accordingly, the Court certified
20 the following class under Rule 23(c)(1)(C):

21 All persons or entities within the United States who between March 13, 2018, and
22 June 16, 2019, received a non-emergency telephone call promoting goods and
services on behalf of PillPack, LLC as part of the PillPack Performance Media
campaign:

- 23 i. to a cellular telephone number through the use of an artificial or
24 prerecorded voice; and

- 1 ii. Performance Media or its agents live transferred the call to a PillPack call
2 center on the DNIS 866-298-0058; and
3 iii. Performance Media or its agents did not obtain the cellular telephone
4 number through Rewardzoneusa.com, Nationalconsumercenter.com,
5 finddreamjobs.com, instantplaysweepstakes.com, startacareertoday.com,
6 samplesandsavings.com, sweepstakesaday.com, Surveyvoices.com, or
7 Financedoneright.com between June 19, 2017, and May 3, 2019, before the
8 date(s) of the call(s).

9 (Dkt. No. 259 at 21–22.)

10 Since the Court has already certified the class, “the only information ordinarily necessary
11 is whether the proposed settlement calls for any change in the class certified, or of the claims,
12 defenses, or issues regarding which certification was granted.” Fed. R. Civ. P. 23 Advisory
13 Committee’s Note to 2018 Amendment. Plaintiff has not requested that the Court make any
14 changes to the certified class. (*See generally* Dkt. No. 340.) However, in the Settlement
15 Agreement, the Parties have added a fourth part to the class definition, which states:

- 16 iv. The Settlement Class does not include Defendant, any entity that has a
17 controlling interest in Defendant, and Defendant’s current or former
18 directors, officers, counsel, and their immediate families. The Settlement
19 Class also does not include any person who validly requests exclusion from
20 the Settlement Class, or Melvin Tyson, who validly requested exclusion
21 from the certified class.

22 (Dkt. No. 341-1 at 4–5.)

23 The Court finds that the proposed settlement class is materially identical to the class that
24 was certified, as the Court did not contemplate that the class it certified would include Defendant
 or persons who validly requested exclusion from the class. (*See* Dkt. No. 259.) Accordingly, the
 Court need not revisit its previous Rule 23 analysis or conduct a new analysis and may proceed
 with the preliminary settlement approval inquiry. *See Foster v. Adams & Assocs., Inc.*, No. 18-
 CV-02723-JSC, 2021 WL 4924849 at *3 (N.D. Cal. Oct. 21, 2021) (granting preliminary
 approval of settlement class when a small change did “not alter the reasoning underlying the

1 Court’s prior Order granting class certification”); *Salazar v. Driver Provider Phoenix LLC*, No.
2 CV-19-05760-PHX-SMB, 2024 WL 2923718, at *3 (D. Ariz. June 10, 2024) (granting
3 preliminary approval of settlement class upon finding that “[t]he new proposed class definition is
4 more specific regarding the employees covered by the settlement agreement [but]
5 [c]rucially, it does not change the class members in any material way.”); *Youth Just. Coalitions*
6 *v. City of Los Angeles*, No. 216CV07932VAPRAOX, 2020 WL 9312377, at *2 (C.D. Cal. Nov.
7 17, 2020) (granting preliminary approval of settlement class where the proposed change to the
8 class “merely s[ought] to clarify” persons included in the previously certified class and did not
9 “alter the reasoning underlying [the court’s] earlier decision to grant class certification.”).

10 Thus, the court grants preliminary approval of the settlement class.

11 **B. Preliminary Approval of the Settlement**

12 1. The Fairness Factors

13 a. Adequate representation

14 Pursuant to Rule 23(e)(2)(A), the Court must evaluate whether “the class representatives
15 and class counsel have adequately represented the class.” Fed. R. Civ. P. 23(e)(2)(A). In its
16 previous order on class certification, the Court concluded that “Plaintiff and Plaintiff’s counsel
17 [were] adequate representatives of the proposed class” under Rule 23(a)(4). (Dkt. No. 259 at
18 19.) Because Rules 23(e)(3)(A) and 23(a)(4) mandate a similar inquiry, the Court finds that
19 adequacy of representation will likely be met.

20 b. Arm’s length negotiations

21 Rule 23(e)(2)(B) requires that the Court consider whether the settlement “proposal was
22 negotiated at arm’s length.” Fed. R. Civ. P. 23(e)(2)(B). Plaintiff asserts that it was. (Dkt. 340
23 at 12.) “Where the proposed settlement is preceded by a lengthy period of adversarial litigation
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1 involving substantial discovery, a court is likely to conclude that settlement negotiations
2 occurred at arms-length.” *Victorino*, 2023 WL 3296155, at *5 (quoting Newberg & Rubenstein
3 on Class Actions § 13:14 (2022)). Courts have also found that the involvement of a neutral
4 mediator in settlement negotiations reduces the risk of collusion. *See id.*; *see also Bluetooth*, 654
5 F.3d at 948 (the presence of a neutral mediator is a factor that weighs in favor of finding non-
6 collusiveness).

7 Counsel jointly affirms that, over the more than five years of litigation, the Parties
8 “engaged in comprehensive formal discovery, including written discovery, depositions, and
9 third-party discovery, after which they mediated their dispute with an experienced and respected
10 mediator.” (Dkt. No. 341-1 at 2.) Plaintiff further specifies that during the discovery process,
11 “[t]he parties and third parties [] produced more than 20,000 pages of documents,” took “fifteen
12 depositions,” and both “produced multiple expert reports.” (Dkt. No. 341-1 at 6.) The case was
13 then litigated vigorously in this Court. As Plaintiff summarizes, “the [P]arties litigated class
14 certification multiple times” (*see* Dkt. No. 140), “litigated over the adequacy of Williams’
15 proposed notice plan” (*see* Dkt. No. 279), and Defendant twice moved for summary judgement
16 on vicarious liability (*see* Dkt Nos. 126, 258). The Parties subsequently participated in a full-day
17 mediation with an experienced mediator that did not conclude in resolution. (Dkt. No. 341 at 6.)
18 However, “the mediator’s work with the [P]arties after mediation resulted in the settlement in
19 principle” and ultimately, the Parties “finalized the terms of the agreement through arms’ length
20 negotiations.” (*Id.*)

21 The lengthy adversarial litigation period, significant discovery, and involvement of an
22 experienced and neutral mediator supports a preliminary finding that the settlement negotiations
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1 occurred at arm's length. The matter of collusiveness is taken up further in the discussion of
2 proposed attorney's fees, *infra*.

3 c. Adequacy of relief provided to the class

4 Rule 23(e)(2)(C) requires the Court to determine "whether the relief provided for the
5 class is adequate, taking into account (i) the costs, risks, and delay of trial and appeal; (ii) the
6 effectiveness of any proposed method of distributing relief to the class, including the method of
7 processing class-member claims; (iii) the terms of any proposed award of attorney's fees,
8 including timing of payment; and (iv) any agreement required to be identified under Rule
9 23(e)(3)."² Fed. R. Civ. P. 23(e)(2)(C). In conducting this analysis, the Court keeps in mind that
10 "[i]t is well-settled law that a cash settlement amounting to only a fraction of the potential
11 recovery does not per se render the settlement inadequate or unfair." *Officers for Just. v. Civ.*
12 *Serv. Comm'n of City & Cnty. of San Francisco*, 688 F.2d 615, 628 (9th Cir. 1982).

13 The instruction to weigh the costs, risks, and delay of trial and appeal dovetails with the
14 traditional inquiry into "the strength of the plaintiff's case [and] the risk, expense, complexity,
15 and likely duration of further litigation" made by courts in this circuit. *Bluetooth*, 654 F.3d at
16 947. Plaintiff attests that the settlement is "more than adequate" considering "[t]he estimated
17 payments to claimants of \$600-\$1200 far exceed similar settlements approved by other courts."
18 (Dkt. No. 340 at 14.) To support this argument, Plaintiff cites to numerous TCPA class actions
19 in which the approved settlement amounts ranged from approximately \$40 to \$100 per claimant.
20 (*Id.*) Considering that claim rates in TCPA class action cases tends to be "extremely low," the

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23 ² Rule 23(e)(3) requires litigants seeking settlement approval to "file a statement identifying any
24 agreement made in connection with the proposal." Fed. R. Civ. P. 23(e)(3). Because the Parties
have not done so, the requirement to take any such agreement into account is not relevant to the
instant case.

1 Court agrees that future claimants appear well positioned to receive more than \$600 in relief, a
2 sum that falls in the high end of the range for TCPA cases. *Cabiness v. Educ. Fin. Sols., LLC*,
3 No. 16-CV-01109-JST, 2018 WL 3108991, at *8 (N.D. Cal. 2018) (citing TCPA class action
4 cases from the Northern District of California in which only 1.9% and 1.44% of class members
5 filed a claim.)

6 Although Plaintiff is “confident in the strength of his case,” he recognizes the inherent
7 risk in continuing litigation, including through an appeal. (*Id.*) Defendant would continue to
8 vigorously challenge vicarious liability, and as Plaintiff notes, “[p]roving vicarious liability can
9 be challenging in TCPA cases.” (*Id.* at 15.) The risk of new adverse TCPA caselaw further
10 increases the uncertainty of securing a favorable outcome. (*Id.*) Moreover, litigating the case to
11 trial and through appeal would be costly and time consuming, substantially delaying any
12 recovery for the class. *See, e.g., Schaffer v. Litton Loan Servicing, LP*, 2012 WL 10274679, *11
13 (C.D. Cal. 2012) (“Estimates of what constitutes a fair settlement figure are tempered by factors
14 such as the risk of losing at trial, the expense of litigating the case, and the expected delay in
15 recovery (often measured in years).”). Given that the settlement would provide the class with
16 rapid and meaningful recovery, this sub-factor supports a preliminary conclusion that the relief
17 provided to the class is adequate.

18 Turning briefly to an examination of the “proposed method of distributing relief,” the
19 Court determines that it will likely find the proposed methodology sound and effective. Fed. R.
20 Civ. P. 23(e)(2)(C)(iii). The Administrator will review each claim form submitted within 28
21 days of the deadline of submitting the form. (Dkt. No. 341-1 at 11.) The Administrator will then
22 distribute the awards “via the distribution method selected by each Eligible Claimant.” (*Id.*)
23 Checks issued to claimants will remain eligible for 180 days and that limitation will be printed
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1 on the face of the check. (*Id.*) Any suspicion of fraud will be forwarded to the Parties' counsel,
2 who will have the opportunity to investigate any potentially fraudulent claim. (*Id.*)

3 Finally, "courts must balance the 'proposed award of attorney's fees' vis-à-vis the 'relief
4 provided for the class' in determining whether the settlement is 'adequate' for class members"
5 under Rule 23(e)(2)(C)(iii). *Henderson*, 998 F.3d at 1024 (quoting Fed. R. Civ. P. 23(e)). In
6 doing so, courts must be mindful of the fact that "[e]ven after a court has certified a class, class
7 counsel still has the incentive to conspire with the defendant to reduce compensation for class
8 members in exchange for a larger fee." *Id.* at 1025. Courts "must be particularly vigilant not
9 only for explicit collusion, but also for more subtle signs that class counsel have allowed pursuit
10 of their own self-interests and that of certain class members to infect the negotiations."

11 *Bluetooth*, 654 F.3d at 947. Such signs include: 1) "when counsel receive a disproportionate
12 distribution of the settlement"; 2) "when the parties negotiate a 'clear sailing' arrangement
13 providing for the payment of attorneys' fees separate and apart from class funds"; and 3) "when
14 the parties arrange for fees not awarded to revert to defendants rather than be added to the class
15 fund." *Id.* Courts must also evaluate any incentive payments (often called "service awards") to
16 named plaintiffs to ensure that they are not excessive and thus unfair. *Staton v. Boeing, Co.*, 327
17 F.3d 938, 977 (9th Cir. 2003).

18 The Ninth Circuit has set a "benchmark award" of 25% of the settlement fund as a
19 reasonable fee in cases where attorney's fees are sought under the common fund theory. *Six (6)*
20 *Mexican Workers v. Arizona Citrus Growers*, 904 F.2d 1301, 1311 (9th Cir. 1990). However,
21 "[t]he benchmark percentage should be adjusted, or replaced by a lodestar calculation, when
22 special circumstances indicate that the percentage recovery would be either too small or too
23 large." *Id.* Here, Class Counsel seeks an attorney's fee of \$2,166,450, or 33.33% of the
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1 settlement fund. (Dkt. No. 340 at 16.) Although this figure is greater than the benchmark, Class
2 Counsel emphasize that it is less than their lodestar fees. (*Id.* at 9.) However, “the lodestar
3 amount alone cannot tell us if the requested fees are reasonable.” *Henderson*, 988 F. 3d at 1026.
4 Plaintiff cites to cases in which courts in this district have approved attorney’s fees of one third
5 of the settlement fund, suggesting that the award is reasonable. (Dkt. No. 34-0 at 16.) For the
6 purposes of preliminarily evaluating collusive behavior, the Court finds that one-third is not
7 clearly “a disproportionate distribution.” *Bluetooth*, 654 F.3d at 947. The Court will reserve
8 judgment on the final award sum until after Class Counsel files its “comprehensive motion for an
9 award of attorneys’ fees.” (Dkt. No. 340 at 17.) Class Counsel is advised that, in considering the
10 settlement award, the Court will heed the Ninth Circuit’s instruction that a departure from the
11 25% benchmark is justified only under “special circumstances.” *Six (6) Mexican Workers*, 904
12 F.2d at 1311.

13 As the two other *Bluetooth* factors are not present—there is neither a clear sailing
14 provision nor arrangement for fees to revert to defendants in the Settlement Agreement—the
15 Court determines that it is likely to find the terms of the proposed attorney’s fees award non-
16 collusive. (*See generally* Dkt. No. 341-1.)

17 To assess whether an incentive payment to a named plaintiff is excessive, district courts
18 balance “the number of named plaintiffs receiving incentive payments, the proportion of the
19 payments relative to the settlement amount, and the size of each payment.” *Stanton*, 372 F.3d at
20 977. The Ninth Circuit has placed particular emphasis on evaluating the proportion of the total
21 settlement fund represented by service awards. *In re Online DVD-Rental Antitrust Litig.*, 779
22 F.3d 934, 947 (9th Cir. 2015). Here, Williams requests a service award of \$20,000, which is
23 .31% of the total settlement fund. (Dkt. No. 340 at 9.) The award is approximately twenty times
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1 as much as the individual class members will receive, depending on how many class members
2 submit a claim. Considering the five years of active litigation Plaintiff pursued before this court,
3 the Court anticipates that it will conclude the service award is not excessive. *See In re Online*
4 *DVD-Rental* 779 F.3d at 947–947 (approving incentive awards that were 417 times larger than
5 the individual award and made up .17% of the total settlement fund.)

6 d. Equitable treatment of class members

7 Rule 23(e)(2)(D) mandates an inquiry into whether the proposed settlement “treats class
8 members equitably relative to each other.” Fed. R. Civ. P. 23(e)(2)(D). Here, “[e]ach Settlement
9 Class Member who submits a valid claim will receive the same Claimant Award.” (Dkt. No. 340
10 at 15) (citing Dkt. No. 341-1 at 11). Because the proposed settlement treats all class members
11 the same, the Court will likely find that this factor supports settlement approval.

12 2. Class Notice

13 a. Legal standard

14 Pursuant to Rule 23(e), “[t]he court must direct notice in a reasonable manner to all class
15 members who would be bound by the proposal.” Fed. R. Civ. P. 23(e)(1)(B). Class members
16 are entitled to “the best notice that is practicable under the circumstances, including individual
17 notice to all members who can be identified through reasonable effort.” Fed. R. Civ. P.
18 23(c)(2)(B). The notice must “clearly and concisely state in plain, easily understood language:
19 (i) the nature of the action; (ii) the definition of the class certified; (iii) the class claims, issues, or
20 defenses; (iv) that a class member may enter an appearance through an attorney if the member so
21 desires; (v) that the court will exclude from the class any member who requests exclusion; (vi)
22 the time and manner for requesting exclusion; and (vii) the binding effect of a class judgment on
23 members under Rule 23(c)(3).” *Id.* Additionally, under Rule 23(h), class members must be
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1 provided with a full and fair opportunity to contest class counsel’s fee motion “itself.” *In re*
2 *Mercury Interactive Corp. Sec. Litig.*, 618 F.3d 988, 994, 995 (9th Cir. 2010) (“[I]t is the
3 obligation of the district court to ensure that the class has an adequate opportunity to review and
4 object to its counsel’s fee motion.”).

5 b. Class notice plan

6 The Settlement Administrator will create the list of persons to receive notice via email or
7 mail. (Dkt. No. 341-1 at 7.) In doing so, the Administrator will “use PillPack’s user profile
8 information, responses to wireless carrier subpoenas previously issued by Plaintiff, and standard
9 industry practices to locate contact information for these persons where necessary, including but
10 not limited to reverse lookups.” (*Id.*) Where at least one email address is available for a Class
11 Member, the Administrator will provide notice via email. (*Id.*) If the email is returned as
12 undeliverable, the Administrator will re-send it to the next available email address, or, if there is
13 no alternative address, provide the class member with postcard notice. (*Id.*)

14 Any class member that does not have an email address available will receive postcard
15 notice. The Administrator will “run the last known postal addresses of the Settlement Class
16 Members through the United States Postal Service (“USPS”) National Change of Address
17 database to update any change of address on file with the USPS” before sending postcard notice
18 by USPS. (*Id.* at 8.) The postcard will include a tear off claim form and will direct claimants to
19 the settlement website. (*Id.*) The Administrator will “re-mail any Postcard Notice returned by
20 the USPS with updated address information, and shall be obliged to run returned postcard notices
21 without updated address information through a skip tracing process before re-mailing.” (*Id.*)
22 The Administrator will send two reminders—via postcard or email notice—to class members
23 who do not file a claim. (*Id.*) The first reminder will be sent 30 calendar days before the claim
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1 submission deadline, the second will be sent 14 days before the deadline. (*Id.*) All reminder
2 notices will include a unique claim code associate with the recipient. (*Id.*)

3 In addition to direct email or postcard notice, the Settlement Agreement provides that the
4 Administrator will maintain a website and toll-free number for class members seeking
5 information. (*Id.*) The Administrator will “update the existing class notice website at
6 <https://pillpacktcpaclassaction.com> by posting a downloadable copy of the Long Form
7 Settlement Notice and Claim Form” in PDF format. (*Id.*) The website will also include a claim
8 form that users can access after entering their telephone number or unique claim code. (*Id.*) The
9 legal documents from this case—including the complaint, motion for preliminary approval, and
10 forthcoming motions for attorneys’ fees and service awards—will also be posted on the website.
11 (*Id.*) The postcard and email notices will contain prominent links to the website, which will
12 remain active for 180 days after the distribution date. (*Id.*) The telephone line will be
13 maintained through the date of final approval. (*Id.*) The Administrator will also run an online
14 advertising campaign targeted to class members that will direct views to the website. (*Id.*)

15 The proposed notice documents are written in easily understandable language. (Dkt. No.
16 341-1 at 22–35.) The email and postcard notice (“short form notice”) informs recipients that
17 they have been identified as potential class members and describes the instant lawsuit and
18 settlement agreement. (*Id.* at 33). It further instructs potential claimants that they have a right to
19 complete a claim form and share in the settlement proceeds as well as a right to ask to be
20 excluded from the settlement and/or object to or comment on the settlement. (*Id.* at 34.) The
21 short form notice states Defendant denies wrongdoing and has asserted “many defenses it
22 believes would be successful at trial.” (*Id.* at 33). It also provides an abbreviated definition of
23 the certified class and directs recipients to navigate to the settlement website for more
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1 information. (*Id.* at 34.) The long form notice posted on the website is laid out in detailed
2 question-and-answer format and includes a full definition of the class. (*Id.* at 25.) It also
3 includes information about the procedures for asking to be excluded from the lawsuit and
4 explains that potential claimants may ask a lawyer to appear in Court on their behalf. (*Id.* at 29.)
5 The binding effect of class judgement is further described in the long form notice. (*Id.* at 26.)

6 The Court finds that the manner of proposed notice satisfies the standard under Rule
7 23(c)(2)(B) and the content of the short and long-form notices meets the requirements outlined in
8 Rule 23(c)(3). *See Gooding v. Vita-Mix Corp.*, No. 216CV03898ODWJEMX, 2018 WL 571881
9 at *5 (C.D. Cal. 2018) (“The Ninth Circuit has approved . . . notice via a combination of short-
10 form and long-form settlement notices”) (citing *In re Online DVD–Rental Antitrust Litig.*, 779
11 F.3d 934, 946 (9th Cir. 2015)); *Spann v. J.C. Penney Corp.*, 314 F.R.D. 312, 331 (C.D. Cal.
12 2016) (approving email and postcard notice that directed class members to a long-form notice);
13 *Vandervort v. Balboa Capital Corp.*, 8 F. Supp. 3d 1200, 1204 (C.D. Cal. 2014) (same);
14 *Victorino*, 2023 WL 3296155, at *3 (same).

15 Class counsel must include language in the settlement notice that enables class members
16 to object to the motion for attorney’s fees. *In re Mercury*, 618 F.3d at 993–994. Here, the
17 settlement agreement confirms that “any motion for attorneys’ fees, costs, and expenses and
18 Service Awards” will be made available on the website. (Dkt. No. 341-1 at 7.) The long form
19 notice on the website instructs potential class members that they may comment on or object to
20 “Class Counsel’s request for attorneys’ fees and litigation expenses, and/or the request for
21 service awards.” (*Id.* at 30.) However, the short form email and postcard notice does not make it
22 clear that class members are entitled to object to the fee motion itself; it merely states that class
23 members may “object to the settlement.” (Dkt. No. 341-1 at 24). Thus, the notice as currently
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1 drafted does not adequately inform or prepare class members to object to the motion for
2 attorney's fees in accordance with Rule 23(h). *See In re Mercury*, 618 F.3d at 993–994;
3 *Morrison v. Am. Nat'l Red Cross*, No. 19-CV-02855-HSG, 2020 WL 4284831, at *10 (N.D. Cal.
4 July 27, 2020); *Izor v. Abacus Data Sys., Inc.*, No. 19-CV-01057-HSG, 2020 WL 5074040, at *9
5 (N.D. Cal. Aug. 24, 2020).

6 Accordingly, class counsel shall include the following information in the short form
7 (email and postcard) notice as well as on class counsel's website: 1) language indicating that
8 class members are entitled to object to the attorneys' fees motion and the request for Plaintiff's
9 incentive award; 2) a statement indicating the deadline for filing these motions; 3) a statement
10 that the motions and supporting materials will be available on class counsel's website at least 30
11 days before the deadline to object. With this change, the content of the proposed notice will
12 provide sufficient information in accordance with Rule 23(h). *See In re Mercury*, 618 F.3d at
13 993–994.

14 15 **E. CONCLUSION**

16 For the reasons set forth above, the court GRANTS Plaintiffs' unopposed motion for
17 preliminary approval of class action settlement and hereby order that:

18 1. The class for settlement purposes is defined as follows:

19 All persons or entities within the United States who between March 13, 2018, and June
20 16, 2019, received a non-emergency telephone call promoting goods and services on
21 behalf of PillPack LLC as part of the PillPack Performance Media Campaign:
22 (i) to a cellular telephone number through the use of an artificial or prerecorded voice;
23 and (ii) Performance Media or its agents live transferred the call to a PillPack call center
24 on the DNIS 866-298-0058; and (iii) Performance Media or its agents did not obtain the
cellular telephone number through Rewardzoneusa.com, Nationalconsumercenter.com,
finddreamjobs.com, instantplaysweepstakes.com, startacareertoday.com,
samplesandsavings.com, sweepstakesaday.com, Surveyvoices.com, or
Financedoneright.com between June 19, 2017, and May 3, 2019, before the date(s) of the

1 call(s); and (iv) the Settlement Class does not include Defendant, any entity that has a
2 controlling interest in Defendant, and Defendant's current or former directors, officers,
3 counsel, and their immediate families. The Settlement Class also does not include any
person who validly requests exclusion from the Settlement Class, or Melvin Tyson, who
validly requested exclusion from the certified class.

4 2. The Settlement Agreement entered between the Parties (Dkt. No. 341-1),
5 appears, upon preliminary review, to be fair, reasonable, and adequate. Accordingly, for
6 settlement purposes only, the proposed settlement is preliminarily approved, pending a Final
7 Approval Hearing, as provided for herein.

8 3. If the Settlement Agreement is not finally approved, is not upheld on appeal, or
9 is otherwise terminated for any reason before Final Approval, then the Settlement Agreement
10 and all negotiations, proceedings, and documents prepared, and statements made in connection
11 therewith, shall be without prejudice to any Party and shall not be deemed or construed to be an
12 admission or confession by any Party of any fact, matter, or proposition of law; and all Parties
13 shall stand in the same procedural position as if the Settlement Agreement had not been
14 negotiated, made, or filed with the Court.

15 4. The Court appoints Epiq Systems as the Settlement Administrator.

16 5. The Court will hold a Final Approval Hearing pursuant to Fed. R. Civ. P. 23(e)
17 on March 6, 2025 at the United States District Court for the Western District of Washington,
18 Courtroom 1717 Pacific Avenue, Suite 4410, Tacoma, Washington 98402 at 11:00 a.m. for the
19 following purposes:

- 20 (a) To determine whether the proposed settlement is fair, reasonable, and
21 adequate and should be granted final approval by the Court;
- 22 (b) To determine whether a final judgment should be entered dismissing the
23 claims of the Settlement Class with prejudice, as required by the
24 Settlement Agreement; and

1 (c) To consider the application of Class Counsel for an award of attorney's
2 fees, costs, and expenses, and for a service award to the Class
3 Representative.

4 The parties are further DIRECTED to implement the proposed class notice plan with the
5 edits identified above.

6 6. As is provided in Section 2.03 of the Settlement Agreement, Defendant shall
7 provide the Settlement Class Member Data to the Settlement Administrator, who shall send the
8 agreed upon Notices to the Settlement Class Members in accordance with the notice plan set
9 forth in the Settlement Agreement, as modified in accordance with the Court's order. The Court
10 approves the Parties' Notices, which are attached to the Settlement Agreement, on the condition
11 of these changes being made.

12 7. The Court finds this manner of giving notice satisfies the requirements of Fed. R.
13 Civ. P. 23, constitutes the best notice practicable under the circumstances, including its use of
14 individual notice to all Settlement Class Members who can be identified with the available data
15 and reasonable effort, and shall constitute due and sufficient notice to all persons entitled
16 thereto.

17 8. If a class member chooses to opt out of the Settlement Class, such class member
18 is required to submit a Request for Exclusion to the Settlement Administrator, postmarked on or
19 before the date specified in the Notice, which shall be ninety (90) calendar days from the date of
20 this Order is entered (the "Opt Out & Objections Deadline"). The Request for Exclusion must
21 include the items identified in the Settlement Agreement pertaining to such requests. Each
22 written request for exclusion must be signed by the individual seeking exclusion, submitted by
23 the Settlement Class Member, and may only request exclusion for that one individual. No
24 person within the Settlement Class, or any person acting on behalf of or in concert or

1 participation with that person, may submit a Request for Exclusion on behalf of any other
2 person within the Settlement Class. “Mass” or “class” exclusion requests shall not be permitted.

3 A class member who submits a valid and timely Request for Exclusion using the
4 procedure identified above shall be excluded from the Settlement Class for any and all purposes.
5 No later than twenty-eight (28) days after the Opt Out & Objections Deadline, the Settlement
6 Administrator shall prepare a declaration listing all of the valid opt-outs received and shall
7 provide the declaration and list to Class Counsel and Defendant’s counsel, with Class Counsel
8 then reporting the names appearing on this list to the Court before the Final Approval Hearing.

9 9. A Settlement Class Member who does not file a timely Request for Exclusion, or
10 otherwise does not follow the procedure described in the Settlement Agreement, shall be bound
11 by all subsequent proceedings, orders, and judgments in this action pertaining to the Settlement
12 Class.

13 10. Any Settlement Class Member who wishes to be heard orally at the Final
14 Approval Hearing, and/or who wishes for any objection to be considered, must submit a written
15 notice of Objection to the Settlement Administrator postmarked no later than 30 days after Class
16 Counsel files its motion for attorneys’ fees and request for Plaintiff’s service award with the
17 Court or by the “Opt Out & Objections Deadline,” whichever is later.

18 As set forth in the Settlement Agreement, the Objection must include the following: (1)
19 the Settlement Class Member’s full name, address, and current telephone number; (2) if the
20 individual is represented by counsel, the name and telephone number of counsel, whether
21 counsel intends to submit a request for fees, and all factual and legal support for that request; (3)
22 all objections and the basis for any such objections stated with specificity, including a statement
23 as to whether the objection applies only to the objector, to a specific subset of the class, or to the
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1 entire class; (4) the identity of any witnesses the objector may call to testify; (5) a listing of all
2 exhibits the objector intends to introduce into evidence at the Final Approval Hearing, as well as
3 true and correct of copies of such exhibits; and (6) a statement of whether the objector intends to
4 appear at the Final Approval Hearing, either with or without counsel.

5 Any Settlement Class Member who fails to timely file and serve a written Objection
6 pursuant to the terms of Settlement Agreement shall not be permitted to object to the approval of
7 the settlement or the Settlement Agreement and shall be foreclosed from seeking any review of
8 the settlement or the terms of the Settlement Agreement by appeal or other means. Any
9 Settlement Class Member who files an Objection is subject to having their deposition taken prior
10 to the Final Approval Hearing. A Settlement Class Member may withdraw an Objection by
11 communicating such withdrawal in writing to Class Counsel.

12 11. The Court approves the claims procedures set forth in the Settlement Agreement.
13 A valid Claim Form, as defined in the Settlement Agreement, must be submitted as required in
14 the Class Notice online or postmarked no later than ninety (90) calendar days after the date of
15 this order.

16 12. All briefs, memoranda, petitions, and affidavits to be filed in support of an
17 individual award to the Class Representative and in support of Class Counsel's application for
18 fees, costs and expenses, shall be filed with the Court no later than thirty (30) days prior to the
19 Opt Out & Objections Deadline.

20 13. Any other briefs, memoranda, petitions, or affidavits that Class Counsel intends
21 to file in support of final approval shall be filed not later than thirty (30) days after the Opt Out
22 & Objections Deadline. Notwithstanding the foregoing, Class Counsel may submit declarations
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1 from the Settlement Administrator regarding any updates in information regarding notice,
2 claims, and opt-outs no later than fourteen (14) days prior to the Final Approval Hearing.

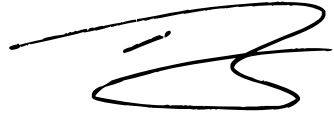
3 14. Neither this Preliminary Approval Order, nor the Settlement Agreement, shall be
4 construed or used as an admission or concession by or against Defendant or any of the Released
5 Parties of any fault, omission, liability, or wrongdoing, or the validity of any of the Released
6 Claims. This Preliminary Approval Order is not a finding of the validity or invalidity of any
7 claims in this lawsuit or a determination of any wrongdoing by Defendant or any of the
8 Released Parties. The preliminary approval of the Settlement Agreement does not constitute any
9 opinion, position, or determination of this Court, one way or the other, as to the merits of the
10 claims and defenses of Plaintiff, the Settlement Class Members, or Defendant.

11 15. The Court retains exclusive jurisdiction over this action to consider all further
12 matters arising out of or connected with the Settlement Agreement. All proceedings before the
13 Court are stayed pending final approval of the settlement, except as may be necessary to
14 implement the settlement or comply with the terms of the Agreement. Pending final
15 determination of whether the settlement should be approved, the Class Representative, all
16 Settlement Class Members, and any person or entity allegedly acting on behalf of Settlement
17 Class Members, either directly, representatively or in any other capacity, are preliminarily
18 enjoined from commencing or prosecuting against the Released Parties any action or proceeding
19 in any court or tribunal asserting any of the Released Claims, provided, however, that this
20 injunction shall not apply to individual claims of any Settlement Class Members who timely
21 exclude themselves in a manner that complies with this Order. This injunction is necessary to
22 protect and effectuate the settlement, this Order, and the Court's flexibility and authority to
23 effectuate this settlement and to enter judgment when appropriate, and is ordered in aid of the
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1 Court's jurisdiction and to protect its judgments pursuant to 28 U.S.C. § 1651(a). The Court
2 reserves the right to adjourn or continue the date of the Fairness Hearing without further notice
3 to Settlement Class Members, and retains jurisdiction to consider all further applications arising
4 out of or connected with the settlement. The Court may approve or modify the settlement
5 without further notice to Settlement Class Members.

6 16. Counsel are hereby authorized to take all reasonable steps in connection with
7 approval and administration of the Settlement not materially inconsistent with this Order or the
8 Agreement.

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11 Dated this 17th day of September, 2024.

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14 _____
15 David G. Estudillo
16 United States District Judge
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