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10	FOR THE COUNTY OF LOS ANGELES – SPRING STREET COURTHOUSE		
11			
12	JEFF ROSS, ROXANNE OLIVEIRA, and NATASHA SCOTT, on behalf of	Case No. 21STCV03662 (Assigned to Hon. Lawrence P. Riff, Dept. 7)	
13	themselves and all others similarly situated,		
14	Plaintiffs,	CLASS ACTION	
15	V.	PLAINTIFFS' MEMORANDUM OF POINTS AND AUTHORITIES IN	
16	PANDA RESTAURANT GROUP, INC., and DOES 1-50, inclusive,	SUPPORT OF UNOPPOSED MOTION FOR ATTORNEYS' FEES, EXPENSES,	
17	Defendant.	AND CLASS REPRESENTATIVE SERVICE AWARDS	
18	Defendant.		
19		[Notice of Unopposed Motion for Attorneys' Fees, Expenses, and Class Representative	
20		Service Awards; Declaration of Jeffrey D. Kaliel; [Proposed] Order; Ex Parte	
21		<b>Application to File Memorandum in Excess of</b>	
22		Page Limit; and [Proposed] Order Granting Ex Parte Application filed concurrently	
23		herewith]	
24		Hearing Date: November 8, 2023 Time: 10:00 a.m.	
25		Department: 7	
26		Action filed: January 29, 2021	
27		SAC Filed: December 5, 2022 Trial date: None	
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#### 1 **TABLE OF CONTENTS** 2 I. INTRODUCTION 6 3 SUMMARY OF THE LITIGATION \_\_\_\_\_\_8 II. 4 5 A. Plaintiffs' Allegations 8 6 B. Panda's Defenses 8 7 C. Procedural History 9 8 III. SUMMARY OF SETTLEMENT \_\_\_\_\_\_\_10 9 Settlement Negotiations 10 A. 10 The Proposed Settlement 11 В. 11 Class Certification 11 1. 12 13 2. Class Benefits 11 14 Settlement Funds 11 a. 15 b. Claims Process 12 16 Change to Business Practice \_\_\_\_\_\_\_13 c. 17 d. Settlement Releases 14 18 IV. ARGUMENT 14 19 The Court Should Grant the Requested Attorneys' Fees Based on Either a Α. 20 Lodestar Evaluation or a Percentage of the Recovery Calculation 14 21 1. The Requested Fee is Reasonable Under the Lodestar Method 15 22 The Number of Hours Claimed is Reasonable 15 a. 23 b. The Hourly Rates Requested are Reasonable 17 24 25 2. A Percentage of the Recovery Analysis Also Supports the Fee Request 18 26 Under the Common Benefit Doctrine, the Agreed-Upon a. 27 Request for Attorneys' Fees Should be Awarded 18 28

Page

1		B.	Class Counsel is Entitled to its Requested Litigation Expenses	23
2		C.	Plaintiffs' Incentive Awardds are Reasonable and Should be Approved	24
3	V.	CON	CLUSION	25
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				

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2	Page(s)	
3	<u>Cases</u>	
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#### I. <u>INTRODUCTION</u>

Plaintiffs Jeff Ross, Roxanne Oliveira, and Natasha Scott ("Plaintiffs") attained preliminary approval of a nationwide class action settlement with Defendant Panda Restaurant Group, Inc. ("Panda"), the terms and conditions of which are set forth in the Amended Joint Stipulation of Class Action Settlement (the "Agreement") submitted in conjunction with Plaintiffs' Supplemental Brief in Support of Preliminary Approval of Class Action Settlement filed on May 12, 2023.

The Notice program has now been completed, with emails having been sent to Settlement Class Members as instructed by the Court's Preliminary Approval Order. Plaintiffs will move for final approval of the Settlement on October 6, 2023, after the deadline for Settlement Class Members to object to or opt-out of the Settlement runs on August 5, 2023. In order to ensure Settlement Class Members have a chance to review fully Class Counsel's request for attorneys' fees, expenses, and Class Representatives' service awards, Class Counsel is filing this Motion now. This Motion will also be published on the Settlement website for review by Settlement Class Members.

This case was the result of a significant investigation into delivery fee practices industrywide, well before the complaint was ever filed. Subsequently, Class Counsel drafted and filed two complaints in two different jurisdictions, then engaged in informal discovery and extensive settlement negotiations (including two mediations) overseen by a well-respected netural, former U.S. District Court Judge Andrew Guilford (Ret.). The Settlement is an excellent result in this novel action with merits risks and uncertain odds of a contested class certification motion—indeed, this is one of the first lawsuits in the nation challenging "delivery fees" that, allegedly, are not actually the flat, low cost as represented. The most important benefit of the proposed Settlement is one that will benefit all Settlement Class Members and all current and future users of Panda's delivery services nationwide: Panda has stopped charging its "Service Fee" entirely and agrees that it will not charge a Service Fee on delivery orders for four (4) years from the Effective Date of the Agreement. Plaintiffs estimate that this results in a saving of at least \$12,000,000 to consumers nationwide. Declaration of Jeffrey D. Kaliel ("Kaliel Decl."), ¶ 2. But that is not all. The Settlement also secures a substantial monetary benefit for Settlement Class Members. As detailed below, the Settlement

provides: (a) a cash fund of \$900,000.00, and (b) an additional fund of \$500,000.00 in free medium entrée Vouchers at Panda Express, up to two (2) Vouchers per Class Member, which can be used without any further purchase. By submitting a timely and valid claim, Settlement Class Members will have the option to participate in either the cash or Voucher portion of the Settlement.

Subject to the Court's approval requested herein, the \$900,000.00 cash portion of the Gross Settlement will also be used to pay court-approved Class Representative Service Awards to each named Plaintiff to compensate them for the time they spent, the risks they incurred, and the benefits they obtained for the Settlement class by serving as class representatives (maximum of \$5,000 each); Class Counsel's attorneys' fees of no more than 33% of the \$1,400,000 Gross Settlement (\$462,000); Class Counsel's reasonable costs incurred in prosecuting the action aare \$16,382.20; and the costs of notice and settlement administration to the Settlement Administrator (not to exceed \$105,000). Defendant does not oppose any of the relief sought in this Motion.

Class Counsel are entitled to seek fees and costs for their efforts and success. Indeed, Class Counsel obtained the above benefits for the Settlement Class with hard work and creativity, investing hundreds of hours of time in this matter—including a significant amount of innovative investigation at the forefront of litigation. When this case was filed, Plaintiffs were unaware of any other case in the country challenging the assessement of hidden delivery fees (other than one other delivery fee class action filed by Plaintiffs' counsel at that time). With no precedent upon which to rely, Class Counsel faced significant risks in filing the Actions. Without their hard work, and that of the Class Representatives, Panda's alleged practices would have remained shrouded in darkness, without challenge or notice to the Class.

Accordingly, Plaintiffs' unopposed request for attorneys' fees, costs, and service awards should be granted.

## II. SUMMARY OF THE LITIGATION

#### A. Plaintiffs' Allegations

Plaintiffs' class action claims arise out of allegations that Panda unfairly obscures its true delivery charges by falsely marketing a flat, low cost delivery fee of \$2.95 to consumers for food

purchases placed on its App and website. On delivery orders only, Panda assesses an additional charge it calls a "Service Fee" which amounts to 10% more for the same food received by non-delivery customers. Kaliel Decl., ¶ 3. Plaintiffs contend that because this Fee is exclusively charged to delivery customers, and not to customers who order online and pick up their food in store, the "Service Fee"—which is included in a line item called "Taxes and Fees"—is in all actuality a hidden delivery upcharge, rendering the \$2.95 delivery fee representation false and misleading. *Id.* ¶ 4. Plaintiffs allege that by omitting, concealing, and misrepresenting material facts about Panda's delivery service, Panda deceives consumers into making online food purchases they otherwise would not make. *Id.* ¶ 5.

In the Second Amended Complaint, Plaintiffs allege consumer protection claims under California and Michigan law and for breach of contract seeking monetary damages, restitution, injunctive relief, declaratory relief, and attorneys' fees on behalf of a nationwide class of consumers who made a food delivery order through Panda's App or website during the Class Period. *Id.* ¶ 6.

#### B. Panda's Defenses

Panda denies that its fees for delivery were not adequately disclosed to consumers. As Panda argued in its demurrer, Panda contends that Plaintiffs cannot prove any misrepresentation because Panda's "Service Fee" is clearly disclosed during the checkout process and is accurately described as a charge that "[h]elps maintain and improve your digital experience." Given these multiple disclosures before checkout, Panda maintains that no reasonable customer was misled. Relatedly, Panda asserts that Plaintiffs' claims are barred by the voluntary payment doctrine because all costs were disclosed prior to Plaintiffs finalizing and completing their orders.

Turning to class certification, Panda asserts that (i) what each customer saw during their personal purchasing experience; (ii) how each customer interpreted what they saw during their purchasing experience; (iii) whether customers relied on the representations alleged by Plaintiffs; and (iv) whether customers were actually confused about the Service Fee in light of the multiple disclosures provided to them, are all highly individualized inquiries that are not amenable to class treatment.

Finally, Panda has pointed out that one of the named plaintiffs made at least five delivery orders *after* filing the Complaint in this action. In Panda's view, those post-lawsuit purchases help disprove the central elements of deception, materiality, causation, and injury, and they would undermine a contested bid for class certification if this settlement is not approved.

#### C. Procedural History

Plaintiff Jeff Ross and Roxanne Oliveira filed their complaint on January 29, 2021, in the Superior Court of California, County of Los Angeles on behalf of all California consumers who purchased food for delivery from Panda Express's App or website alleging violations of California's Unfair Competition Law (the "UCL") and California's Consumer Legal Remedies Act (the "CLRA"). (See Ross, et al. v. Panda Restaurant Group, Inc., Case No. 21STCV03662) (the "Ross Action."). Plaintiff Natasha Scott filed her complaint on July 1, 2021, in the United States District Court, Central District of California on behalf of a similar class alleging violations of the UCL, CLRA, and Michigan's Consumer Protection Act (the "MCPA"). (See Scott v. Panda Restaurant Group, Inc., Case No. 2:21-cv-05368-MCS-GJS) (the "Scott Action").

Panda filed a demurrer in the *Ross* Action, which was overruled on November 3, 2021. Panda filed a motion to dismiss in the *Scott* Action, which was fully briefed and pending before the Court at the time the Parties agreed to stay each case pending the conclusion of mediation.

On February 9, 2022, the Parties attended a full-day mediation before Judge Andrew Guilford (Ret.), who previously served as U.S. District Court Judge in the Central District of California. Kaliel Decl., ¶ 7. In preparation for mediation and for several months throughout the settlement negotiations, the Parties engaged in informal discovery. Plaintiff requested, and Panda provided, voluminous information regarding Panda's policies, practices, and procedures related to the marketing and pricing of delivery orders during the Class Period. *Id.* ¶ 8. Panda also provided detailed sales data and data analysis regarding delivery orders, users, and fees. *Id.*, ¶ 9. The matter did not settle at the mediation, but the Parties continued lengthy negotiations and ultimately agreed to the material terms of settlement, resulting in the Agreement now before the Court. *Id.* ¶ 10. The Parties subsequently engaged in confirmatory discovery on class membership and damages. *Id.*, ¶

The Parties' rigorous efforts in securing the Settlement continued through the preliminary approval stage. The Court carefully scrutinized the terms of the Settlement and required supplemental briefing to address outstanding concerns and to clarify specific provisions in the Agreement and the Notices, including but not limited to, the scope of Panda's potential damages exposure, justification for the claims process and how counsel will encourage claim submissions, and the agreed-upon procedures for any undeliverable email notices. *Id.*, ¶ 12. Additionally, the Parties submitted an Amended Joint Stipulation of Class Action Settlement that designates the State Bar of California's Justice Gap Fund as a *cy pres* recipient in the very unlikely event there is an undistributed remainder of the cash portion of the Net Settlement Amount. *Id.*, ¶ 13.

On June 7, 2023, after the Court thoroughly examined the Settlement, the Amended Joint Stipulation, and supplemental briefing to ensure the Settlement was provisionally fair, adequate, and reasonable, the Court entered its Preliminary Approval Order, conditionally approving the Settlement and certifying the Class for settlement purposes only.

## III. SUMMARY OF SETTLEMENT

### A. Settlement Negotiations

As noted above, the settlement was aggressively negotiated with the assistance of Judge Andrew Guilford (Ret.), a well-respected mediator who presided over an arm's-length mediation between capable and experienced class action counsel on both sides. Kaliel Decl., ¶ 14. The Parties engaged in a significant amount of informal and confirmatory discovery in order to assist Class Counsel in vetting and assessing the claims of Settlement Class Members and Panda's defenses to those claims prior to reaching this Agreement. *Id.* ¶ 15. The information provided included, but was not limited to, the nature, timing, geographic scope and implementation of Panda's advertisements, marketing materials, and disclosures on its website and App regarding delivery fees and service fees; each Plaintiffs' purchasing history with Panda; the number of customers who purchased food for delivery on Panda's website and App; and the approximate fees and prices charged to customers who purchased food for delivery on Panda's website and App. *Id.* ¶ 16. Importantly, the Parties did

not discuss attorneys' fees and costs, nor any potential service awards, until they first agreed on the material terms of the settlement, including the definition of the Class, notice, class benefits, and scope of the releases. *Id.* ¶ 17.

#### **B.** The Proposed Settlement

The Parties have entered into the Agreement, which completely resolves the *Ross* Action and the *Scott* Action—both of which the Parties have agreed will be stayed while approval of this proposed Settlement is pending. Kaliel Decl., ¶ 18.The Agreement includes the following material terms:

## 1. Class Certification

For settlement purposes, the Parties have agreed to certify the Class defined as:

**Settlement Class** means persons within the United States who at any time between July 17, 2020, and February 16, 2022 placed an order for delivery through Panda's website or mobile application where a Service Fee was charged in connection with that delivery order.

See Agreement at  $\P 9.1$ 

### 2. Class Benefits

Class Counsel believes that the contemplated benefits addressed below adequately compensate the Settlement Class for the harm they suffered and, in light of the risks of litigation, represent an excellent result for the Settlement Class. Kaliel Decl., ¶ 19. According to Panda's records, approximately 1,385,236 distinct email addresses were used in connection with purchases during the Class Period where a Service Fee was charged.

#### a. Settlement Funds

Within 10 business days of the Effective Date of the Settlement, Panda will deposit the \$900,000.00 cash portion into a Qualified Settlement Fund ("QSF") to be established by the Settlement Administrator. Agreement, ¶ 41. The QSF will be used to pay (1) the cash component of the Participating Class Members Individual Settlement Recoveries; (2) Class Counsel's Fees; (3) Class Counsel's Costs; (4) Class Representatives' Service Awards; and (5) the Settlement

<sup>&</sup>lt;sup>1</sup> The Parties agreed to a February 16, 2022 cut-off because that is when Panda updated its business practice and stopped charging the Service Fee.

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Administrator's Costs. *Id.* ¶¶ 38(a). The amount of cash of the Individual Settlement Recoveries is to be determined on a pro rata basis shared equally amongst those Participating Class Members after deduction for the Class Representatives' Service Awards, Class Counsel's Fees and Costs, and Settlement Administrator costs. *Id.* 

Additionally, Panda will make \$500,000.00 in Vouchers available to Participating Class Members (currently estimated at a maximum retail value of \$11.75) for a free medium entrée through Panda's mobile App or website. *Id.* ¶¶ 35, 38(b). Participating Class Members may receive up to two Vouchers. *Id.* ¶ 38(b). The Vouchers provide a real benefit to the Settlement Class in that they are able to receive up to two free entrees from Panda at no charge and do not have to spend any of their own money in order to retain this benefit. (See Chavez v. Netflix, Inc. (2008) 162 Cal. App. 4th 43, 53-55 [finding settlement benefit of providing free DVD rentals worth \$6 to current subscribers was fair and reasonable because class members were "being offered an opportunity to obtain a limited number of rentals at *no charge*."] [emphasis in original].) Such settlements have been routinely embraced in California courts as being fair and reasonable. (See e.g., Aaron Aseltine, et al. v. Chipotle Mexican Grill, Inc. (Sept. 14, 2022) Super. Ct. Cal., Alameda Cnty., No. RG21088118 [granting final approval in similar delivery fee class action settlement that provided class members with the opportunity to claim a voucher for one free entrée worth \$8.50]; In re Microsoft I-V Cases (2006) 135 Cal.App.4th 706, 711-13 [affirming approval of class action settlement that provided computer software vouchers to class]; Wershba v. Apple Computer, Inc. (2001) 91 Cal.App.4th 224, 247 [affirming finding that \$50 coupons for redemption at Apple's online store were reasonable]; Dunk v. Ford Motor Co., (1996) 48 Cal.App.4th 1794, 1804-05.)

#### **b.** Claims Process

Given that Plaintiffs' allegations exclusively regard consumers' very recent use of Panda's App and website in order to place food orders for delivery (only since early 2020)—and that a valid email address is a requirement of placing such an order— Panda maintains electronic customer contact information. Panda has agreed to provide this information to the Settlement Administrator, who will give direct e-mail notice to the Settlement Class Members. And for those Class Members

supplemental notice that permits the Class Member to contact the Settlement Administrator to determine if they are eligible to receive a Settlement Notice and benefit. Agreement, ¶ 25. (To the extent the CLRA has additional notice requirements, the Publication Notice will satisfy those goals too.)

In order to receive an Indidivual Settlement Recovery, Participating Class Members must

who might not receive or read the Notice sent by email, the Publication Notice will provide

In order to receive an Indidivual Settlement Recovery, Participating Class Members must submit a valid and timely Claim Form to the Settlement Administrator via web form during the Claim Period. *Id.*, ¶ 39. Participating Class Members will have the option to receive either a cash payment or up to two Vouchers, and those who successfully submit a valid Claim will receive their elected Settlement benefit within 14 calendars of the funding of the Settlement. *Id.* ¶ 42. If a Participating Class Member fails to choose between a cash payment and a Voucher, or erroneously chooses both a cash payment and a Voucher, the Settlement Administrator will designate that Participating Class Member to have chosen the cash option. *Id.* ¶ 38(b).

The Claim Forms are accessible via one click in the Email Notice and through the settlement website. *Id.* ¶ 39. The Claim Forms do not require that the Settlement Class Member submit any proof of purchase or other supporting documentation. *See* Claim Form, attached as Agreement, Ex. B. The Claim Forms only require the Participating Class Member to verify their name, email address, phone number, unique ID Code (provided by email), and certify that they are eligible class members seeking to participate in the settlement—all of which can be performed on any mobile device or personal computer with ease.

## c. Change to Business Practice

Beginning on or around February 16, 2022, Panda stopped the exact business practice that Plaintiffs' lawsuit challenged by ceasing its assessment of a Service Fee on delivery orders placed through Panda's mobile App and website. Agreement, ¶ 38(c). Panda further agrees that it will not charge a Service Fee on delivery orders for a period of 4 years from the Effective Date of the Agreement. *Id*.

#### d. Settlement Releases

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The Agreement includes a narrow release by Participating Class Members of Released Claims that arose during the Class Period and that reasonably arise out of or relate to the claims alleged in the Action. Agreement, ¶¶ 27-28, 58.

The Agreement also includes a General Release and waiver of California Civil Code Section 1542 as to the named Plaintiffs only. *Id.* ¶ 59.

#### IV. <u>ARGUMENT</u>

# A. The Court Should Grant the Requested Attorneys' Fees Based on Either a Lodestar Evaluation or a Percentage of the Recovery Calculation

Class Counsel's total request for attorneys' fees amounts to \$462,000.00, representing one-third, or 33% of the Gross Settlement amount.

A plaintiff who obtains a settlement on behalf of absentee class members is allowed to recover reasonable attorneys' fees and costs incurred in the litigation. (See, e.g., Mills v. Electric Auto-Lite Co. (1970) 396 U.S. 375, 391-92 [recognizing the right of class action plaintiffs who have obtained a settlement to recover attorneys' fees and costs because, "[t]o allow the others to obtain full benefit from the plaintiff's efforts without contributing equally to the litigation expenses would be to enrich the others unjustly at the plaintiff's expense."]; see also Boeing Co. v. Van Gemert (1980) 444 U.S. 472, 473.) Contingency fee litigation such as this is risky and costly, with no guarantee of success. Despite this risk, Class Counsel have secured an excellent result in this litigation, and submit that a total award of \$462,000.00 in attorneys' fees is therefore appropriate. As explained below, the requested fee is more than reasonable, as it represents an amount *less* than Class Counsel's actual lodestar. Indeed, "a trial court acts appropriately—and it certainly does not abuse its discretion" when it awards fees as a percentage of the common fund in an amount agreed upon by the parties, where such agreed-upon cap "results in a *lower* award than would be authorized under the lodestar method." (Roos v. Honeywell International, Inc. (2015) 241 Cal.App.4th 1472, 1495, disapproved on other grounds by Hernandez v. Restoration Hardware, Inc. (2018) 4 Cal.5th 260.)

Ultimately, regardless of whether attorneys' fees are determined using the lodestar method or awarded based on a "percentage-of-the-benefit" analysis under the common fund doctrine, "[t]he ultimate goal ... is the award of a "reasonable" fee to compensate counsel for their efforts, irrespective of the method of calculation.' [Citations.]" (*Apple Computer, Inc. v. Superior Court* (2005) 126 Cal.App.4th 1253, 1270.)

Respectfully, the fee award sought herein is reasonable—under both the common benefit approach and the lodestar approach.

## 1. The Requested Fee is Reasonable Under the Lodestar Method

The requested attorneys' fees are reasonable, fair, and appropriate under the lodestar approach. Under the lodestar approach, the court computes the "lodestar" amount by multiplying the number of hours reasonably expended by each attorney or legal staff member by their reasonable hourly rates. (See Serrano v. Priest (1977) 20 Cal.3d 25, 48 ("Serrano III").) However, "the lodestar formula does not limit consideration to hours expended and hourly rate, though that is the foundation of the calculation." (Lealao, 82 Cal.App.4th at p. 40.) The court then enhances this lodestar figure by a "multiplier" to account for a range of factors, such as the novelty and difficulty of the case, its contingent nature, and the degree of success achieved. (See Serrano III, supra, 20 Cal.2d at p. 49; see also Lealao, supra, 82 Cal.App.4th at p. 26; Thayer v. Wells Fargo Bank (2001) 92 Cal.App.4th 819, 834 ["[t]]here is no hard-and-fast rule limiting the factors that may justify an exercise of judicial discretion to increase or decrease a lodestar calculation"].) Class Counsel's fee demand is more than justified based upon the lodestar method of calculating fees, as Class Counsel is seeking virtually no multiplier—its lodestar is commensurate with the fee claimed. As described in more detail below, Class Counsel has expended over 600 hours of work in this litigation, and its lodestar is \$454,869, which is only very slightly lower than the \$462,000 in attorneys' fees requested.

#### a. The Number of Hours Claimed is Reasonable

Counsel for prevailing parties are entitled to be compensated "for all time reasonably expended in pursuit of the ultimate result achieved in the same manner that an attorney traditionally is compensated by a fee-paying client for all time reasonably expended on a matter." (*Hensley v.* 

Eckerhart (1983) 461 U.S. 424, 431 [internal quotes and citation omitted)]; see also Serrano v. Unruh (1982) 32 Cal.3d 621, 633 ("Serrano IV") [parties "should recover for all hours reasonably spent, including those on fee-related matters"].) Class Counsel spent a significant amount of time on this first-of-its kind case, including an extensive and sophisticated initial investigation that culminated in the Class Action Complaints. Given the complexity of the issues involved, the exceptional results obtained, an extended settlement negotiation, and the execution of a large notice program, the 620 hours expended on the case have been necessary and reasonable. Class Counsel's time is detailed by the Declaration submitted concurrently with this Motion. See Kaliel Decl., ¶ 20.

The lodestar method looks to the number of hours reasonably expended multiplied by the reasonable hourly rate. (*PLCM Grp. v. Drexler* (2000) 22 Cal.4th 1084, 1095.) Trial courts that conduct lodestar cross-checks "have generally not been required to closely scrutinize each claimed attorney-hour, but have instead used information on attorney time spent to focus on the general question of whether the fee award appropriately reflects the degree of time and effort expended by the attorneys." (*Laffitte*, 1 Cal.5th at p. 505 [internal citations and quotation marks omitted].) Here, the time and effort expended supports Plaintiffs' fee award request.

Plaintiffs' counsel has spent approximately 620 hours performing necessary work on behalf of the Class, from investigating and gathering evidence in support of the claims resolved by the Settlement; drafting the original complaints, then the Amended Complaints; conferring with the class representatives; regularly researching critical legal issues; performing discovery; preparing for mediation including by researching and drafting a comprehensive mediation statement; attending mediation on two separate occasions; negotiating and drafting the Agreement with Defendant's counsel that provides substantial benefits to the Settlement Class, moving for and obtaining preliminary approval, including providing supplemental briefing to address outstanding questions for the Court; overseeing the Settlement Administrator's efforts to provide notice to the Class; and preparing the Motion for Final Approval. *Id.*, ¶ 22.

In addition to the extensive work already performed, Counsel will need to continue to work on the case after final approval is granted, including working with the Settlement Administrator to

ensure that all individual payments are made. Class Counsel's 620 reasonable hours worked multiplied by Plaintffs' Counsel's reasonable rates amount to a lodestar of over \$454,870.70. Because Class Counsel's lodestar is essentially equal to the cap on fees as set forth in the Agreement, virtually no lodestar multiplier is needed. As such, the lodestar method demonstrates the reasonableness of the requested percentage fee.

#### b. The Hourly Rates Requested are Reasonable

Class Counsel are entitled to be compensated at hourly rates that reflect the reasonable market value of their legal services, based on their experience and expertise. (*See Serrano IV*, 32 Cal.3d at p. 640 n.31; *San Bernardino Valley Audubon Soc'y, Inc. v. County of San Bernardino* (1984) 155 Cal.App.3d 738, 755.) "The reasonable hourly rate is that prevailing in the community for similar work." (*PLCM Group*, 22 Cal.4th at p. 1095.) Payment at full market rates is essential to entice well-qualified counsel to undertake difficult cases such as this one. (*See Audubon Soc'y, supra,* 155 Cal.App.3d at p. 755.)

Mr. Kaliel's hourly rate of \$829 per hour is derived from the Laffey Matrix, which is published by the D.C. Circuit Court, and which measure prevailing market rates based on seniority in the D.C. area. Courts have acknowledged that the "[t]he Laffey Matrix is used as a guideline for reasonable attorneys' fees in the Washington/Baltimore area." *In re Neustar, Inc. Sec. Litig.* (E.D. Va. Dec. 8, 2015) No. 1:14cv885 (JCC/TRJ), 2015 WL 8484438, at \*10 n.6 [internal quotation and citation omitted]; *see also Salazar ex rel. Salazar v. D.C.* (D.C. Cir. 2015) 809 F.3d 58, 64 [confirming that the use of the Adjusted Laffey Matrix for attorneys in Washington, D.C. is appropriate].)

Ms. Gold, a partner, has a rate is \$733 and Ms. Casola, an associate, has an hourly rate of \$733. These hourly rates are in line with market rates in San Francisco for attorneys with Class Counsel's backgrounds and levels of experience. (*See Polee v. Central Contra Costa Transit Authority* (N.D. Cal. Jan. 29, 2021) No. 18-cv-05405-SI, 2021 WL 308608, at \*4 [finding \$850/hour rate is "within the prevailing market rates for the San Francisco Bay Area"]; *O'Bannon v. Nat'l Collegiate Athletic Ass'n* (N.D. Cal. 2015) 114 F. Supp. 3d 819, 827 [approving rates of up to \$985]

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for partners, \$430 for associates, \$320 for professional staff], objections sustained in part and overruled in part, (N.D. Cal. Mar. 31, 2016) No. 4:09-cv-03329-CW, 2016 WL 1255454, aff'd, 739 F.App'x 890 (9th Cir. 2018) [same].)

In sum, Plaintiffs' Counsel calculated their hourly rates by the reasonable market value of Counsel's services on an hourly basis. As such, they are reasonable under California law. (Ketchum v. Moses (2001) 24 Cal.4th 1122, 1134; Blum, 465 U.S. at p. 895 n. 11; PLCM Group, 22 Cal.4th at p. 1094; Camacho v. Bridgeport Fin., Inc. (9th Cir. 2008) 523 F.3d 973, 979; see also Robertson v. Fleetwood Travel Trailers of Cal., Inc. (2006) 144 Cal. App. 4th 785, 818; Blanchard v. Bergeron (1989) 489 U.S. 87, 96 [assessing reasonable market value for attorneys working on a contingent fee basis].) Moreover, these fees are particularly appropriate given the deferred and contingent nature of Counsel's compensation. (C.f. Ketchum, supra, 24 Cal.4th at pp. 1132-33 ["A contingent fee must be higher than a fee for the same legal services paid as they are performed. The contingent fee compensates the lawyer not only for the legal services he renders but for the loan of those services."].)

Accordingly, their rates should also be approved in calculating the lodestar as a basis for awarding Class Counsel's requested fee.

#### 2. A Percentage of the Recovery Analysis Also Supports the Fee Request

The total settlement monetary benefit to the class is \$1,400,000.00 and a \$462,000.00 fee request amounts to 33% of that total. Defendant does not object to this request and it has been included in the terms of the Settlement preliminarily approved by the Court. The Class Notice advises the Settlement Class that Class Counsel would seek these fees. Thus, in light of the exceptional value created by the Settlement, from which all eligble Settlement Class members will automatically share unless they opt out, the requested fee award is appropriate.

#### **Under the Common Benefit Doctrine, the Agreed-Upon Request** a. for Attorneys' Fees Should Be Awarded

The California Supreme Court confirmed that in common fund cases such as this one, a trial court may award class counsel a fee out of the fund by choosing an appropriate percentage of that fund. (Laffitte v. Robert Half Int'l (2016) 1 Cal.5th 480, 503.) While recognizing that some courts

have employed a benchmark percentage, the Court chose not to adopt one and in that case affirmed a one-third fee request. (*Id.* at p. 495.) The Court in *Laffitte* further affirmed that a percentage basis award of attorneys' fees may be the primary basis of a trial court's calculation of a fee award. (*See id.* at pp. 503-06.) Indeed, "[t]he recognized advantages of the percentage method—including relative ease of calculation, alignment of incentives between counsel and the class, a better approximation of market conditions in a contingency case, and the encouragement it provides counsel to seek an early settlement and avoid unnecessarily prolonging the litigation—convince us the percentage method is a valuable tool that should not be denied in our trial courts." (*Ibid.*)

This common fund doctrine has long "been recognized and applied consistently in California when an action brought by one party creates a fund in which other persons are entitled to share." (City & Cnty. of San Francisco v. Sweet (1995) 12 Cal.4th 105, 110-11.) Further, common fund awards benefit society by encouraging "the attorney for the successful litigation, who will be more willing to undertake and diligently prosecute proper litigation for the protection of recovery of the fund if he is assured that he will be properly and directly compensated should his efforts be successful." (Melendres v. City of Los Angeles (1975) 45 Cal.App.3d 267, 273 [quoting Estate of Stauffer (1959) 53 Cal.2d 124, 132].) Experienced attorneys should be sufficiently compensated for their skill, time, and efforts in taking on large, risky, complex class action cases on a contingent fee basis. If they are not, they may avoid taking on these cases, which courts have acknowledged provide critical benefits to all Californians. (See Linder v. Thrifty Oil Co. (2000) 23 Cal.4th 429, 434-35.)

Here, as in other common-benefit cases, Class Counsel should be rewarded for creating substantial recoveries for the Class in the most efficient method possible. California encourages attorneys to undertake the often enormous risks of time and money necessary to vindicate consumers' and employees' rights and the public interest, and to protect the public policies underlying our laws. To enable and encourage such actions to be tackled by well qualified counsel, California law intentionally provides that attorney fee awards should be equivalent to fees paid in the legal marketplace. (*See Lealao v. Beneficial Cal., Inc.* (2000) 82 Cal.App.4th 19, 47.) Here,

Plaintiff's counsel's request for attorneys' fees, which represents 33% of the common monetary benefit provided by the Settlement, is certainly consistent with decades of contingency fee awards in California's legal marketplace. (*See Chavez*, 162 Cal.App.4th at p. 66 fn.11 ["[e]mpirical studies show that, regardless whether the perecentage method or the lodestar method is used, fee awards in class actions average around one-third of the recovery"]; *see e.g., Laffitte, supra*, 1 Cal.5th at pp. 140-43 [affirming fee award representing one-third of overall settlement amount of \$19 million]; *see also Beaver v. Tarsadia Hotels* (S.D. Cal. Sept. 28, 2017) No. 11-cv-01842-GPC-KSC, 2017 WL 4310707, at \*9 [acknowledging that "California courts routinely award attorneys' fees of one-third of the common fund."].)

If this were a non-representative litigation, the customary fee arrangement would be contingent, on a percentage basis, and in the range of 30%-40% of the recovery. (*Blum v. Stenson* (1984) 465 U.S. 886, 903 ["In tort suits, an attorney might receive one-third of whatever amount the plaintiff recovers. In those cases, therefore, the fee is directly proportional to the recovery."]; *In re M.D.C. Holdings Securities Litigation* (S.D. Cal. 1990) No. CV89-0090E(M), 1990 WL 454747, at \*22 ["in private contingent litigation, fee contracts have traditionally ranged between 30% and 40% of the total recovery."].) Thus, the customary contingent fee in the private marketplace – 30% to 40% of the fund recovered – further supports that the requested 33% fee is reasonable and fair. As *Lealao* also recognizes, fee awards that are too small will "chill the private enforcement essential to the vindication of many legal rights and obstruct the representative actions that often relieve the courts of the need to separately adjudicate numerous claims." (*Lealao*, *supra*, 82 Cal.App.4th at p. 53.)

The goal in a case such as this is to set a fee that approximates the probable terms of a contingent fee contract negotiated between an attorney and client in comparable litigation. (*Id.* at p. 48.) Courts from varying jurisdictions across the country support the conclusion that fees from 30% up to even 40% of a common fund have normally been awarded in class litigation for many years. (*See e.g., In re Warner Commc'ns Securities Litig.* (S.D.N.Y. 1985) 618 F.Supp.735, 749-50 [collecting cases]; *Williams v. MGM-Pathe Communic'ns Co.* (9th Cir. 1997) 129 F.3d 1026, 1027

[awarding 33% of total fund amount]; *Barbosa v. Cargill Meat Solutions Corp.* (E.D. Cal. 2013) 297 F.R.D. 431, 451 [wage-and-hour class action where the court approved a fee request of 33% of the fund where settlement was reached 1.5 years after case was filed and before class certification]; *Lowe v. NBT Bank, N.A.* (N.D.N.Y. Sept. 30, 2022) No. 3:19-cv-1400(MAD/ML), 2022 WL 4621433 at \*10 [awarding 33.33% of \$4,250,000 cash settlement fund in overdraft fee class action]; *Holt v. Community America Credit Union* (W.D. Mo. Dec. 8, 2020) No. 4:19-cv-00629-FJG, 2020 WL 12604384 [awarding one-third of common fund as attorneys' fees in overdraft fee class action settlement].)

Newberg on Class Actions Fourth Edition, vol. 4, p. 560, § 14.6 discusses the concept of a market place analysis and why it is so valuable in determining a percentage award:

[Goodrich and Silver<sup>2</sup>] ... suggest that fee awards should be consistent with contingent fee arrangements negotiated in non-class litigation:

The percentage method is consistent with and is intended to mirror practice in the private marketplace where contingent fee attorneys typically negotiate percentage fee arrangements with their clients. As Judge Posner emphasized in In re Continental Illinois Securities Litigations, "[t]he object in awarding a reasonable attorney's fee...is to simulate the market...The Class Counsel are entitled to the fee they would have received had they handled a similar suit on a contingent fee basis, with a similar outcome, for a paying client."

*Ibid*; emphasis added.

Here, the results achieved justify awarding a fee that is the equivalent of the standard market fee. As detailed below, Class Counsels' experience, reputation and ability to obtain an excellent result for the Class as expeditiously as possible should be rewarded.

To further ensure that the requested percentage is reasonable, the California Supreme Court acknowledged that courts may consider factors such as "the risks and potential value of the litigation;" the "contingency, novelty, and difficulty" of the case; and "the skill shown by counsel, the number of hours worked, and the asserted hourly rates." (*Laffitte, supra,* 1 Cal.5th at p. 504.) All considerations support Class Counsel's requested fee award.

<sup>&</sup>lt;sup>2</sup> Goodrich, Frank and Silver, Reagan, *Common Fund and Common Fund Problems: Fee Objections and Class Counsel's Response*, 17 Rev. Litig. 525 (Summer 1995).

Class Counsel was able to secure an exceptional settlement with a total monetary value of \$1.4 million—consisting of a \$900,000 cash fund and \$500,000 in free medium entrée Vouchers which constitutes approximately 19.4% of Plaintiffs' best-case damages. This percentage of recovery is fair and reasonable in light of the significant risks and challenges inherent in the litigation. (See e.g., Schneider v. Chipotle Mexican Grill, Inc. (N.D. Cal. 2020) 336 F.R.D. 588, 597 [granting final approval of a claims made settlement in nationwide class action concerning alleged misrepresentations to consumers where settlement amount represented 7.4% of estimated damages]; Dashnaw v. New Balance Ath., Inc. (S.D. Cal. July 29, 2019) No. 17cv159-L(JLB), 2019 WL 3413444 [granting final approval of claims made settlement relating to claims of false advertising and consumer misrepresentation for 14% of estimated damages].) To illustrate, Plaintiffs' theory of liability was novel, as this was one of the very first cases in the country challenging the veracity of low-cost delivery promises where additional delivery-only "service fees" were included in order totals. At all times, Plaintiffs were up against Panda's plethora of defenses on the merits, including that Plaintiffs voluntarily paid the total cost of their delivery orders, including the Service Fees; that no reasonable consumer would be deceived by Panda's checkout process; that Panda fully disclosed the nature of the Service Fee and never represented that the Delivery Fee was the only additional charge between the pick-up and delivery options; that Panda never represented the delivery fee was a "flat" fee; and that the Service Fee was not a shrouded way to increase profit, but rather, was reasonably necessary to pay the significant costs associated with online delivery services. Plaintiffs also faced substantial challenges in the context of certifying the proposed class due to Panda's assertion that potential individualized inquiries were needed to prove the materiality and injury elements. In addition to the exceptional monetary benefit achieved, however, Plaintiffs won an important and prominent disclosure improvement from one of the largest restaurant chains in the country, thereby ensuring that both current and future delivery customers will not continue to be misled by Panda's Service Fee.

Although Plaintiffs were confident in the strength of their claims on the merits, establishing liability is a complex and challenging undertaking, especially in light of the novel nature of these

claims and the lack of guiding precedent. Indeed, Plaintiffs would still need to survive additional forthcoming motion practice, such as summary judgment, motions challenging experts, class certification, and any possible appeals. Thus, the substantial recovery achieved now compared to the risks and complexity of protracted litigation deem Class Counsel's fee reasonable.

Further, Class Counsel took this matter on a full contingency basis, for which they would have recovered nothing if they had not prevailed in the matter. Counsel have litigated this case for a substantial length of time and have received no payment of their fees to date. The risks inherent in such practice, especially when undertaken in the public interests, justifies the reasonableness of the requested fee.

Lastly, KalielGold, PLLC is a respected and experienced class action firm, with substantial experience in not only in class actions generally, but more particularly in consumer litigation. As demonstrated throughout the Declaration, it is unquestionable that the firm has regularly achieved exceptional results. KalielGold has been appointed Class Counsel in dozens of cases across the country, most recently achieving a groundbreaking \$75,000,000 settlement for class members in a case in which they were lead counsel. *See* Kaliel Decl., ¶ 24.

In short, Class Counsel in this matter were qualified to pursue the claims now before this Court. It is respectfully submitted that their experience and ongoing quality of representation, coupled with a demonstrated willingness to bring these cases to certification and then on to trial, was instrumental in enabling the Class to obtain a very favorable result, under the circumstances presented by this case. Class Counsel's representation of the Plaintiffs and Class has been wholly contingent. The combined efforts have resulted in a substantial settlement for the benefit of the Class.

#### B. Class Counsel is Entitled to its Requested Litigation Expenses

As set forth in their declaration, Class Counsel has expended in excess of \$16,000.00, but seeks only \$16,382.20 in costs and expenses on behalf of the Class, including filing fees, mediation costs, and court fees, all compensable pursuant to C.C.P. § 1033.5(a) and (c)(4), and were reasonably expended in the duration of the case. Moreover, reimbursement for reasonable costs and

expenses in prosecution of the claims and obtaining a settlement is typical for a plaintiff's counsel. In *Serrano III*, 20 Cal.3d at 35, the Supreme Court advised that reimbursement of costs in a common fund 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." (*Id.* [citing Alyeska Pipeline Co. v. Wilderness Society (1995) 421 U.S. 240, 257].)

The requested reimbursement for costs and expenses is relatively low for class litigation and inherently reasonable given the complexity of the litigation. The costs and expenses were necessary and were an important factor in bringing this matter to a successful conclusion, and consist mainly of filing fees and costs to engage an experienced and well-respected mediator for two separate mediation sessions. Kaliel Decl., ¶ 25.

## C. Plaintiffs' Incentive Awards are Reasonable and Should be Approved

The Court should also approve a \$5,000.00 service award to each of the Class Representatives. Defendant does not oppose such an award.

In deciding whether to approve a service award, a court should consider: 1) the risk to the class representative in commencing suit, both financial and otherwise; 2) the notoriety and personal difficulties encountered by the class representative; 3) the amount of time and effort spent by the class representative; 4) the duration of the litigation; and 5) the personal benefit (or lack thereof) enjoyed by the class representative as a result of the litigation. (*Cellphone Termination Fee Cases* (2010) 186 Cal.App.4th 1380, 1394-95.) Courts routinely grant service awards in similar amounts or higher. (*See e.g.*, *Aaron Aseltine, et al. v. Chipotle Mexican Grill, Inc.* (Sept. 14, 2022) Super. Ct. Cal., Alameda Cnty., No. RG21088118 [awarding \$5,000 service awards in similar deceptive delivery fee class action]; *Cellphone Termination Fee Cases*, *supra*, 186 Cal.App.4th at p. 1395 [finding no abuse of discretion in a \$10,000 service award]; *Munoz v. BCI Coca-Cola Bottling Co. of Los Angeles* (2010) 186 Cal.App.4th 399, 412 [finding a \$5,000 service award reasonable]; *Dennis v. Kellogg Co.* (S.D. Cal. Nov. 14, 2013) No. 09CV1786-L (WMc), 2013 WL 6055326, at

\*9 [noting that a request for a \$5,000 service payment in consumer class action settlement "is well within if not below the range awarded in similar cases."].)

Here, the Plaintiffs, who have taken every necessary action to protect the interests of the Class and provided substantial, tangible benefits to all the Class members, were essential to the success of the litigation and to securing a favorable settlement. Mr. Ross, Ms. Oliveira, and Ms. Scott assisted in every way possible throughout the case, including assistance in investigation of the case, and working with Counsel to prepare for mediation. Moreover, by filing suit against Panda Express for alleged violations of consumer protection laws, Plaintiffs put their personal reputations at risk, and therefore sought to protect the interests of the Class over their own interests. As such, Plaintiffs are each entitled to a service award for their work.

## V. <u>CONCLUSION</u>

Based on the foregoing, it is requested that Plaintiffs' unopposed motion for attorneys' fees, expenses, and service awards should be granted in full, as set forth herein.

Dated: July 5, 2023

KALIELGOLD PLLC

Sophia G. Gold

Attorneys for Plaintiffs and the Class

#### 1 PROOF OF SERVICE 2 STATE OF CALIFORNIA, COUNTY OF LOS ANGELES 3 I am employed in the District of Columbia. I am over the age of 18 and not a party to the within action. My business address is 1100 15th Street NW, 4th Floor, Washington, DC 20005. 4 On **July 5, 2023**, I served the document(s) described as: 5 PLAINTIFFS' MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT OF 6 UNOPPOSED MOTION FOR ATTORNEYS' FEES, EXPENSES, AND CLASS 7 REPRESENTATIVE SERVICE AWARDS 8 on the interested parties in this action by sending [ ] the original [or] [✓] a true copy thereof [ \( \) to interested parties as follows [or] [ ] as stated on the attached service list: 9 SEE ATTACHED SERVICE LIST 10 [ ] **BY MAIL:** I enclosed the document(s) in a sealed envelope or package addressed to the 11 persons at the addresses listed in the Service List and placed the envelope for collection and mailing, following our ordinary business practices. I am readily familiar with KalielGold 12 PLLC's practice for collecting and processing correspondence for mailing. On the same day that the correspondence is placed for collection and mailing, it is deposited in the ordinary 13 course of business with the United States Postal Service, in a sealed envelope with postage fully prepaid. 14 [] BY E-MAIL OR ELECTRONIC TRANSMISSION: I caused a copy of the document(s) 15 to be sent from e-mail address ngarcia@kalielgold.com to the persons at the e-mail addresses listed in the Service List. I did not receive, within a reasonable time after the transmission, 16 any electronic message or other indication that the transmission was unsuccessful. 17 [X] BY NOTICE OF ELECTRONIC FILING: I electronically served the document(s) with the by using the CaseAnywhere system. Participants in the case who are registered 18 CaseAnywhere users will be served by the CaseAnywhere system. Participants in the case who are not registered CaseAnywhere users will be served by mail or by other means 19 permitted by the court rules. 20 I declare under penalty of perjury under the laws of the State of California that the foregoing 21 is true and correct. 22 Executed this **July 5, 2023**, at Los Angeles, California. 23 NEVA R. GARCIA 24 Type or Print Name Signature 25 26

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