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MILSTEIN ADELMAN, LLP

CITYCASE: EC5451X

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information and belief. Plaintiffs seek damages, restitution and injunctive relief on behalf of a California class of consumers who within the last four years purchased Kraft Natural Cheese - Shredded Cheese - Cheddar Fat Free sold by Kraft, which was labeled and otherwise advertised as "natural" or "all natural" despite containing artificial ingredients, flavor and/or coloring (the "Product"). The Kraft Natural Cheese - Shredded Cheese - Cheddar Fat Free Product is one of a variety of "Kraft Natural Cheese" products sold and distributed by Kraft.

### INTRODUCTION

- 1. For many consumers, and certainly those who are conscious of and concerned about what they eat, seeking out natural food products, as opposed to highly processed, artificial food products, is important. Reliance on food labels is therefore crucial to such discerning, health conscious consumers. But that is not to say that a marketing term just slapped on the front of a package without any meaning is going to suffice. Still, although federal and California laws require truthfulness in food labeling and advertising, too many producers of food products are simply violating labeling and advertising laws because they understand that health claims drive sales.
- 2. Plaintiffs bring this class action against one such manufacturer, Kraft, who is among the world's leading producers of food products. Kraft has realized that, based on the public's concern about natural and healthy foods, there is a financial benefit to be derived in selling products claiming to be natural or healthy or to have ingredients or nutritional profiles consistent with such characteristics. Accordingly, Defendant has labeled and advertised its food products as natural even though such claims are in violation of California and federal advertising laws.
- 3. Plaintiffs seek to secure injunctive relief and restitution for the Class against Defendants for false and misleading advertising in violation of <u>Business & Professions Code</u> section 17200, et seq., <u>Business & Professions Code</u> section 17500, et seq. and <u>Civil Code</u> section 1750, et seq. Defendants made and continue to make false and misleading statements in their advertising of the Product. Specifically, Defendants label the Kraft Natural Cheese Shredded

CLASS ACTION COMPLAINT

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ĵ. 28 Cheese - Cheddar Fat Free as "natural" and market it as such, despite that the Product contains "artificial color."

- The false and misleading labeling and advertising of the alleged "natural" Product 4. violate the California Consumers Legal Remedies Act, particularly California Civil Code sections 1770(a)(5) and 1770(a)(7). As such, Defendants have committed per se violations of Business & Professions Code section 17200, et seq., Business & Professions Code section 17500, et seq. and Civil Code section 1750, et seq.
- On January 20, 2014, Plaintiff Claudia Morales effectuated written notice to 5. Defendant Kraft via certified U.S. mail pursuant to Civil Code section 1750, et seq., which set forth Plaintiff's contentions concerning the Product's fraudulent advertising and outlined Plaintiff's demand for substantiation of the above-referenced claims and relief. (See Plaintiff's Letter to Defendant Kraft, dated January 20, 2014, a true and correct copy of which is attached hereto as Exhibit 1.)
- Defendant refused to make the proposed modifications to its labeling and 6. advertising of the Product and has, in effect, refused to comply with California advertising laws.

### JURISDICTION AND VENUE

- This Court has jurisdiction over all causes of action asserted herein pursuant to the 7. . California Constitution, Article VI, section 10, because this case is a cause not given by statute to other trial courts.
- Plaintiffs have standing to bring this action pursuant to Business & Professions 8. Code section 17200, et seq.
- Out-of-state participants can be brought before this Court pursuant to the provisions 9. of Code of Civil Procedure section 395.5.
- Defendant is subject to personal jurisdiction in California based upon sufficient 10. minimum contacts which exist between it and California.
- Venue is proper in this Court because Defendant conducts business in Los Angeles 11. County, Defendant receives substantial compensation from sales in Los Angeles County, and Defendant made numerous misrepresentations which had a substantial effect in Los Angeles

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12. The amount in controversy in this action does not exceed \$5,000,000. Therefore, the federal court does not have jurisdiction over this action pursuant to the Class Action Fairness Act of 2005 under 28 U.S.C. Sections 1332(d), 1453, and 1711-1715.

#### **PARTIES**

- Plaintiff Claudia Morales is an individual residing in Los Angeles, California. Plaintiffs Mocha Gunaratna is an individual residing in Los Angeles, California. Plaintiffs each purchased the Product, respectively, within the last four years of the filing of this Complaint. When purchasing the Product, Plaintiffs relied upon the labeling, advertising and other promotional material, which states the Product is "natural", which were prepared and approved by Defendants and their agents and disseminated through its packaging, label, and national advertising media, containing the misrepresentations alleged herein and designed to encourage consumers to purchase the Product.
- 14. Defendant Kraft is a corporation organized and existing under the laws of the State of Delaware, with a principal place of business located at Three Lakes Drive, Northfield, Illinois 60093. Kraft offers the Product for sale at stores and retailers as well as through the internet, throughout the nation, including the State of California. Kraft, directly and through its agents, has substantial contacts with and receives substantial benefits and income from and through the State of California. Kraft is the owner and distributor of the Product and is the company that created and/or authorized the false, misleading, and deceptive advertisements and packaging for the Product.
- 15. The true names and capacities, whether individual, corporate, associate or otherwise of certain manufacturers, distributors, and/or their alter egos sued herein as DOES 1 through 100 inclusive are presently unknown to Plaintiffs who therefore sue these Defendants by fictitious names. Plaintiffs will seek leave of this Court to amend the Complaint to show their true names and capacities when the same have been ascertained. Plaintiffs are informed and believe and based thereon allege that DOES 1 through 100 were authorized to do and did business in San

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Joaquin County. Plaintiffs are further informed and believe and based thereon allege that DOES 1 through 100 were and/or are, in some manner or way, responsible for and liable to Plaintiffs for the events, happenings, and damages hereinafter set forth below.

- 16. Plaintiffs are informed and believe and based thereon allege that at all times relevant herein each of the Defendants was the agent, servant, employee, subsidiary, affiliate, partner, assignee, successor-in-interest, alter ego, or other representative of each of the remaining Defendants and was acting in such capacity in doing the things herein complained of and alleged.
- 17. In committing the wrongful acts alleged herein, Defendants planned and participated in and furthered a common scheme by means of false, misleading, deceptive, and fraudulent representations to induce members of the public to purchase the Product. Defendants participated in the making of such representations in that each did disseminate or cause to be disseminated said misrepresentations.
- 18. Defendants, upon becoming involved with the manufacture, distribution, advertising, marketing, and sale of the Product, knew or should have known that the claims about the Product and, in particular, the claims suggesting and outright stating that the Product is "natural" when it contains artificial coloring. Indeed, since the first time that the Product was advertised, Defendants have been aware that they have been falsely representing the characteristics and effects of the Product. Defendants affirmatively misrepresented the nature and characteristics of the Product in order to convince a certain subsection of the public to purchase and use the Product, resulting in profits of hundreds of thousands of dollars or more to Defendants, all to the damage and detriment of the consuming public. Thus, in addition to the wrongful conduct herein alleged as giving rise to primary liability, Defendants further aided and abetted and knowingly assisted each other in breach of their respective duties and obligations as herein alleged.

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### **CLASS ACTION ALLEGATIONS**

Plaintiffs bring this action on their own behalves and on behalf of all other persons 19. similarly situated. The Class which Plaintiffs seek to represent comprises:

> All persons who purchased the Product in the State of California for personal use and not for resale during the time period of May 7, 2010 through the present.

Said definition may be further defined or amended by additional pleadings, evidentiary hearings, a class certification hearing, and orders of this Court.

- 20. The Class is comprised of many thousands of persons throughout the State of California. The class is so numerous that joinder of all members is impracticable and the disposition of their claims in a class action will benefit the parties and the Court.
- There is a well-defined community of interest in the questions of law and fact 21. involved affecting the parties to be represented in that the Class was exposed to the same false and misleading advertising and omissions. The questions of law and fact common to the Class predominate over questions which may affect individual Class members. Common questions of law and fact include, but are not limited to, the following:
  - a. Whether Defendants' conduct is an unlawful business act or practice within the meaning of Business and Professions Code section 17200, et seq.;
  - b. Whether Defendants' conduct is a fraudulent business act or practice within the meaning of Business and Professions Code section 17200, et seq.;
  - c. Whether Defendants' advertising is untrue or misleading within the meaning of Business and Professions Code section 17500, et seq.;
  - d. Whether Defendants made false and misleading representations in their advertising and labeling of the Product;
  - Whether Defendants knew or should have known that the representations were false; and
  - f. Whether Defendants represented that the Product has characteristics, benefits, uses, or quantities which it does not have.

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- 22. Plaintiffs' claims are typical of the claims of the proposed Class, as the representations and omissions made by Defendants are uniform and consistent and are contained in advertisements and on packaging that was seen and relied on by Plaintiffs and members of the class.
- 23. Plaintiffs will fairly and adequately represent and protect the interests of the proposed Class. Plaintiffs have retained competent and experienced counsel in class action and other complex litigation.
- 24. Plaintiffs and the Class have suffered injury in fact and have lost money as a result of Defendants' false, deceptive, and misleading representations.
- 25. Plaintiffs would not have purchased the Product but for the representations by Defendants about the Product.
- 26. The Class is identifiable and readily ascertainable. Notice can be provided to such purchasers using techniques and a form of notice similar to those customarily used in class actions, and by internet publication, radio, newspapers, and magazines.
- 27. A class action is superior to other available methods for fair and efficient adjudication of this controversy. The expense and burden of individual litigation would make it impracticable or impossible for proposed members of the Class to prosecute their claims individually.
  - 28. The trial and the litigation of Plaintiffs' claims are manageable.
- Defendants have acted on grounds generally applicable to the entire Class, thereby making final injunctive relief and/or corresponding declaratory relief appropriate with respect to the Class as a whole. The prosecution of separate actions by individual Class members would create the risk of inconsistent or varying adjudications with respect to individual member of the Class that would establish incompatible standards of conduct for Defendants.
- 30. Absent a class action, Defendants will likely retain the benefits of their wrongdoing. Because of the small size of the individual Class members' claims, few, if any, Class members could afford to seek legal redress for the wrongs complained of herein. Absent a representative

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action, the Class members will continue to suffer losses and Defendants will be allowed to continue these violations of law and to retain the proceeds of their ill-gotten gains.

### FACTS AND DEFENDANTS' COURSE OF CONDUCT

- As the growing concern over health and food safety has become more prevalent 31. among the consuming public, so, too, have the incidences of false and misleading claims about such products. It is becoming more commonly known that certain claims on food packaging implies that a food is healthier, safer or produced to higher ethical standards. The term "natural" or "all-natural" is one such claim.
- In an effort to capitalize on consumers' increasing desire and willingness to pay 32. more for healthier, less processed foods, manufacturers, including Kraft, routinely make false and/or misleading claims about the benefits and characteristics of a product and advertise their products as though they maintain characteristics they do not have and that the manufacturer cannot validate with competent and reliable scientific evidence so as to make receiving the intended benefit illusory and, in some cases, unsafe.
- Defendants' labeling and claims about the Product as "natural" lead people to 33. believe that the Product is indeed natural. At a minimum, therefore, the public is led to believe the Product has no artificial ingredients or characteristics. The public is further led to believe the Product will be healthier, safer and/or produced to a higher standard. These claims are false, deceptive, and misleading, as the Product contains artificial color.
- Contrary to the implications of the term "natural" on food products, artificial food 34. coloring is not considered healthy or safe. Among the health concerns regarding artificial food coloring are that it could cause everything from hyperactivity in children, to allergic reactions, to asthma complications, or cancer.
  - a. In the 1970s, the Food and Drug Administration ("FDA") famously banned Red Dye No. 2 after some studies found that large doses could cause cancer in rats.
  - b. In 2007, a British study published in The Lancet concluded that consuming artificial coloring and preservatives in food can increase hyperactivity in kids. The results of the 2007 study compelled the European Food Standards Agency to urge companies

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to voluntarily remove artificial coloring from food products. The Center for Science in the Public Interest links food colorings to hyperactivity and behavior problems in children, and has been urging the FDA to ban certain dyes that they believe cause these issues.

- c. Although the U.S. is behind other countries on its artificial dye policies, the U.K.'s Food Standards Agency has imposed a voluntary ban on several dyes because of their potential harm. And although they turned down a more widespread ban, the European Parliament agreed to place warning labels on all European-produced foods containing one of six artificial colorings.
- Defendants have sold hundreds of thousands of units or more of the Product based upon Defendants' false promises. Plaintiffs and the Class have suffered injury in fact and have lost money as a result of Defendants' false representations.

### FIRST CAUSE OF ACTION

## FALSE AND MISLEADING ADVERTISING IN VIOLATION OF BUSINESS &

#### PROFESSIONS CODE § 17200, et seq.

### (By Plaintiffs against all Defendants)

- 36. Plaintiffs repeat and reallege the allegations set forth in the preceding paragraphs and incorporates the same as if set forth herein at length.
- 37. This cause of action is brought pursuant to <u>Business and Professions Code</u> section 17200, et seq., on behalf of Plaintiffs and a Class consisting of all persons residing in the State of California who purchased the Product for personal use and not for resale.
- 38. Defendants in their advertising and packaging of the Product make false and misleading statements regarding the quality and characteristics of the Product, particularly that it is "natural".
- 39. Defendants' claims about the Product lead people, including Plaintiffs, to believe that the Product is natural, in that, at a minimum, it does not contain artificial coloring.

- 40. Defendants do not have any reasonable basis for the claims about the Product made in Defendants' advertising and on Defendants' packaging or label because the Product indeed contains artificial coloring.
- 41. Defendants knew that the claims that they made and continue to make about the Product are false, and misleading.
- As alleged in the preceding paragraphs, the misrepresentations by Defendants of the material facts detailed above constitute an unfair, unlawful, and fraudulent business practice within the meaning of California <u>Business & Professions Code</u> section 17200.
- 43. In addition, Defendants' use of various forms of advertising media to advertise, call attention to, or give publicity to the sale of goods or merchandise which are not as represented in any manner constitutes unfair competition, unfair, deceptive, untrue or misleading advertising, and an unlawful business practice within the meaning of <u>Business & Professions Code</u> sections 17200 and 17531, which advertisements have deceived and are likely to deceive the consuming public, in violation of <u>Business & Professions Code</u> section 17200.
- 44. There were reasonably available alternatives to further Defendants' legitimate business interests, other than the conduct described herein.
- 45. All of the conduct alleged herein occurs and continues to occur in Defendants' business. Defendants' wrongful conduct is part of a pattern or generalized course of conduct repeated on thousands of occasions daily.
- 46. Pursuant to <u>Business & Professions Code</u> sections 17203 and 17535, Plaintiffs and the members of the Class seek an order of this Court enjoining Defendants from continuing to engage, use, or employ their practice of advertising the sale and use of the Product. Likewise, Plaintiffs and the members of the Class seek an order requiring Defendants to disclose such misrepresentations, and additionally request an order awarding Plaintiffs and the Class restitution of the money wrongfully acquired by Defendants by means of Defendants' failure to disclose the existence and significance of said misrepresentations.
- 47. Plaintiffs and the Class have suffered injury in fact and have lost money or property as a result of Defendants' false representations.

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48. Plaintiffs would not have purchased the Product but for the representations by Defendants about the Product.

#### SECOND CAUSE OF ACTION

### FALSE AND MISLEADING ADVERTISING IN VIOLATION OF BUSINESS &

### PROFESSIONS CODE § 17500, et seq.

### (By Plaintiffs against all Defendants)

- 49. Plaintiffs repeat and reallege the allegations set forth in the preceding paragraphs and incorporates the same as if set forth herein at length.
- 50. This cause of action is brought pursuant to <u>Business and Professions Code</u> section 17500, et seq., on behalf of Plaintiffs and the Class consisting of all persons residing in the State of California who purchased the Product for personal use and not for resale.
- 51. Defendants in their advertising and packaging of the Product make false and misleading statements regarding the quality and characteristics of the Product, particularly that it is "natural".
- 52. Defendants' claims about the Product lead people, including Plaintiffs, to believe that the Product is natural, in that, at a minimum, it does not contain artificial coloring.
- 53. Defendants do not have any reasonable basis for the claims about the Product made in Defendants' advertising and on Defendants' packaging or label because the Product indeed contains artificial coloring.
- 54. Defendants knew that the claims that they made and continue to make about the Product are false and misleading.
- 55. Plaintiff would not have purchased the Product but for the representations by Defendants about the Product.
- 56. Plaintiff and the Class have suffered injury in fact and have lost or property as a result of Defendants' false representations.
- 57. As alleged in the preceding paragraphs, the misrepresentations by Defendants of the material facts detailed above constitutes an unfair, unlawful, and fraudulent business practice within the meaning of California <u>Business & Professions Code</u> section 17500.

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- 58. In addition, Defendants' use of various forms of advertising media to advertise, call attention to, or give publicity to the sale of goods or merchandise which are not as represented in any manner constitutes unfair competition, unfair, deceptive, untrue or misleading advertising, and an unlawful business practice within the meaning of <u>Business & Professions Code</u> sections 17200 and 17531, which advertisements have deceived and are likely to deceive the consuming public, in violation of <u>Business & Professions Code</u> section 17500.
- 59. Pursuant to <u>Business & Professions Code</u> sections 17203 and 17535, Plaintiffs and the members of the Class seek an order of this Court enjoining Defendants from continuing to engage, use, or employ their practice of advertising the sale and use of the Product. Likewise, Plaintiffs and the members of the Class seek an order requiring Defendants to disclose such misrepresentations, and additionally request an order awarding Plaintiffs and the Class restitution of the money wrongfully acquired by Defendants by means of responsibility attached to Defendants' failure to disclose the existence and significance of said misrepresentations.

### THIRD CAUSE OF ACTION

### VIOLATION OF CALIFORNIA CIVIL CODE § 1750, et seq.

### (By Plaintiffs against all Defendants)

- 60. Plaintiffs repeat and reallege the allegations set forth in the preceding paragraphs and incorporates the same as if set forth herein at length.
- 61. This cause of action is brought pursuant to <u>Civil Code</u> section 1750, et seq., the Consumers Legal Remedies Act, on behalf of Plaintiffs and a Class consisting of all persons residing in the State of California who purchased the Product for personal use and not for resale.
  - 62. The Class consists of thousands of persons, the joinder of whom, is impracticable.
- 63. There are questions of law and fact common to the class, which questions are substantially similar and predominate over questions affecting the individual members, including but not limited to: (a) Whether Defendants represented that the Product has characteristics, benefits, uses, or quantities which they do not have, (b) Whether the existence, extent, and significance of the major misrepresentations regarding the purported benefits, characteristics, and

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efficacy of the Product violate the Act; and (c) Whether Defendants knew of the existence of these misrepresentations.

- 64. The policies, acts, and practices heretofore described were intended to result in the sale of the Product to the consuming public, and violated and continue to violate section 1770(a)(5) of the Act by representing that the Product has characteristics, benefits, uses, or quantities which it does not have.
- 65. Defendants fraudulently deceived Plaintiffs and the Class by representing that the Product has certain characteristics, benefits, uses, and qualities which it does not have. In doing so, Defendants intentionally misrepresented and concealed material facts from Plaintiffs and the Class, specifically by claiming that the Product is "natural" when in fact it contains artificial coloring. Said misrepresentations and concealment were done with the intention of deceiving Plaintiffs and the Class and depriving them of their legal rights and money.
- 66. Defendants' claims about the Product lead people, including Plaintiffs, to believe that the Product does not contain artificial coloring.
- 67. Defendants knew that they could not back the claims concerning the Product's purported "natural" quality.
- 68. Defendants' actions as described hereinabove were done with conscious disregard of Plaintiff's rights, and Defendants were wanton and malicious in their concealment of same.
- 69. Plaintiff and the Class have suffered injury in fact and have lost or property as a result of Defendants' false representations.
- 70. The Product as purchased by the Plaintiffs and the Class was and is unsatisfactory and worth less than the amount paid for.
- 71. Plaintiffs would not have purchased the Product but for the representations by Defendants about the products.
- 72. Pursuant to section 1780(a) of the Act, Plaintiffs seek injunctive relief in the form of an order enjoining the above-described wrongful acts and practices of Defendants, including, but not limited to, an order:

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1	Α.	Enjoining Defendants from continuing to make the statements set forth
2		above;
3	B.	Enjoining Defendants from continuing to offer for sale any unit of the
4		Product that contains any false, misleading, and/or unsubstantiated
5		statements and claims on its packaging and/or its label, including, without
6		limitation, those statements and claims set forth above;
7	C.	Enjoining Defendants from continuing to use the packaging and label that
8		it presently uses for the Product; and
9	D.	Enjoining Defendants from distributing such false advertising and
10		misrepresentations.
11	73. Plai	ntiffs shall be irreparably harmed if such an order is not granted.
12		PRAYER FOR RELIEF
13	WHEREFO	ORE, Plaintiffs, individually and on behalf of all others similarly situated, pray
14	for judgment and r	elief on all Causes of Action as follows:
15	Α.	An order certifying that the action may be maintained as a Class Action;
16	В.	For an award of restitutionary damages in an amount according to proof at
17		trial, but which does not exceed \$5,000,000;
18	C.	An order enjoining Defendants from pursuing the policies, acts, and
19		practices complained of herein and requiring Defendants to pay restitution
20	·	to Plaintiffs and all members of the Class;
21	D.	For pre-judgment interest from the date of filing this suit;
22	E.	Reasonable attorney fees;
23	F.	Costs of this suit; and
24	G.	Such other and further relief as the Court may deem necessary of
25		appropriate.
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		CLASS ACTION COMPLAINT

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MILSTEIN ADELMAN LLP DATED: May 7, 2014 2 3 Shireen Mohsenzadegan, Esq. Ryan J. Clarkson, Esq. CLARKSON LAW FIRM 100 Wilshire Blvd., Suite 940 Santa Monica, CA 90401 Telephone: (310) 917-1030 8 Fax: (310) 917-1001 9 Attorneys for Plaintiffs Claudia Morales and Mocha Gunaratna 10 11 JURY TRIAL DEMANDED Plaintiff demands a jury trial on all triable issues. 12 13 14 MILSTEIN ADELMAN, LLP DATED: May 7, 2014 15 16 Ву: aul D. Stevens, Esq. 17 Shireen Mohsenzadegan, Esq. 18 Ryan J. Clarkson, Esq. CLARKSON LAW FIRM 19 100 Wilshire Blvd., Suite 940 Santa Monica, CA 90401 20 Telephone: (310) 917-1030 Fax: (310) 917-1001 21 Attorneys for Plaintiff Claudia Morales 22 and Mocha Gunaraina 23 24 25 26 27 28 CLASS ACTION COMPLAINT

•		CM-010
ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar	number, and address):	FOR COURT USE ONLY
ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar Paul D. Stevens, State Bar No. 207107	1005	
Shireen Mohsenzadegan, State Bar No. 23' 2800 Donald Douglas Loop North	7882	
Santa Monica, California 90405	•	FILED
TELEPHONE NO. (310) 396-9600	FAX NO.: (310) 396-9635	Court Of California
ATTORNEY FOR (Name): CLAUDIA MORAL		Superior Court Of California County Of Los Angeles
SUPERIOR COURT OF CALIFORNIA, COUNTY OF L		I I
STREET ADDRESS: 111 North Hill Street MAILING ADDRESS: 111 North Hill Street		MAY 0.7 2014
city and zip code: Los Angeles 90012	•	· 1
BRANCH NAME: Stanley Mosk Court	nouse	ouerran panta pacture Unicer/Clerk
CASE NAME:		By Deputy
CLAUDIA MORALES v. KRAFT	FOODS GROUP, INC.	Judi Lara
CIVIL CASE COVER SHEET	Complex Case Designation	CASE NUMBER: DC F 4 F 4 C
Unlimited Limited		CASE NUMBER: BC 545131
(Amount (Amount	Counter Joinder	JUDGE.
demanded demanded is	Filed with first appearance by defend	ant
exceeds \$25,000) \$25,000 or less)		DEPT:
	low must be completed (see instructions of	nı page 2).
1. Check one box below for the case type th	at best describes this case:  Contract	Provisionally Complex Civit Litigation
Auto Tort Auto (22)		Cal. Rules of Court, rules 3.400–3.403)
Uninsured motorist (46)	Rule 3.740 collections (09)	Antitrust/Trade regulation (03)
Other PI/PD/WD (Personal Injury/Property	Other collections (09)	Construction defect (10)
Damage/Wrongful Death) Tort	Insurance coverage (18)	Mass tort (40)
Asbestos (04)	Other contract (37)	Securities litigation (28)
Product liability (24)	Real Property	Environmental/Toxic tort (30)
Medical malpractice (45)	Eminent domain/Inverse	Insurance coverage claims arising from the above fisted provisionally complex case
Other PI/PD/WD (23)	condemnation (14)	types (41)
Non-PI/PD/WD (Other) Tort	Wrongful eviction (33) Other real property (26)	Enforcement of Judgment
Business tort/unfair business practice (0	(7) Carlot tool property (20)	Enforcement of judgment (20)
Civil rights (08)	Unlawful Detainer  Commercial (31)	Miscellaneous Civil Complaint
Defamation (13)	Residential (32)	RICO (27)
Fraud (16) Intellectual property (19)	Drugs (38)	Other complaint (not specified above) (42)
Professional negligence (25)		Miscellaneous Civil Petition
Other non-PI/PD/WD tort (35)	Asset forfeiture (05)	Partnership and corporate governance (21)
Employment	Petition re: arbitration award (11)	Other petition (not specified above) (43)
Wrongful termination (36)	Writ of mandate (02)	
Other employment (15)	Other judicial review (39)	
2. This case / is is not co	mplex under rule 3.400 of the California R	ules of Court. If the case is complex, mark the
factors requiring exceptional judicial man	nagement:	a af uitanaga
a. Large number of separately rep	resented parties d.  Large number	er of withesses with related actions pending in one or more courts
b. 🗸 Extensive motion practice raising		ties, states, or countries, or in a federal court
issues that will be time-consum		postjudgment judicial supervision
c. Substantial amount of document		
3. Remedies sought (check all that apply):	a. monetary b. nonmonetary;	declaratory or injunctive relief c. punitive
4. Number of causes of action (specify):	1 (B&P Code § 17200); 2 (B&P Co	ode § 17500); 3 (CC Code § 1750)
f Tilliance / in light 20	viace action suit	. ~~
6. If there are any known related cases, fi	e and serve a notice of related case. (You	may use form CNI-UTS:)
Date: May 7, 2014	, \ \	
Shireen Mohsenzadegan		(SIGNATURE OF PARTY OR ATTORNEY FOR PARTY)
(TYPE OR PRINT NAME)	NOTICE	
- Disjetiff must file this cover sheet with t	Carl and the series of proceed	ing (except small claims cases or cases filed
under the Probate Code. Family Code.	or Welfare and Institutions Code). (Cal. Re	ules of Court, rule 3.220.) Failure to file may result
in sanctions.	shoot enquired by local court fule	•
File this cover sheet in addition to any of the file this case is complex under rule 3.400	cover sneet required by local court fule. Let seg, of the California Rules of Court, yo	ou must serve a copy of this cover sheet on all
	<del>*</del>	I
Unless this is a collections case under	rule 3.740 or a complex case, this cover st	heet will be used for statistical purposes only.
Form Adopted for Mandatory Use	CIVIL CASE COVER SHEET	Cal. Rules of Court, rules 2,30, 3,220, 3,400+3,403, 3,740; Cal. Standards of Judicial Administration, std. 3,40

Form Adopted for Mandatory Use Judicial Council of California CM-010 (Rev. July 1, 2007) ORIGINAL



#### INSTRUCTIONS ON HOW TO COMPLETE THE COVER SHEET

CM-010

To Plaintiffs and Others Filing First Papers. If you are filing a first paper (for example, a complaint) in a civil case, you must complete and file, along with your first paper, the Civil Case Cover Sheet contained on page 1. This information will be used to compile statistics about the types and numbers of cases filed. You must complete items 1 through 6 on the sheet. In item 1, you must check one box for the case type that best describes the case. If the case fits both a general and a more specific type of case listed in item 1, check the more specific one. If the case has multiple causes of action, check the box that best indicates the primary cause of action. To assist you in completing the sheet, examples of the cases that belong under each case type in item 1 are provided below. A cover sheet must be filed only with your initial paper. Failure to file a cover sheet with the first paper filed in a civil case may subject a party, its counsel, or both to sanctions under rules 2.30 and 3.220 of the California Rules of Court.

To Parties in Rule 3.740 Collections Cases. A "collections case" under rule 3.740 is defined as an action for recovery of money owed in a sum stated to be certain that is not more than \$25,000, exclusive of interest and attorney's fees, arising from a transaction in which property, services, or money was acquired on credit. A collections case does not include an action seeking the following: (1) tort damages, (2) punitive damages, (3) recovery of real property, (4) recovery of personal property, or (5) a prejudgment writ of attachment. The identification of a case as a rule 3.740 collections case on this form means that it will be exempt from the general time-for-service requirements and case management rules, unless a defendant files a responsive pleading. A rule 3.740 collections case will be subject to the requirements for service and obtaining a judgment in rule 3.740.

To Parties in Complex Cases. In complex cases only, parties must also use the Civil Case Cover Sheet to designate whether the case is complex. If a plaintiff believes the case is complex under rule 3,400 of the California Rules of Court, this must be indicated by completing the appropriate boxes in items 1 and 2. If a plaintiff designates a case as complex, the cover sheet must be served with the complaint on all parties to the action. A defendant may file and serve no later than the time of its first appearance a joinder in the plaintiff's designation, a counter-designation that the case is not complex, or, if the plaintiff has made no designation, a designation that the case is complex.

**Auto Tort** Auto (22)-Personal Injury/Property Damage/Wrongful Death Uninsured Motorist (46) (if the case involves an uninsured motorist claim subject to arbitration, check this item instead of Auto)

Other PI/PD/WD (Personal Injury/ Property Damage/Wrongful Death)

> Asbestos (04) Asbestos Property Damage

Asbestos Personal Injury/ Wrongful Death Product Liability (not asbestos or toxic/environmental) (24) Medical Malpractice (45)

Medical Malpractice-Physicians & Surgeons Other Professional Health Care

Malpractice Other PI/PD/WD (23) Premises Liability (e.g., slip

and fall) Intentional Bodily Injury/PD/WD

(e.g., assault, vandalism) Intentional Infliction of **Emotional Distress** 

Negligent Infliction of **Emotional Distress** Other PI/PD/WD

Non-PI/PD/WD (Other) Tort

**Business Torl/Unfair Business** Practice (07)

Civil Rights (e.g., discrimination, false arrest) (not civil

harassment) (08) Defamation (e.g., slander, libel)

(13)Fraud (16)

Intellectual Property (19) (\*) Professional Negligence (25)

Legal Malpractice Other Professional Malpractice (not medical or legal)

Other Non-PVPD/WD Tort (35) Employment

Wrongful Termination (36) (]) Other Employment (15)

CM-010 [Rev. July 1, 2007]

**CASE TYPES AND EXAMPLES** 

Contract Breach of Contract/Warranty (06) Breach of Rental/Lease

Contract (not unlawful detainer or wrongful eviction)
Contract/Warranty Breach-Seller

Plaintiff (not fraud or negligence) Negligent Breach of Contract/ Warranty

Other Breach of Contract/Warranty Collections (e.g., money owed, open

book accounts) (09) Collection Case-Seller Plaintiff

Other Promissory Note/Collections Case

Insurance Coverage (not provisionally complex) (18)

Auto Subrogation Other Coverage

Other Contract (37) Contractual Fraud

Other Contract Dispute Real Property

Eminent Domain/Inverse

Condemnation (14) Wrongful Eviction (33)

Other Real Property (e.g., quiet title) (26) Writ of Possession of Real Property

Mortgage Foreclosure

Quiet Title

Other Real Property (not eminent domain, landlord/lenant, or

foreclosure)

Unlawful Detainer Commercial (31)

Residential (32)

Drugs (38) (if the case involves illegal drugs, check this item, otherwise, report as Commercial or Residential)

**Judicial Review** 

Asset Forfeiture (05)

Petition Re: Arbitration Award (11)

Writ of Mandate (02)

Writ-Administrative Mandamus Writ-Mandamus on Limited Court

Case Matter

Writ-Other Limited Court Case

Review

Other Judicial Review (39) Review of Health Officer Order Notice of Appeal-Labor

Commissioner Appeals

Provisionally Complex Civil Litigation (Cal. Rules of Court Rules 3.400-3.403)

Antitrust/Trade Regulation (03) Construction Defect (10)

Claims Involving Mass Tort (40) Securities Litigation (28)

Environmental/Toxic Tort (30) Insurance Coverage Claims

(arising from provisionally complex

case type listed above) (41)

**Enforcement of Judgment** 

Enforcement of Judgment (20) Abstract of Judgment (Out of

County) Confession of Judgment (non-

domestic relations) Sister State Judgment

Administrative Agency Award (not unpaid taxes)

Petition/Certification of Entry of Judgment on Unpaid Taxes

Other Enforcement of Judgment

Miscellaneous Civil Complaint

RICO (27)

Other Complaint (not specified above) (42)

Declaratory Relief Only Injunctive Relief Only (nonharassment)

Mechanics Lien

Other Commercial Complaint Case (non-tort/non-complex)

Other Civil Complaint (non-tort/non-complex)

Miscellaneous Civil Petition Partnership and Corporate

Governance (21)

Other Petition (not specified above) (43) Civil Harassment

Workplace Violence Elder/Dependent Adult

Abuse **Election Contest** 

Petition for Name Change Petition for Relief From Late Claim

Other Civil Petition

CIVIL CASE COVER SHEET

For your protection and privacy, please press the Clear This Form button after you have printed the form.

Save This Form

Print This Form

Clear This Form

Page 2 of 2

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SHORT TITLE:	CASE NUMBER	_
CLAUDIA MORALES vs. KRAFT FOOD GROUP, INC.		RC5/E104
	I	66949131

### CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION (CERTIFICATE OF GROUNDS FOR ASSIGNMENT TO COURTHOUSE LOCATION)

This form is required pursuant to Local Rule 2.0 in all new civil case filings in the Los Angeles Superior Court.
Item I. Check the types of hearing and fill in the estimated length of hearing expected for this case:  JURY TRIAL? ☐ YES CLASS ACTION? ☑ YES LIMITED CASE? ☐ YES TIME ESTIMATED FOR TRIAL 10 ☐ HOURS/ ☑ DAYS
Item II. Indicate the correct district and courthouse location (4 steps – If you checked "Limited Case", skip to Item III, Pg. 4):
Step 1: After first completing the Civil Case Cover Sheet form, find the main Civil Case Cover Sheet heading for your case in the left margin below, and, to the right in Column A, the Civil Case Cover Sheet case type you selected.
Step 2: Check one Superior Court type of action in Column B below which best describes the nature of this case.
Step 3: In Column C, circle the reason for the court location choice that applies to the type of action you have checked. For any exception to the court location, see Local Rule 2.0.
Applicable Reasons for Choosing Courthouse Location (see Column C below)
1. Class actions must be filed in the Stanlay Mosk Courthouse control district. S. Location of property or permanently gazaged vehicle

- May be filed in central (other county, or no bodity injury/properly damage).
   Location where cause of action arose.
   Location where bodity injury, death or damage occurred.
   Location where performance required or defendant resides.

- Location where petitioner resides.
   Location where petitioner resides.
   Location wherein defendant/respondent functions wholly.
   Location where one or more of the parties reside.
   Location of Labor Commissioner Office

Step 4: Fill in the information requested on page 4 in Item III; complete Item IV. Sign the declaration.

A Civil Case Cover Sheet Category No.	B. Type of Action (Check only one)	C Applicable Reasons See Step 3 Above
Auto (22)	A7100 Motor Vehicle - Personal Injury/Property Damage/Wrongful Death	1., 2., 4.
Uninsured Motorist (46)	□ A7110 Personal Injury/Property Damage/Wrongful Death – Uninsured Motorist	1., 2., 4.
Ashantas (DA)	☐ A6070 Asbestos Property Damage	2.
Asbestos (04)	☐ A7221 Asbestos - Personal Injury/Wrongful Death	2.
Product Liability (24)	☐ A7260 Product Liability (not asbestos or toxic/environmental)	1., 2., 3., 4., 8.
	☐ A7210 Medical Malpractice - Physicians & Surgeons	1., 4.
Medical Malpractice (45)	☐ A7240 Other Professional Health Care Malpractice	1., 4.
	☐ A7250 Premises Liability (e.g., slip and fall)	1., 4.
Other Personal Injury	A7230 Intentional Bodily Injury/Property Damage/Wrongful Death (e.g., assault, vandalism, etc.)	1., 4.
Property Damage Wrongful Death	A7270 Intentional Infliction of Emotional Distress	1., 3.
(23)	☐ A7220 Other Personal Injury/Property Damage/Wrongful Death	1., 4.

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CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

Local Rule 2.0 Page 1 of 4



Auto

Other Personal Injury/ Property Damage/ Wrongful Death Tort

CLAUDIA MORALES vs. KRAFT FOOD GROUP, INC.

CASE NUMBER

	A Civil Case Cover Sheet Category No.	B Type of Action (Check only one)	C Applicable Reasons - See Step 3 Above
	Business Tort (07)	Z A6029 Other Commercial/Business Tort (not fraud/breach of contract)	1., 3.
operty h Tort	Civil Rights (08)	☐ A6005 Civil Rights/Discrimination	1., 2., 3.
ry/ Pri II Deat	Defamation (13)	☐ A6010 Defamation (stander/libel)	1., 2., 3.
al Inju rongfu	Fraud (16)	□ A6013 Fraud (no contract)	1., 2., 3.
Non-Personal Injury/ Property Damage/ Wrongful Death Tort	Professional Negligence (25)	☐ A6017 Legal Malpractice ☐ A6050 Other Professional Malpractice (not medical or legal)	1., 2., 3. 1., 2., 3.
<b>Z</b> O	Other (35)	☐ A6025 Other Non-Personal Injury/Property Damage tort	2.,3.
nent	Wrongful Termination (36)	□ A6037 Wrongful Termination	1., 2., 3.
Employment	Other Employment (15)	□ A6024 Other Employment Complaint Case □ A6109 Labor Commissioner Appeals	1., 2., 3.
	Breach of Contract/ Warranty (06) (not insurance)	<ul> <li>□ A6004 Breach of Rental/Lease Contract (not unlawful detainer or wrongful eviction)</li> <li>□ A6008 Contract/Warranty Breach -Seller Plaintiff (no fraud/negligence)</li> <li>□ A6019 Negligent Breach of Contract/Warranty (no fraud)</li> <li>□ A6028 Other Breach of Contract/Warranty (not fraud or negligence)</li> </ul>	2., 5. 2., 5. 1., 2., 5. 1., 2., 5.
Contract	Collections (09)	□ A6002 Collections Case-Seller Plaintiff □ A6012 Other Promissory Note/Collections Case	2., 5., 6. 2., 5.
	Insurance Coverage (18)	☐ A6015 Insurance Coverage (not complex)	1., 2., 5., 8.
	Other Contract (37)	☐ A6009 Contractual Fraud ☐ A6031 Tortious Interference ☐ A6027 Other Contract Dispute(not breach/insurance/fraud/negligence)	1., 2., 3., 5. 1., 2., 3., 5. 1., 2., 3., 8.
	Eminent Domain/Inverse Condemnation (14)	☐ A7300 Eminent Domain/Condemnation Number of parcets	2.
Property	Wrongfut Eviction (33)	☐ A6023 Wrongful Eviction Case .	2., 6.
Real Pro	Olher Real Property (26)	□ A6018 Mortgage Foreclosure □ A6032 Quiet Title □ A6060 Other Real Property (not eminent domain, landlord/tenant, foreclosure)	2., 6. 2., 6. 2., 6.
<b>k</b> i	Unlawful Delainer-Commercia (31)	☐ A6021 Unlawful Detainer-Commercial (not drugs or wrong(ul eviction)	2., 6.
Detaine	Unlawful Detainer-Residentia (32)	☐ A6020 Unlawful Detainer-Residential (not drugs or wrongful eviction)	2., 6.
Unlawful Detainer	Unlawful Detainer- Post-Foreclosure (34)	□ A6020FUnlawful Detainer-Post-Foreclosure	2., 6.
C C	Unlawful Detainer-Drugs (38)	☐ A6022 Unlawful Detainer-Drugs	2., 6.

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SHORT TITLE: CLAUDIA MORALES vs. KRAFT FOOD GROUP, INC.

CASE NUMBER

	A Civil Case Cover Sheel .Category No.	B: Type of Action (Check only one)	C Applicable Reason See Step 3 Above
	Asset Forfellure (05)	☐ A6108 Asset Forfeiture Case	2., 6.
iew	Petition re Arbitration (11)	☐ A6115 Petition to Compel/Confirm/Vacate Arbitration	2., 5.
Judicial Review		☐ A6151 Writ - Administrative Mandamus	2., 8.
Cia	Writ of Mandate (02)	A6152 Writ - Mandamus on Limited Court Case Matter	2.
769		☐ A6153 Writ - Other Limited Court Case Review	2.
	Other Judicial Review (39)	D A6150 Other Writ /Judicial Review	2., 8.
<u> </u>	Antitrust/Trade Regulation (03)	☐ A6003 Antitrust/Trade Regulation	1., 2., 8.
itigati	Construction Defect (10)	☐ A6007 Construction Defect	1., 2., 3.
Provisionally Complex Litigation	Claims Involving Mass Tort (40)	A6006 Claims Involving Mass Tort	1., 2., 8.
V Cor	Securities Litigation (28)	□ . A6035 Securities Litigation Case	1., 2., 8.
isional	Toxic Tort Environmental (30)	☐ A6036 Toxic Tort/Environmental	1., 2., 3., 8.
Prov	Insurance Coverage Claims from Complex Case (41)	☐ A6014 Insurance Coverage/Subrogation (complex case only)	1., 2., 5., 8.
	enforcement of Judgment (20)	☐ A6141 Sister State Judgment	2., 9.
<b>2</b> 2		☐ A6160 Abstract of Judgment	2., 6.
Enforcement of Judgment		A6107 Confession of Judgment (non-domestic relations)	2., 9.
orc Jude		☐ A6140 Administrative Agency Award (not unpaid taxes)	2., 8.
ᅙᇤ		☐ A6114 Petition/Certificate for Entry of Judgment on Unpaid Tax	2., 8.
		☐ A6112 Other Enforcement of Judgment Case	2., 8., 9.
. 2	RICO (27)	☐ A8033 Racketeering (RICO) Case	1., 2., 8.
Miscellaneous Civil Complaints		☐ A6030 Declaratory Relief Only	1., 2., 8.
land Grad	Other Commission	A6040 Injunctive Relief Only (not domestic/harassment)	2., 8.
is ce	Other Complaints (Not Specified Above) (42)	☐ A6011 Other Commercial Complaint Case (non-tort/non-complex)	1., 2., 8.
Σ̈́S		☐ A6000 Other Civil Complaint (non-tort/non-complex)	1., 2., 8.
	Partnership Corporation Governance (21)	☐ A6113 Partnership and Corporate Governance Case	2., 8.
		□ A6121 Civil Harassment	2., 3., 9.
suo ons		☐ A6123 Workplace Harassment	2., 3., 9.
ane etiti	Other Pattiens	☐ A6124 Elder/Dependent Adult Abuse Case	2., 3., 9.
Miscellaneous Civil Petitions	Other Petitions (Not Specified Above)	☐ A6190 Election Contest	2.
≆ັ່ວ	(43)	☐ A6110 Petition for Change of Name	2., 7.
		☐ A6170 Petition for Relief from Late Claim Law	2., 3., 4., 8.
	i	☐ A6100 Other Civil Petition	2., 9.

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CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

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SHORT TITLE:	CLAUDIA MORALES vs. KRAFT FOOD GROUP, INC.	CASE NUMBER

Item III. Statement of Location: Enter the address of the accident, party's residence or place of business, performance, or other circumstance indicated in Item II., Step 3 on Page 1, as the proper reason for filing in the court location you selected.

REASON: Check the apprunder Column C for the ty			ADDRESS: 2800 Donald Douglas Loop North	
☑1. □2. □3. □4. □5. □6. □7. □8. □9. □10.			,	
CITY:	STATE:	ZIP CODE:		
Santa Monica	CA	90405		•
			perjury under the laws of the State of California that led for assignment to the Stanley Mosk	the foregoing is true

and correct a	and that the above-entitled	matter is properly filed t	or assignment to the	e Stanley Work	_ courthouse in the
Central	District of the Si	perior Court of California	, County of Los Ange	les [Code Civ. Proc., § 39	92 et seq., and Loca
Rule 2.0, sub	ds. (b), (c) and (d)).				_
	•				$\sim$

Dated: May 7, 2014

(S GNATURE OF ATTORNEY/FILING PARTY)

# PLEASE HAVE THE FOLLOWING ITEMS COMPLETED AND READY TO BE FILED IN ORDER TO PROPERLY COMMENCE YOUR NEW COURT CASE:

- 1. Original Complaint or Petition.
- 2. If filing a Complaint, a completed Summons form for issuance by the Clerk.
- 3. Civil Case Cover Sheet, Judicial Council form CM-010.
- Civil Case Cover Sheet Addendum and Statement of Location form, LACIV 109, LASC Approved 03-04 (Rev. 03/11).
- Payment in full of the filing fee, unless fees have been waived.
- A signed order appointing the Guardian ad Litem, Judicial Council form CIV-010, if the plaintiff or petitioner is a minor under 18 years of age will be required by Court in order to issue a summons.
- Additional copies of documents to be conformed by the Clerk. Copies of the cover sheet and this addendum must be served along with the summons and complaint, or other initiating pleading in the case.

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CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

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