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L. Paul Mankin, IV (SBN 264038) NOV 07 2013 LAW OFFICES OF L. PAUL MANKIN, IV ì 8730 Wilshire Blvd., Suite 310 2 Beverly Hills, California 90211 Tel: (310) 776-6336 3 Fax: (323) 207-3885 pmankin@paulmankin.com 4 Attorneys for Plaintiff Nicholas Bontrager 5 SUPERIOR COURT OF THE STATE OF CALIFORNIA 6 FOR THE COUNTY OF LOS ANGELES 7 BC526990 8 NICHOLAS BONTRAGER, individually, Case No.: 9 and on behalf of other members of the CLASS ACTION COMPLAINT general public similarly situated, 10 Violation of Unfair Competition Law (Cal. Business & Professions Code Plaintiff, 11 §§ 17200 et seq.); Violation of Unfair Competition Law 12 VS. (2) (Cal. Business & Professions Code INTELLIGENT BEVERAGES, LLC., an §§ 17500 et seq.); Violation of the Consumers Legal 13 Arizona Limited Liability Company, Remedies Act (Cal. Civil Code §§ 1750 et (3) 14 Defendant. Negligent Misrepresentation; and 15 Breach of Quasi-Contract. (5)CCW 307 William F. Highberger 16 Jury Trial Demanded 17 18 19 20 21 PAYMENT: RECEIPT #: CCH439933026 22 公市分 23 24 **(** Ç 25 26 1 1 1 1 27 28

CLASS ACTION COMPLAINT

Plaintiff Nicholas Bontrager ("Plaintiff"), individually and on behalf of all other members of the public similarly situated, allege as follows:

# NATURE OF THE ACTION

- 1. Plaintiff brings this class action Complaint against Defendant INTELLIGENT BEVERAGES, LLC. (hereinafter "Defendant" or "Intelligent") to stop Defendant's practice of releasing misbranded products into the stream of commerce and to obtain redress for all nationwide consumers ("Class Members") who purchased, within the applicable statute of limitations period, a Intelligent product which list "organic evaporated cane juice" as an ingredient, which includes, but is not limited to "RESQWATER," (hereinafter collectively referred to as the "Class Products").
  - 2. Intelligent is an Arizona company that sells and distributes the Class Products at premium prices throughout the United States. Intelligent's principal place of business is in Scottsdale, Arizona.
  - 3. Intelligent knows that a majority of its consumers are health conscious and prefer foods lacking added sugar. Intelligent recognizes that health claims drive sales, and actively promotes the health benefits of its products.
  - 4. For example, Intelligent makes the following representations regarding RESQWATER:
    - RESQWATER is an anti-hangover drink that is all-natural, gluten free and certified kosher.
    - Our water is formulated to help return you to center.
  - 5. Intelligent's website, http://www.resqwater.com, is also largely dedicated to promoting the nutritional and health aspects of the Class Products.
  - 6. However, Intelligent sought to conceal the added sugar in the Class Products, by failing to list "sugar" or "dried cane syrup" as an ingredient. Instead, the labels list "organic evaporated cane juice" as an ingredient, as depicted below, despite the fact that the U.S. Food and Drug Administration ("FDA") has specifically warned companies that term is false and misleading. In so doing, Intelligent has violated California's Sherman Law and

California consumer protection statutes.

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Serving Size: 8 fl. oz. (237 ml) Servings Per Container: 1

Servings Per Container: 1	
Amount Per Serving	% Daily Intake
Calories 70	
Total Carbohydrate 17g	6%*
Sugare 16g	+
Vitamin C 300mg	500%
Thiamin (Vitamin B1) 4mg	250%
Vitamin B6 50mg	2500%
Phosphorous 131mg	15%
Sodium 120mg	5%
Potassium 170mg	5%
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Proprietary Blend: 1150mg
(Monopotassium Phosphate, Organic Prickly Pear

Cactus Fruit Extract, N-Acetyl Cysteine, Milk Thistle)

\*Percent Daily Values (DV) are based on a 2,000 calorie diet. \*Daily value not established.

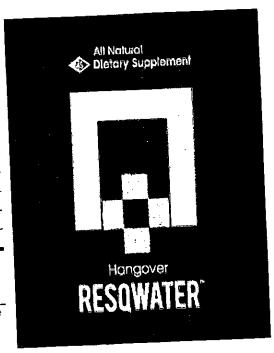
Other Ingredients: Water, Organic Evaporated Cane Juice, Citric Acid, Natural Flavors, Salt.

Manufactured for: intelligent Beverages, LLC, Scottsdate, AZ 85254

Contact us at 952-456-8695 or

#### movresq@resqwater.com

Always store in a cool area to ensure the product remains fresh. RESQWATER contains natural ingredients that are sensitive to heat. NOT a hangover cure.



These statements have not been evaluated by the Food and Drug Administration. This product is not intented to diagnose, treat, cure or prevent any disease.

This product is intended for use by heatthy adults as directed; advice from a medical professional should be sought prior to its use. Discontinue this product use if you believe you have experienced an unpleasant side effect. This product will not prevent intoxication not enhance sobriety. Always drink lawfully and respansibly.

7. This action is not pre-empted by federal law. State law claims based on a food product's non-conforming, misleading or deceptive label are expressly permitted where, as here, they impose legal obligations identical to the Food Drug and Cosmetics Act ("FDCA") of 1938 and corresponding FDA regulations, including FDA regulations concerning naming and labeling.

# NATURE OF THE CASE & COMMON ALLEGATIONS OF FACT

8. In recent years, Americans have become increasingly health conscious, with strong justification. Numerous independent studies have come to the same conclusion: an

informed, healthy, and balanced diet is critical to a long and healthy life. Those same studies have found that poor dietary habits are one of the leading causes of preventable deaths.

Proper dietary habits regarding sugar intake have been found to have a significant correlation to improving overall health while lessening the risks of diabetes and cardiovascular diseases.

Consequently, maintaining a diet low in sugar has become important to a growing number of consumers.

- 9. To profit from the public's increasing focus on dietary health, Intelligent has, at various times during the class period, advertised, marketed, and placed a label on its misbranded Class Products, listing "organic evaporated cane juice" as an ingredient.
- 10. The Food Drug and Cosmetics Act of 1938 provides the Food and Drug Administration ("FDA") with the authority to oversee the safety of food, drugs and cosmetics. 21 U.S.C. § 301, et seq. Pursuant to this authority, the FDA has promulgated regulations and issued guidance that spell out in painstaking detail how ingredients are to be declared on the label of foods.
- legal requirements that help consumers make informed choices and ensure that they are not misled. As described more fully below, Defendant has made, and continues to make false and deceptive claims in violation of federal and California laws that govern the types of representations that can be made on food labels. These laws recognize that reasonable consumers are likely to choose products claiming to have a health or nutritional benefit over otherwise similar food products that do not claim such properties it benefits or that disclose certain ingredients. More importantly, these laws recognize that the failure to disclose the presence of risk-increasing ingredients, like sugar, is deceptive because it conveys to consumers the net impression that a food makes only positive contributions to a diet, or does not contain any ingredients at levels that raise the risk of diet related disease or health-related condition.

<sup>&</sup>lt;sup>1</sup> See, e.g., "A Statement for Healthcare Professionals From the Nutrition Committee of the American Heart Association" http://circ.ahajournals.org/content/102/18/2284.long

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- 12. Defendant has made and continues to make, unlawful ingredient claims on the food labels of its misbranded Class Products that are prohibited under applicable federal and California laws. Under the FDCA section 403(a), food is considered misbranded if "its labeling is false or misleading in any particular," or if it does not contain certain information on it label or its labeling. 21 U.S.C. § 343(a).
- Under FDCA, the term "false" has its usual meaning of "untruthful," while the term "misleading: is a term of art. Misbranding reaches not only false claims, but those claims that might be technically true, but still misleading. If any one representation in the labeling is misleading, the entire food is misbranded. No other statement in the labeling can cure a misleading statement. "Misleading" is judged in reference to "the ignorant, the unthinking and the credulous who, when making a purchase, do not stop to analyze." *United States v. El-O-Pathic Pharmacy*, 192 F.2d 62, 75 (9th Cir. 1975). Under the FDCA, it is not necessary to prove that anyone was actually misled.
  - state law. Specifically, California's Sherman Law incorporates "[a]ll food labeling regulations and any amendments to those regulations adopted pursuant to the FDCA" as "the food labeling regulations of this state." Cal. Health & Saf. Code § 110100(a). "Any food is misbranded if its labeling does not conform with the requirements for nutrient content or health claims as set forth in Section 403(r) (21 U.S.C. Sec. 343(r)) of the federal act and the regulations adopted pursuant thereto." Cal. Health & Saf. Code § 110670. State law claims based on a food product's non-conforming, misleading or deceptive label are expressly permitted when they impose legal obligations identical to the FDCA and corresponding FDA regulations, including FDA regulations concerning naming and labeling. *In re Farm Raised Salmon Cases*, 42 Cal. 4th 1077, 1094-95 (2008). Intelligent's conduct thus constitutes a violation of California law for which Plaintiff and class members are entitled to seek redress under the UCL, CLRA and other California consumer protection statutes.
    - 15. By way of this Complaint, Plaintiff seeks to impose requirements that are identical to and do not exceed the federal requirements. As such, this action is not pre-empted

by federal law. State law claims based on a food product's non-conforming, misleading or deceptive label are expressly permitted where, as here, they impose legal obligations identical to the FDCA and corresponding FDA regulations, including FDA regulations concerning naming and labeling.

- 16. Defendant has made, and continues to make, false and deceptive claims in its misbranded Class Products in violation of federal and California laws. In particular, Defendant has violated federal and California labeling regulations by listing sugar and/or sugar cane syrup as "organic evaporated cane juice."
- names. 21 C.F.R. § 101.4(a)(1); 21 C.F.R. § 101.3; 21 C.F.R. § 102.5. According to the FDA, the term "evaporated cane juice" is not the common or usual name for any type of sweetener, including sugar or cane products. Sugar or sucrose is defined by regulation in 21 C.F.R. § 101.4(b)(2) and 21 C.F.R. § 184.1854, as the common or usual name for material obtained from the crystallization from sugar cane or sugar beet juice that has been extracted by pressing or diffusion, then clarified and evaporated. Cane syrup is defined by regulation in 21 C.F.R. § 168.130. The common or usual name for the solid or dried form of cane syrup is "dried cane syrup." Sugar cane products are required by regulation (21 C.F.R. § 101.4) to be described by their common or usual names, sugar (21 C.F.R. § 101.4(b)(20) and 21 C.F.R. § 184.1854) or cane syrup (21 C.F.R. § 168.1340).
  - 18. Furthermore, in 2009 the FDA issued its Guidance to the Industry regarding ingredients declared as evaporated cane juice.<sup>2</sup> In its Guidance, the FDA advised the food industry not to list "evaporated cane juice" as an ingredient on product labels "because that term falsely suggests that the sweeteners are juice." Nevertheless, Intelligent has made, and continues to make, false, and deceptive claims on its misbranded Class Products in violation of federal and California laws that govern the types of representations that can be made on

<sup>&</sup>lt;sup>2</sup> Guidance for Industry: Ingredients declared as Evaporated Cane Juice; Draft Guidance (Oct. 2009) available at http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm181491.htm (last visited Apr 9, 2013).

food labels.

- 19. Defendant's violations of the law include, but not limited to, the illegal advertising, marketing, distribution, delivery, and sale of Intelligent's misbranded Class Products to consumers in California and throughout the United States. As such, Intelligent's misbranded Class Products cannot legally be manufactured, advertised, distributed, held, or sold.
- 20. On behalf of the class, Plaintiff seeks an injunction requiring Defendant to cease circulation of the misbranded Class Products and an award of damages to Class Members, together with costs and reasonable attorneys' fees.

### JURISDICTION AND VENUE

- 21. This class action is brought pursuant to California Code of Civil Procedure section 382. The damages and restitution sought by Plaintiff exceeds the minimal jurisdiction limits of the Superior Court and will be established according to proof at trial.
- 22. This Court has jurisdiction over this action pursuant to the California Constitution, Article VI, section 10, which grants the Superior Court "original jurisdiction in all causes except those given by statute to other courts." The statutes under which this action is brought do not specify any other basis for jurisdiction.
- 23. This Court has jurisdiction over the Defendant because, upon information and belief, Defendant is has sufficient minimum contacts in California, or otherwise intentionally avails itself of the California market so as to render the exercise of jurisdiction over it by the California courts consistent with traditional notions of fair play and substantial justice.
- 24. Venue is proper in this Court because, upon information and belief, Defendant transacts business in this County and the acts and omissions alleged herein took place in this County.

#### THE PARTIES

- 25. Plaintiff Nicholas Bontrager is a citizen and resident of the State of California, County of Los Angeles.
  - 26. Defendant INTELLIGENT BEVERAGES, LLC., is an Arizona Limited

Liability Company with its principal office at 10869 N. Scottsdale Road, #103-122, Scottsdale, Arizona 85254.

- 27. Plaintiff is informed and believes, and thereon alleges, that each and all of the acts and omissions alleged herein was performed by, or is attributable to, INTELLIGENT BEVERAGES, LLC. and/or its employees, agents, and/or third parties acting on its behalf, each acting as the agent for the other, with legal authority to act on the other's behalf. The acts of any and all of Defendant's employees, agents, and/or third parties acting on its behalf, were in accordance with, and represent, the official policy of Defendant INTELLIGENT BEVERAGES, LLC.
- 28. Plaintiff is informed and believes, and thereon alleges, that said Defendant is in some manner intentionally, negligently, or otherwise responsible for the acts, omissions, occurrences, and transactions of each and all its employees, agents, and/or third parties acting on its behalf, in proximately causing the damages herein alleged.
- 29. At all relevant times, Defendant ratified each and every act or omission complained of herein. At all relevant times, Defendant, aided and abetted the acts and omissions as alleged herein.

### PLAINTIFF'S FACTS

- 30. Plaintiff Nicholas Bontrager is a health-conscious person, whose family has a history of diabetes, and who routinely purchases and pays a premium for products advertised to be healthy and/or low in sugar.
- Plaintiff purchased RESQWATER approximately four to five times over the past three (3) months. During this time period Plaintiff purchased the RESQWATER from the Mobile gas station at 8567 Wilshire Blvd., Beverly Hills, California 90211.
- 32. Plaintiff read and relied upon the ingredients listed on the Class Products at the time of purchase, and selected Intelligent's products over other less expensive alternatives because he believed the Class Products contained lesser amounts of sugar and was healthier for him.
  - 33. Had Intelligent properly marketed, advertised, and labeled the Class Products

		as containing sugar, cane sugar, cane syrup, and/or dried cane syrup, Plaintiff would not have			
1	a	purchased the product, would have purchased less of the product, and/or would have paid less			
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3	;	for the product.  CLASS ACTION ALLEGATIONS			
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:	5	34. Plaintiff brings this action, on behalf of himself and all others similarly			
1	6	situated, and thus, seeks class certification under California Code of Civil Procedure section			
	7	382.			
	8	The class Plaintiff seeks to represent (the "Class") is defined as follows:			
	9	All persons in the United States who, within the last four years,			
1	10	All persons in the United States who, within the purchased Defendant's Class Products labeled with the ingredient, "organic evaporated cane juice." ("Class Members").			
	11	"Class Members" shall mean and refer to the members			
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	13	of the Class described above.  37. Excluded from the Class are Intelligent, its affiliates, employees, agents, and			
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	15	attorneys, and the Court.  38. Plaintiff reserves the right to amend the Class, and to add additional subclasses,			
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	16	if discovery and further investigation reveals such action is warranted.			
	17	39. There is a well-defined community of interest in the litigation and the class is			
	18	readily ascertainable:			
	19	(a) Numerosity: Upon information and belief, the members of the class			
	20	(and subclass) are so numerous that joinder of all members would be			
•	21	unfeasible and impractical.			
<del> </del>	22	(b) Typicality: Plaintiff is qualified to, and will, fairly and adequately			
فسإ	23	protect the interests of each Class Member with whom he has a well-			
* ©	24	11			
٥٥	25	misbranded Class Products during the Class Period. Intelligent's			
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- 45. In addition, Intelligent's declaration that its Class Products contain "organic evaporated cane juice" in its advertising, marketing, packaging, and labeling constitutes a "fraudulent" business practice or act within the meaning of Business and Professions Code Section 17200 et seq. The applicable food labeling regulations are carefully crafted to require that sugar cane products be declared by their common or usual names to protect the consuming public from being deceived. Intelligent's non-compliant advertising, marketing, packaging, and labeling declaring that the Class Products contain "organic evaporated cane juice" poses the very risk of deception the regulations were promulgated to protect against.
  - 46. Moreover, there were reasonable alternatives available to Intelligent to further its legitimate business interests, other than the conduct described herein. For example, Intelligent could have complied with FDA requirements by declaring the inclusion of a sugar cane product by their common or usual name including, sugar, cane sugar, cane syrup, and/or dried cane syrup product.
  - 47. Intelligent used misbranded advertising, marketing, packaging, and labeling to induce Plaintiff and Class Members to purchase its Class Products. Had Intelligent not misbranded its Class Products as containing "organic evaporated cane juice" in its advertising, marketing, packaging, and labeling, Plaintiff and Class Members would not have purchased the product, would have purchased less of the product and/or would have paid less for the product. Intelligent's conduct therefore caused and continues to cause economic harm to Plaintiff and Class Members.
    - 48. Intelligent has thus engaged in unlawful, unfair, and fraudulent business acts entitling Plaintiff and Class Members to judgment and equitable relief against Intelligent, as set forth in the Prayer for Relief. Additionally, pursuant to Business and Professions Code section 17203, Plaintiff and Class Members seek an order requiring Intelligent to immediately cease such acts of unlawful, unfair, and fraudulent business practices and requiring Intelligent to correct its actions.

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#### SECOND CAUSE OF ACTION

# Violation of the California False Advertising Act

(Cal. Bus. & Prof. Code §§ 17500 et seq.)

- 49. Plaintiff incorporates by reference each allegation set forth above.
- 50. Pursuant to California Business and Professions Code section 17500, et seq., it is unlawful to engage in advertising "which is untrue or misleading, and which is known, or which by the exercise of reasonable care should be known, to be untrue or misleading."
- 51. As explained above, Intelligent misbrands the Class Products as containing "organic evaporated cane juice" on product labels, falsely suggesting that the sweetener is a juice.
- 52. As also explained above, the applicable food labeling regulations are carefully crafted to protect the consuming public from being deceived. Intelligent's non-compliant advertising, marketing, packaging, and labeling declaring that the Class Products contain "organic evaporated cane juice" poses the very risk of deception the regulations were promulgated to protect against.
- 53. Intelligent is a multi-million dollar company advised by skilled counsel who, on information and belief, are or by the exercise of reasonable care should be aware of the governing regulations and their purpose, and the fact that the labels on the Class Products do not comply with them.
- 54. Intelligent's use of the misbranded labels on the Class Products therefore constitutes untrue and/or misleading advertising within the meaning of Business and Professions Code Section 17500 et seq.
- 55. Plaintiff, individually and on behalf of all others similarly situated, demands judgment against Intelligent for restitution, disgorgement, injunctive relief, and all other relief afforded under Business & Professions Code section 17500, plus interest, attorneys' fees, and costs.

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Violation of the Consumers Legal Remedies Act

(Cal. Civil Code §§ 1750 et seq.)

- 56. Plaintiff incorporates by reference each allegation set forth above.
- 57. This cause of action is brought pursuant to the Consumers Legal Remedies Act, California Civil Code Sections 1750 et seq. ("CLRA").
- 58. The CLRA has adopted a comprehensive statutory scheme prohibiting various deceptive practices in connection with the conduct of a business providing goods, property, or services to consumers primarily for personal, family or household purposes. The self-declared purposes of the act are to protect consumers against unfair and deceptive business practices and to provide efficient and economical procedures to secure such protection.
- 59. The Defendant named herein is a "person" as defined by Civil Code section 1761(c) because it is a corporation and/or company as set forth above.
- 60. Plaintiff and Class Members are "consumers" within the meaning of Civil Code section 1761(d) because they are individuals who purchased the products at issue in this complaint for personal and/or household use, i.e. the Class Products.
- 61. The Class Products are "goods" within the meaning of California Civil Code section 1761 (a) in that they are tangible products bought by Plaintiff and Class Members for personal, family, and/or household use.
- 62. Plaintiff's and Class Members' payments for the goods of the Class Products are "transaction[s]" as defined by Civil Code section 1761 (e) because Intelligent entered into an agreement to sell those products in exchange for Plaintiff's and Class Members' monetary compensation.
- 63. Plaintiff has standing to pursue this claim as he has suffered injury in fact and has lost money as a result of Intelligent's actions as set forth herein. Specifically, Plaintiff purchased the Class Products on various occasions. Had Intelligent not marketed, advertised or included the offending labels on its Class Products, Plaintiff would not have purchased the product, would have purchased less of the product and/or would have paid less for the

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product.

- 64. Section 1770(a)(5) of the CLRA prohibits anyone from "[r]epresenting that goods or services have sponsorship, approval, characteristics, ingredients, uses, benefits, or quantities which they do not have ... " As discussed above, Intelligent misbrands the Class Products as containing "organic evaporated cane juice" as an ingredient on product labels, falsely suggesting that the sweetener is a juice, in violation of California Sherman Act's advertising and misbranded food provisions. As a result, by marketing, advertising, and employing the misbrand labels on its Class Products, Intelligent effectively represented that its products has sponsorship, approval, characteristics, ingredients, uses and benefits which it does not have under the governing law.
  - 65. Section 1770(a)(7) of the CLRA prohibits anyone from "[r]epresenting that goods or services are of a particular standard, quality, or grade, or that goods are of a particular style or model, if they are of another." By marketing, advertising, and employing the misbrand labels on its Class Products, Intelligent similarly represented its juice to be of a particular standard, quality or grade which it is not under the governing law.
  - 66. Section 1770(a)(9) of the CLRA prohibits anyone from "[a]dvertising goods or services with intent not to sell them as advertised." As noted above, Intelligent is a multimillion dollar company advised by skilled counsel who, on information and belief, are or by the exercise of reasonable care should be aware of the governing regulations and their purpose, and the fact that the labels on its Class Products, declaring that it contains "organic evaporated cane juice," does not comply with them. By introducing its Class Products with non-compliant labels into the stream of commerce notwithstanding this knowledge, Intelligent thus intentionally sold a misbranded product.
  - 67. Pursuant to section 1782 of the CRLA, Plaintiff notified Intelligent in writing of the particular violations of section of the CLRA and demanded that Intelligent rectify the problems associated with the behavior detailed above, which acts and practices are in violation of Civil Code section 1770.
    - 68. Intelligent failed to adequately respond to Plaintiff's above-described demands

and failed to give notice to all affected consumers, pursuant to Civil Code section 1782.

- 69. Plaintiff has filed concurrently herewith the declaration of venue required by Civil Code section 1780(d).
- 70. Plaintiff seeks an order enjoining the act and practices described above, restitution of property, and any other relief that the court deems proper.
- 71. Currently, pursuant to California Civil Code 1782(d), with respect only to Plaintiff's CLRA claim, Plaintiff only seeks equitable and injunctive relief through the CLRA and not actual damages via the CLRA. Upon Intelligent's failure to rectify or agree to adequately rectify the problems associated with the actions detailed above, Plaintiff will amend his complaint to additionally seek damages, restitutionary relief, punitive damages, attorneys' fees and costs, and any other relief available under section 1780(a) of the CRLA.

#### FOURTH CAUSE OF ACTION

# Negligent Misrepresentation

- 72. Plaintiff incorporates by reference each allegation set forth above.
- 73. Intelligent owed a duty to Plaintiff and Class Members to exercise reasonable care in making representations about its Class Products which it offered for sale to consumers.
- 74. Intelligent knew, or should have known by the exercise of reasonable care, that sugar cane products must be declared by their common or usual name including, sugar, cane sugar, cane syrup, and/or dried cane syrup. Never the less, Intelligent negligently and/or recklessly included the non-complaint labels, declaring that its Class Products contained "organic evaporated cane juice," on it's widely distributed Class Products that is sold nationwide and consumed by millions of people annually.
- 75. Plaintiff and Class Members reviewed, believed, and relied upon the misbranded labels on the Class Products when deciding to purchase them, and, how much to pay for the Class Products.
- 76. As a direct and proximate result of Intelligent's negligent and/or reckless conduct, Plaintiff and Class Members have been damaged in an amount to be proven at trial.

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#### FIFTH CAUSE OF ACTION

#### **Breach of Quasi-Contract**

- 77. Plaintiff incorporates by reference each allegation set forth above.
- 78. As a direct and proximate result of Intelligent's acts, as set forth above, Intelligent has been unjustly enriched.
- 79. Through unlawful and deceptive conduct in connection with the advertising, marketing, promotion, and sale of its Class Products, Intelligent has reaped the benefits of Plaintiff's and Class Members' payments for a misbranded product.
- 80. Intelligent's conduct created a contract or quasi-contract through which Intelligent received a benefit of monetary compensation without providing the consideration promised to Plaintiff and Class Members. Accordingly, Intelligent will be unjustly enriched unless ordered to disgorge those profits for the benefit of Plaintiff and Class Members.
- 81. Plaintiff and Class Members are entitled to and seek through this action restitution of, disgorgement of, and the imposition of a constructive trust upon all profits, benefits, and compensation obtained by Intelligent from its improper conduct as alleged herein.

#### **MISCELLANEOUS**

82. Plaintiff and Class Members allege that they have fully complied with all contractual and other legal obligations and fully complied with all conditions precedent to bringing this action or all such obligations or conditions are excused.

# REQUEST FOR JURY TRIAL

83. Plaintiff requests a trial by jury as to all claims so triable.

#### PRAYER FOR RELIEF

- 84. Plaintiff, on behalf of himself and the Class, requests the following relief:
  - (a) An order certifying the Class and appointing Plaintiff as Representative of the Class;
  - (b) An order certifying the undersigned counsel as Class Counsel;
  - (c) A declaratory judgment that the labels on Intelligent's Class Products

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CLASS ACTION COMPLAINT

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District Program	har and address!	FOR COURT USE ONLY
ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar num Paul Mankin, IV. (SBN 264038)	uer, and educess).	
The Law Offices of L. Paul Mankin, IV		Ti hi
8730 Wilshire Blvd., Suite 310		COUNTY BY LES ASSESSED
Beverly Hills, CA 90211	FAX NO.: (323) 207-3885	CONMA GATHA VMRKTÉS
TELEPHONE NO.: (310) 776-6336 ATTORNEY FOR (Name): Plaintiff Nicholas Bonti	ager	New Or Phia
SUPERIOR COURT OF CALIFORNIA, COUNTY OF LOS	Angeles	NOV 07 2013
STREET ADDRESS: 111 North Hill Street	MiBoros	JOHN A. CENTRAL CHARK
MAILING ADDRESS: 111 North Hill Street		JOHN A. Garrighai, Gamrik
l GITY AND ZIR CODE: Tos Angeles 90012		DV. 1014 DOM DEDUCE
BRANCH NAME: Stanley Mosk Courthou	ise	BY L. JOHNSON, DEPUTY
CASE NAME		1.
Bontrager, Nicholas v. Intelligent Bev	erages, LLC.	
CIVIL CASE COVER SHEET	Complex Case Designation	CASE NUMBER:
✓ Unlimited Limited		CASE NUMBER: 8 2 6 9 9 0
(Amount (Amount	Counter Joinder	INDGE:
demanded demanded is	Filed with first appearance by defend	ant   OEPT:
overeds \$25,000) \$25,000 or less)	(Cal. Rules of Court, rule 3.402)	
Items 1–6 belov	v must be completed (see instructions o	on page 2).
1. Check one box below for the case type that	pest describes this case:	Provisionally Complex Civil Litigation
Auto Tort	Contract  Breach of contract/warranty (06)	(Cal. Rules of Court, rules 3.400-3.403)
Auto (22)	Breach of contract waitanty (00)	Antitrust/Trade regulation (03)
Uninsured motorist (46)	Rule 3.740 collections (09)	Construction defect (10)
Other PI/PD/WD (Personal Injury/Property	Other collections (09)	Mass tort (40)
Damage/Wrongful Death) Tort	Insurance coverage (18)	Securities litigation (28)
Asbestos (04)	Other contract (37)	Environmental/Toxic tort (30)
Product liability (24)	Real Property Eminent domain/Inverse	Incurance coverage claims arising from the
Medical malpractice (45)	condemnation (14)	above listed provisionally complex case
Other PI/PD/WD (23)	Wrongful eviction (33)	types (41)
Non-PI/PD/WD (Other) Tort	Other real property (26)	Enforcement of Judgment
Business tort/unfair business practice (07)	Unlawful Detainer	Enforcement of judgment (20)
Civil rights (08)	Commercial (31)	Miscellaneous Civil Complaint
Defamation (13)	Residential (32)	RICO (27)
Fraud (16)	Drugs (38)	Other complaint (not specified above) (42)
Intellectual property (19)	Judicial Review	Miscellaneous Civil Petition
Professional negligence (25)	Asset forfeiture (05)	Partnership and corporate governance (21)
Other non-PI/PD/WD tort (35)	Petition re: arbitration award (11)	Other petition (not specified above) (43)
Employment	Writ of mandate (02)	Object person (1997)
Wrongful termination (36) Other employment (15)	Other judicial review (39)	
Ti I I comp	alex under rule 3,400 of the California R	tules of Court. If the case is complex, mark the
2. This case is is not is factors requiring exceptional judicial management.	gement:	
a. Large number of separately repres	sented parties d. L Large number	er of witnesses
b. Extensive motion practice raising	difficult or povel e l Coordination	with related actions pending in one or more courts
issues that will be time-consuming	i to resolve in other cour	nties, states, or countries, or in a federal court
c. Substantial amount of documenta	ry evidence f. L Substantial j	postjudgment judicial supervision
3. Remedies sought (check all that apply): a.		declaratory or injunctive relief c punitive
4. Number of causes of action (specify): Five	e; Unfair Business Practices	
r This same I/ is lie not a class	s action suit.	
6. If there are any known related cases, file a	ind serve a notice of related case. (You	i may use form CM-015.)
Date: 11/5/2013	,	
©Paul Mankin, IV		ALL DE ALTORNIEV COR PARTY)
(TYPE OR PRINT NAME)	NOTICE	(SIGNATURE OF PARTY OR ATTORNEY FOR PARTY)
	NOTICE  first paper filed in the action or proceed	ling (except small claims cases or cases filed
Plaintiff must file this cover sheet with the under the Probate Code, Family Code, or the Probate Code.	Welfare and Institutions Code). (Cal. R	ules of Court, rule 3.220.) Failure to file may result
Pari in a series and		
in sanctions.	er sheet required by local court rule.	ou must serve a copy of this cover sheet on all
If this case is complex under rule 3.400 et	seq, of the California Rules of Court, y	ou must serve a copy of this cover sheet on all
other parties to the action or proceeding.	a 3.740 or a complex case, this cover s	heet will be used for statistical purposes only.

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# INSTRUCTIONS ON HOW TO COMPLETE THE COVER SHEET

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.

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Auto Tort
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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 Tort/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)  $(\mathfrak{D})$ Legal Malpractice Other Professional Malpractice (not medical or legal) N Other Non-PI/PD/WD Tort (35) Employment Wrongful Termination (36)

Other Employment (15)

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/tenant, 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 (nondomestic relations) Sister State Judgment Administrative Agency Award (not unpaid taxes) Petition/Certification of Entry of Judgment on Unpaid Taxes Other Enforcement of Judgment Case

Miscellaneous Civil Complaint RICO (27)

Other Complaint (not specified above) (42) Declaratory Relief Only Injunctive Relief Only (nonnarassment) 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 Other Civil Petition

	CASE NUMBER
SHORT TITLE: Bontrager v. Intelligent Beverages, LLC.	BC526990

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

STATEMENT OF LOG (CERTIFICATE OF GROUNDS FOR ASSIGNME	NT 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 h	nearing expected for this case:
JURY TRIAL? TYES CLASS ACTION? YES LIMITED CASE?	YES TIME ESTIMATED FOR TRIAL 5 🔲 HOURS/ 🗹 DAYS
Item II. Indicate the correct district and courthouse location (4 steps	
<b>Step 1:</b> After first completing the Civil Case Cover Sheet form, fin case in the left margin below, and, to the right in Column <b>A</b> , the Civ	d the main Civil Case Cover Sheet heading for your il Case Cover Sheet case type you selected
Step 2: Check one Superior Court type of action in Column B be	low which best describes the nature of this case.
Step 3: In Column C, circle the reason for the court location choicehecked. For any exception to the court location, see Local Rule 2	ce that applies to the type of action you have .0.
Applicable Reasons for Choosing Courthouse	Location (see Column C below)
<ol> <li>Class actions must be filed in the Stanley Mosk Courthouse, central district.</li> <li>May be filed in central (other county, or no bodily injury/property damage).</li> <li>Location where cause of action arose.</li> <li>Location where bodily injury, death or damage occurred.</li> <li>Location where performance required or defendant resides.</li> </ol>	6. Location of property or permanently garaged vehicle. 7. Location where petitioner resides. 8. Location wherein defendant/respondent functions wholly. 9. Location where one or more of the parties reside. 10. 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 Tort	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.
žτ	Asbestos (04)	☐ A6070 Asbestos Property Damage ☐ A7221 Asbestos - Personal Injury/Wrongful Death	2. 2.
$\mathbb{C}  imes \mathbb{S}  imes \mathbb{T}  imes \mathbb{T}$ Other Personal Injury/ Property Damage/ Wrongful Death Tort	Product Liability (24)	☐ A7260 Product Liability (not asbestos or toxic/environmental)	1,, 2,, 3,, 4., 8.
	Medical Malpractice (45)	☐ A7210 Medical Malpractice - Physicians & Surgeons ☐ A7240 Other Professional Health Care Malpractice	1., 4. 1., 4.
T らるイ 字 Other Person Damage/Wrd	Other Personal Injury Property Damage Wrongful Death (23)	<ul> <li>□ A7250 Premises Liability (e.g., slip and fall)</li> <li>□ A7230 Intentional Bodily Injury/Property Damage/Wrongful Death (e.g., assault, vandalism, etc.)</li> <li>□ A7270 Intentional Infliction of Emotional Distress</li> <li>□ A7220 Other Personal Injury/Property Damage/Wrongful Death</li> </ul>	1., 4. 1., 4. 1., 3. 1., 4.

LACIV 109 (Rev. 03/11) LASC Approved 03-04 CIVIL CASE COVER SHEET ADDENDUM AND STATEMENT OF LOCATION

Local Rule 2.0

Page 1 of 4

SHORT TITLE: Bontrager v. Intelligent Beverages, LLC.

	A Civil Case Cover Sheet Category No.	B Type of Action (Check only one)	C Applicable Reasons - See Step 3 Above
Non-Personal Injury/ Property Damage/ Wrongful Death Tort	Business Tort (07)	A6029 Other Commercial/Business Tort (not fraud/breach of contract)	Ф, з.
	Civil Rights (08)	□ A6005 Civil Rights/Discrimination	1., 2., 3.
	Defamation (13)	☐ A6010 Defamation (stander/libet)	1., 2., 3.
al Injur ongful	Fraud (16)	☐ A6013 Fraud (no contract)	1., 2., 3.
on-Persona amage/ Wr	Professional Negligence (25)	□ A6017 Legal Malpractice     □ A6050 Other Professional Malpractice (not medical or legal)	1., 2., 3. 1., 2., 3.
žÕ	Other (35)	☐ A6025 Other Non-Personal Injury/Property Damage tort	2.,3.
ent	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. 10.
Contract	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.
	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 parcels	2.
perty	Wrongful Eviction (33)	☐ A6023 Wrongful Eviction Case	2., 6.
Real Prop	Other 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.
्र ्र	Unlawful Detainer-Commercial (31)	☐ A6021 Unlawful Detainer-Commercial (not drugs or wrongful eviction)	2., 6.
ें Detaine	Unlawful Detainer-Residential (32)	☐ A6020 Unlawful Detainer-Residential (not drugs or wrongful eviction)	2., 6.
う 乙 / 욱 ⑥ Unlawful Detainer	Unlawful Detainer- Post-Foreclosure (34)	☐ A6020F Unlawful Detainer-Post-Foreclosure	2., 6.
ু ১	Unlawful Detainer-Drugs (38)	☐ A6022 Unlawful Detainer-Drugs	2., 6.

SHORT TITLE:
Bontrager v. Intelligent Beverages, LLC.

	A Civil Case Cover Sheet Category No.	B Type of Action (Check only one)	C Applicable Reasons - See Step 3 Above
Judicial Review	Asset Forfeiture (05)	☐ A6108 Asset Forfeiture Case	2., 6.
	Petition re Arbitration (11)	☐ A6115 Petition to Compel/Confirm/Vacate Arbitration	2., 5.
	Writ of Mandate (02)	<ul> <li>□ A6151 Writ - Administrative Mandamus</li> <li>□ A6152 Writ - Mandamus on Limited Court Case Matter</li> <li>□ A6153 Writ - Other Limited Court Case Review</li> </ul>	2., 8. 2. 2.
•	Other Judicial Review (39)	□ A6150 Other Writ /Judiciai Review	2., 8.
: ا	Antitrust/Trade Regulation (03)	☐ A6003 Antitrust/Trade Regulation	1., 2., 8.
itigati	Construction Defect (10)	☐ A6007 Construction Defect	1., 2., 3.
ıplex L	Claims Involving Mass Tort (40)	☐ A6006 Claims involving Mass Tort	1., 2., 8.
y Con	Securities Litigation (28)	☐ A6035 Securities Litigation Case	1., 2., 8.
Provisionally Complex Litigation	Toxic Tort Environmental (30)	☐ A6036 Toxic Tort/Environmental	1., 2., 3., 8.
Provi	Insurance Coverage Claims from Complex Case (41)	☐ A6014 Insurance Coverage/Subrogation (complex case only)	1., 2., 5., 8.
Enforcement of Judgment	Enforcement of Judgment (20)	<ul> <li>□ A6141 Sister State Judgment</li> <li>□ A6160 Abstract of Judgment</li> <li>□ A6107 Confession of Judgment (non-domestic relations)</li> <li>□ A6140 Administrative Agency Award (not unpaid taxes)</li> <li>□ A6114 Petition/Certificate for Entry of Judgment on Unpaid Tax</li> <li>□ A6112 Other Enforcement of Judgment Case</li> </ul>	2., 9. 2., 6. 2., 9. 2., 8. 2., 8. 2., 8., 9.
	RICO (27)	☐ A6033 Racketeering (RICO) Case	1., 2., 8.
Miscellaneous Civil Complaints	Other Complaints (Not Specified Above) (42)	□ A6030 Declaratory Relief Only □ A6040 injunctive Relief Only (not domestic/harassment) □ A6011 Other Commercial Complaint Case (non-tort/non-complex) □ A6000 Other Civil Complaint (non-tort/non-complex)	1., 2., 8. 2., 8. 1., 2., 8. 1., 2., 8.
	Partnership Corporation Governance (21)	☐ A6113 Partnership and Corporate Governance Case	2., 8.
응 준 / 응 용 / T T Miscellaneous Civil Petitions	Other Petitions (Not Specified Above) (43)	□ A6121 Civil Harassment □ A6123 Workplace Harassment □ A6124 Elder/Dependent Adult Abuse Case □ A6190 Election Contest □ A6110 Petition for Change of Name □ A6170 Petition for Relief from Late Claim Law □ A6100 Other Civil Petition	2., 3., 9. 2., 3., 9. 2., 3., 9. 2. 2., 7. 2., 3., 4., 8. 2., 9.

HORT TITLE: Bontrager	v. Intelligent Beverages, LLC.	CASE NUMBER
Item III. Statement o circumstance indica	f Location: Enter the address of the acc ted in Item II., Step 3 on Page 1, as	cident, party's residence or place of business, performance, or othe the proper reason for filing in the court location you selected.
under Column C for the this case.	appropriate boxes for the numbers shown the type of action that you have selected for	ADDRESS: Class actions must be filed at the Stanley Mosk Courthouse
Сіту:	STATE: ZIP CODE	
item IV. Declaration of and correct and that central Rule 2.0, subds. (b), (	the above-entitled matter is properly fill  District of the Superior Court of Califo	erjury under the laws of the State of California that the foregoing is true ed for assignment to the Stanley Mosk courthouse in the rnia, County of Los Angeles [Code Civ. Proc., § 392 et seq., and Local
Dated: 11/05/2013		(SIGNATURE OF ATTORNEY/FILING PARTY)
PLEASE HAVE TH	IE FOLLOWING ITEMS COMPLETE R NEW COURT CASE:	D AND READY TO BE FILED IN ORDER TO PROPERLY
Original Co	omplaint or Petition.	
	1.1.1. July 2 Community form	for incurance by the Clark

- 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).
- 5. 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.