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5	NOT FOR PUBLICATION
6	IN THE UNITED STATES DISTRICT COURT
7	FOR THE DISTRICT OF ARIZONA
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9	IN RE: Zicam Cold Remedy Marketing,) No. 09-md-2096-PHX-FJM Sales Practices, and Products Liability)
10	Litigation.) ORDER
11	THIS DOCUMENT RELATES TO:
12)
13	Ryan, Clara v. Matrixx Initiatives, Inc.,
14	CV 10-1876-PHX-FJM
15	Holm Judy y Matrixy Initiatives Inc.
16	Helm, Judy v. Matrixx Initiatives, Inc.,) et al.
17	CV 10-1942-PHX-NVW.
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20	The court has before it the parties' "Stipulated Motion to Transfer Related Cases to
21	MDL No. 2096 In Re: Zicam Cold Remedy Marketing, Sales Practices, and Products
22	Liability Litigation" (doc. 894).
23	Plaintiffs allege that they suffered anosmia after using Zicam Cold Remedy, and assert
24	claims for fraud, negligence, failure to warn, defective design, manufacturing defects.
25	breaches of express and implied warranty, and violation of the Unfair and Deceptive Trade
26	Practices Act. Plaintiffs' cases involve the same defendants and call for determination of
27	substantially the same questions of law as the other personal injury cases in the MDL. See
28	LRCiv 42.1(a).

1	Therefore, IT IS ORDERED GRANTING the parties' stipulated motion to transfer
2	(doc. 894). IT IS ORDERED that CV 10-1876-PHX-FJM and CV 10-1942-PHX-NVW
3	shall be transferred to In Re: Zicam Cold Remedy Marketing, Sales Practices, and Products
4	Liability Litigation, 09-md-2096-PHX-FJM.
5	DATED this 20 th day of September, 2010.
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7	Frederick J. Martone
8	Frederick J. Martone United States District Judge
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