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12 **UNITED STATES DISTRICT COURT**
13 **CENTRAL DISTRICT OF CALIFORNIA**

14 **ASIA ECONOMIC INSTITUTE, LLC, et al.,**

Case No: 2:10-cv-01360-SVW-PJW

15 **Plaintiffs,**

**DEFENDANTS' REPLY TO
PLAINTIFFS' OPPOSITION TO
DEFENDANTS' SPECIAL
MOTION TO STRIKE**

16 **vs.**

17 **XCENTRIC VENTURES, LLC, et al.,**

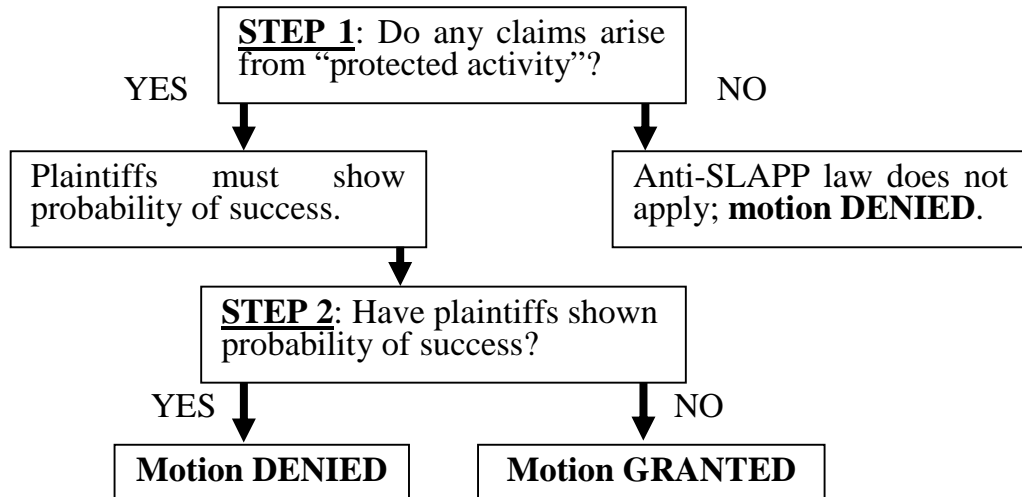
Hearing Date: April 19, 2010
Time: 1:30 PM
Courtroom: 6 (Hon. Steven Wilson)

18 **Defendants.**

Complaint Filed: Jan. 27, 2010

19 **I. INTRODUCTION**

20 The decision tree for the disposition of this motion involves two simple steps:



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28 **DEFENDANTS' REPLY RE:
SPECIAL MOTION TO STRIKE**

1 Defendants' position is that this motion can be resolved entirely on the first
2 question—do any claims in the Complaint arise from “protected activity” within the
3 meaning of the anti-SLAPP statute? Upon reviewing Plaintiffs' Opposition, it appears
4 that Plaintiffs have placed all their efforts into demonstrating why the anti-SLAPP statute
5 does not apply. Because that first question is potentially dispositive and because it is
6 clearly the more debatable point among the two, Plaintiffs' opposition focuses almost
7 entirely on this initial question without making any serious attempt to show that their
8 claims are likely to succeed at trial.

9 As explained below, Defendants continue to maintain that the anti-SLAPP statute
10 applies here. Because Plaintiffs' claims arise from protected activity (both speech and
11 conduct), they are required to show that these claims will probably succeed at trial.
12 However, Plaintiffs have not offered any evidence that would defeat Defendants'
13 immunity under 47 U.S.C. § 230(c)(1). For that and other reasons, Plaintiffs' claims are
14 not likely to succeed and the motion should therefore be granted.

15 II. ARGUMENT

16 a. The Reports Involve Public Issues Under CCP § 425.16(e)(3)

17 On pages 5:16–10:4 of the Motion to Strike, Defendants argued that the four
18 reports at issue here involve “public issues” or matters of “public interest” within the
19 meaning of CCP § 425.16(e)(3) because the topic of whether AEI is a good company to
20 work for is of public interest, particularly in light of the terrible economic conditions and
21 high unemployment rates presently affecting California. Each of the reports adds
22 something to the discussion of that topic and therefore this speech qualifies as protected
23 activity under the anti-SLAPP statute.

24 In response, Plaintiffs argue quite correctly that “[u]nlawful workplace activity
25 below some threshold level of significance is not an issue of public interest, even though
26 it implicates a public policy.” *Rivero v. American Federation of State, County, and
27 Municipal Employees, AFL-CIO*, 105 Cal.App.4th 913, 924, 130 Cal.Rptr.2d 81 (1st DCA
28 2003). Of course, this exact issue was mentioned in Defendants' motion at 7:23–25.

1 This leads to the exact dilemma noted in *Rivero*; “a ‘public concern’ test amounts
2 to little more than a message to judges and attorneys that no standards are necessary
3 because they will, or should, know a public concern when they see it.” *Rivero*, 105
4 Cal.App.4th at 924. If the *Rivero* court was correct and the “public issue/concern”
5 standard is really so nebulous and unhelpful, how can this court decide which way to
6 rule?

7 Although Defendants agree that the answer to this question is highly subjective and
8 not really capable of precise definitions, the following points are worth noting.

9 First, courts will usually find the “public issue/concern” requirement is not present
10 when the statements at issue relate to a narrow personal dispute which does not involve a
11 matter of broader public interest and which primarily affects only two parties—the
12 defendant whose speech is at issue and the plaintiff who is targeted by that speech. For
13 instance, in *Rivero*, the speech at issue criticized the conduct of one person—the
14 plaintiff—and it related solely to his supervision of a very small group of eight
15 employees. Because the speech did not affect anyone outside this small group and
16 because the comments were really nothing more than a personal attack on one individual,
17 the *Rivero* court held the anti-SLAPP law did not apply:

18 [T]he [defendant’s] statements concerned the supervision of a staff of eight
19 custodians by *Rivero*, an individual who had previously received no public
20 attention or media coverage. Moreover, the only individuals directly
21 involved in and affected by the situation were *Rivero* and the eight
22 custodians. *Rivero*’s supervision of those eight individuals is hardly a
23 matter of public interest.

24 *Rivero*, 105 Cal.App.4th at 924. Based on these facts, the court concluded that although
25 discussions about workplace activity could potentially fall within the anti-SLAPP law, the
26 remarks about Mr. *Rivero* simply had not reached that level; “unlawful workplace activity
27 below some threshold level of significance is not an issue of public interest.” *Id.* Of
28 course, the *Rivero* court did not hold that speech about workplace events was never a
public concern, it only held the line was not crossed under the facts of that case.

1 Here, Plaintiffs analogize this case to *Rivero* because like in that case, Plaintiffs
2 operate (or operated) a business and the speech in the Ripoff Report postings criticizes
3 them and their treatment of employees. However, unlike in *Rivero*, the speech at issue
4 here was not solely about a personal attack on the Plaintiffs, nor was the speech about
5 matters that could only affect a tiny handful of employees.

6 Rather, the reports at issue here criticized the Plaintiffs' for their systemic and
7 habitual mistreatment of all of their employees by, among other things, "hiring vulnerable
8 recent grads and international students," "promis[ing] many pervious workers work visas,
9 reference letters for university, and numerous raises," and also reducing pay illegally and
10 failing to pay employees overtime and failing to pay in a timely manner. Unlike the
11 narrow criticism in *Rivero* which arose from the conduct of one person and which
12 affected no one other than the plaintiff, this speech goes to the very heart of a much
13 broader question—whether or not AEI is a good place to work for someone who is
14 currently unemployed.

15 Put differently, the speech in *Rivero* was limited to criticism of the plaintiff in that
16 case, suggesting that he was suspended for mistreating employees, among other things.
17 Particularly in light of the fact that Mr. Rivero quit his job as a result of these remarks,
18 nothing about this speech could have impacted the public at large, nor would it affect the
19 decisions of future job-seekers looking for work in a terrible economy.

20 In this case, the speech is something that would be relevant and important to
21 *anyone* looking for work in Los Angeles which is certainly a large segment of the
22 population; *a fortiori* the statements involve public issues. *See Damon v. Ocean Hills*
23 *Journalism Club*, 85 Cal.App.4th 468, 479, 102 Cal.Rptr.2d 205 (2000) (finding
24 statements that impacted 3,000 individuals were public issues because they involved,
25 "private conduct that impacts a broad segment of society") Paradoxically, this point
26 is demonstrated by Plaintiffs' allegation that the reports caused potential employees of
27 AEI to seek work elsewhere; if the statements in question were not material to the quality
28 of AEI as an employer, then they would not impact the decisions of job-seekers.

1 Inasmuch as people want to know which companies are good places to work, the
2 public is interested in knowing, and has a First Amendment right to discuss, which
3 companies are *not* good places to work. Thus, although the speech in *Rivero* was found to
4 be below a minimal “threshold level of significance”, the speech here is *above* that
5 threshold level. If it is true that AEI routinely fails to pay employees and/or that it
6 requires employees to arrive early and stay after hours without receiving overtime, such
7 actions would violate Cal. Labor Code § 510(a) (requiring overtime pay) and would
8 significantly impact AEI’s suitability as a place to work.

9 It is these factors which makes this case different from *Rivero* and analogous to the
10 more recent decision in *Gilbert v. Sykes*, 147 Cal.App.4th 13, 53 Cal.Rptr.3d 752 (3rd CDA
11 2007) which is discussed on pages 8–9 of Defendants’ motion. The speech in *Gilbert*
12 arose from a private event between only two people (a patient and her doctor). Despite
13 the private nature of the underlying dispute, the speech at issue was not just critical of one
14 person (a plastic surgeon), it also added to the broader public discussion about plastic
15 surgery in general. Because of that, the *Gilbert* court found that the anti-SLAPP statute
16 applied and that the speech was protected.

17 In light of these standards, Defendants’ position can be restated as simply as this—
18 if elective plastic surgery is a public issue, then so is the question of which company is a
19 good place to work. Indeed, with millions of Americans and many Californians
20 unemployed and looking for work, this topic is particularly apropos, a point which
21 Plaintiffs nearly concede; “it is unarguable that unemployment is a public issue in such
22 harsh economic times” Plaintiffs’ Opp. At 11:5–6 (emphasis in original). Because
23 this issue impacts a significant number of people and because the reports at issue add to
24 that discussion, they are public issues within the scope of CCP § 425.16(e)(3).

25 **b. ROR/Magedson’s Conduct Implicates CCP § 425.16(e)(4)**

26 Pages 10:6–11:14 of Defendants’ Motion to Strike argue that to the extent
27 Plaintiffs’ claims arise from Mr. Magedson’s operations of the Ripoff Report website in
28 general (which they clearly do), that conduct is protected by CCP § 425.16(e)(4). At a

1 minimum, this issue applies to Plaintiffs’ statutory unfair business practices claim under
2 Bus. & Prof. Code § 17200 which appears to be based entirely on the operation of the
3 Ripoff Report website in general.

4 In a very cursory response on pages 12–13 of their Opposition, Plaintiffs seem to
5 acknowledge that conduct falling within the scope of CCP § 425.16(e)(4) is protected, but
6 they respond by suggesting that “speech involving illegal activity cannot receive First
7 Amendment protection.” Opp. at 12:23 (citing *Flatley v. Mauro*, 39 Cal.4th 299, 317 (Cal.
8 2006)). The problem with this position is that Plaintiffs fail to realize *claiming* something
9 and *proving* something are two different things. Plaintiffs cannot defeat an anti-SLAPP
10 motion simply by *alleging* that something unlawful has occurred; they have to prove this
11 is so with supporting law and admissible evidence.

12 The *Flatley* case is a good example of this. In *Flatley*, the defendant (an attorney)
13 threatened to falsely accuse the plaintiff (famed Irish “Riverdance” founder Michael
14 Flatley) of raping a woman. See *Flatley*, 39 Cal.4th at 308–09. In his letter demanding a
15 settlement payment in excess of \$1 million, Mr. Mauro ended with a conclusion stating
16 that if Mr. Flatley refused to pay, embarrassing press releases would be distributed to
17 media outlets worldwide. Since these demands were written, Mr. Mauro admitted making
18 the threats.

19 The trial court, the Court of Appeal and the California Supreme Court each agreed
20 that based on the undisputed facts which Mr. Mauro conceded, his conduct qualified as
21 extortion as a matter of law and he therefore could not avail himself of CCP § 425.16:

22 We conclude, therefore, that where a defendant brings a motion to strike
23 under section 425.16 based on a claim that the plaintiff’s action arises from
24 activity by the defendant in furtherance of the defendant’s exercise of
25 protected speech or petition rights, but either the defendant concedes, or the
26 evidence conclusively establishes, that the assertedly protected speech or
27 petition activity was illegal as a matter of law, the defendant is precluded
28 from using the anti-SLAPP statute to strike the plaintiff’s action.

Flatley, 39 Cal.4th at 320, 46 Cal.Rptr.3d at 621–22 (emphasis added).

1 Here, unlike in *Flatley*, Defendants Xcentric and Magedson do not concede that
2 any of their conduct is illegal as a matter of law. In addition, to the extent AEI accuses
3 Defendants of engaging in extortion by making threats of some kind or demanding
4 money, Defendants expressly deny such conduct. See Magedson Aff. at ¶ 33 (denying
5 that any threats were made to plaintiffs). Because Defendants dispute the factual
6 allegations which Plaintiffs’ “extortion” claim is based upon, this case cannot be
7 compared to *Flatley* because no “evidence conclusively establishes” that Defendants have
8 done something which is “illegal as a matter of law”. No such showing has been made
9 here.

10 In their Opposition, Plaintiffs only argument on this point is to recite a conclusory
11 allegation from their pleadings; “[i]n the initial complaint, Plaintiffs unfair business
12 practices claim ... is based on Defendants attempts to solicit defamatory posts and extort
13 money for the removal of such posts.” Opp. at 12:18–20 (emphasis added). Of course,
14 unlike in *Flatley*, Defendants expressly deny engaging in these actions and Plaintiffs have
15 offered no evidence whatsoever to show that these events actually occurred. To be sure,
16 if the matter before the court was a Motion to Dismiss under Rule 12(b)(6) in which
17 unsupported allegations are presumed true, Plaintiffs would not be required to introduce
18 any evidence. However, as already explained on page 17 of the Motion to Strike; “In
19 opposing an anti-SLAPP motion, the plaintiff cannot rely on the allegations of the
20 complaint, but must produce evidence that would be admissible at trial. Thus, declarations
21 may not be based upon ‘information and belief’ and documents submitted without the
22 proper foundation are not to be considered.” *HMS Capital, Inc. v. Lawyers Title Co.*, 118
23 Cal.App.4th 204, 212 (2004).

24 Plaintiffs surely have not met their evidentiary burden as to their third cause of
25 action for unfair business practices. This claim does not arise from the handful of reports
26 about Plaintiffs, nor does it rely upon the discussion of public issues in those reports.
27 Rather, the claim is a direct attack upon Mr. Magedson’s right to operate a website which
28 provides a forum for speech on numerous public issues involving frauds, scams, corporate

1 malfeasance, and the like. This claim attacks Mr. Magedson’s First Amendment right to
2 engage in consumer advocacy, and to the extent it accuses Defendants of committing
3 “fraudulent business acts or practices,” Compl. ¶ 55, the claim must be supported by
4 competent proof and admissible evidence. Because Plaintiffs offer nothing whatever to
5 support what they have alleged, the claim has no chance of success at trial and it should
6 be stricken from the Complaint.

7 **c. Plaintiffs Will Not Prevail At Trial**

8 In the introduction to this reply, Defendants noted that the disposition of this
9 motion involved two steps. The second step requires the Plaintiffs to show that their
10 claims are likely to succeed at trial.

11 On pages 12–17 of their Motion to Strike, Defendants argued that none of
12 Plaintiffs’ claims will succeed because as numerous courts have previously held,
13 Defendants are entitled to immunity pursuant to 47 U.S.C. § 230(c)(1) as to any content
14 provided by third parties. Because all of the content here was provided by third parties
15 and was never altered or changed by Defendants, Plaintiffs have failed to show that CDA
16 immunity does not apply. As such, this renders this matter procedurally identical to the
17 California Supreme Court’s decision in *Barrett v. Rosenthal*, 40 Cal.4th 33, 146 P.3d 510
18 (2006) in which the court affirmed the granting of a Special Motion to Strike under CCP §
19 425.16 because the defendant was immune under the CDA.

20 Plaintiffs seek a different result here by making wild, sweeping allegations
21 claiming that Mr. Magedson somehow selected the handful of reports at issue in this case
22 among the 500,000+ unique reports on the site and then materially changed them in
23 various ways. The problem with these allegations is that they are simply untrue; Mr.
24 Magedson has provided an affidavit expressly denying that he had any involvement in
25 creating, altering, or modifying the posts, and Plaintiffs have offered no evidence to the
26 contrary. Based on this complete lack of evidence and as in prior cases involving the
27 Ripoff Report, Plaintiffs have failed to prove that any evidence supports their counter-
28 CDA position.

1 **i. Defendants Are Immune Under The CDA**

2 In an effort to demonstrate why the CDA does not apply, Plaintiffs cite *Fair*
3 *Housing Council of San Fernando Valley v. Roommates.com, LLC*, 521 F.3d 1157 (9th
4 Cir. 2008) for the principle that Ripoff Report can be held liable for material even
5 where the material was originally created by a third party. Among other things, the main
6 problem with this argument is that it ignores subsequent rulings from other federal courts
7 which considered and rejected the exact same argument.

8 For example, in *GW Equity, LLC v. Xcentric Ventures, LLC*, 2009 WL 62173
9 (N.D.Tex. 2009) the District Court rejected the plaintiff’s argument that *Roommates II*
10 had any impact on Xcentric’s immunity under the CDA; “*Roommates II* is distinguishable
11 from this case.” 2009 WL 62173, *5. In *Roommates II*, the Ninth Circuit concluded that
12 the CDA did not protect the website from claims arising under the Fair Housing Act
13 because the website itself created illegal questions which asked its users to indicate
14 whether they were willing to rent an apartment to someone based on race, religion, sexual
15 orientation, or family status. These questions were *not* generated by users of the site; they
16 were created by the site itself and the questions had to be answered by anyone using the
17 site to look for housing. Because liability in that case was not based on material provided
18 to the site by a third party, the Ninth Circuit found the CDA simply did not apply.

19 In *GW Equity*, the court concluded that the CDA applied to the Ripoff Report
20 because unlike in *Roommates II*, the plaintiff was trying to hold Defendants liable for
21 material they did not create. Even though the plaintiff claimed (as AEI does here), that
22 Defendants were not entitled to immunity because they “solicited” posts or otherwise
23 “contributed” to their creation, the court found such generic allegations could not
24 overcome the CDA’s immunity; “The Court finds that there is no genuine issue of fact
25 that Defendants’ provision of a broad choice of categories did not create or develop the
26 alleged harmful conduct here Defendants’ provision of a broad choice of categories
27 from which a user must make a selection in order to submit a report is not sufficient to
28 treat Defendants as information content providers.” *GW Equity*, 2009 WL 62173, *5–6.

1 Anticipating this problem, Plaintiffs cite an old decision against the entity which
2 previously operated the Ripoff Report site. In *MCW, Inc. v. Badbusinessbureau.com,*
3 *LLC*, 2004 WL 833595 (N.D.Tex. 2004), the plaintiff alleged that Mr. Magedson
4 personally wrote and created defamatory messages about the plaintiff. See *MCW*, 2004
5 WL 833595, *9. Faced with a Motion to Dismiss under Rule 12(b)(6), the court was
6 obligated to assume this allegation was true even if it was not. As such, the court
7 concluded that given the allegations, the plaintiff had pleaded facts sufficient to overcome
8 CDA immunity.

9 Of course, the decision in *GW Equity* did not involve a Rule 12(b)(6) Motion to
10 Dismiss. Rather, *GW Equity* involved a Rule 56 Motion for Summary Judgment. In that
11 posture, as here, the allegations in the Complaint were required to be supported by
12 admissible evidence. Because the plaintiff had no evidence to support its claims, the
13 court in *GW Equity* found that the decision in *MCW* was inapposite and that Defendants
14 were fully protected by the CDA. See *GW Equity*, 2009 WL 62173, *4 (finding “*MCW*
15 does not demonstrate that there is a genuine issue of fact regarding whether Defendants
16 are information content providers here.”) The same result was reached by the district
17 court in *Whitney Information Network, Inc. v. Xcentric Ventures, LLC*, 2008 WL 450095,
18 *8 (M.D.Fla. 2008) (noting that in the context of a Rule 56 Motion for Summary
19 Judgment, “As these circumstances [in *MCW*] are factually distinct from those before the
20 Court, the *MCW Inc.* decision is not determinative.”)

21 Since these cases were decided, plaintiffs who do not agree with the CDA have
22 noticed an obvious point—if they *allege* that Xcentric/Magedson created defamatory
23 posts, they can defeat an early motion under Rule 12(b)(6). Of course, as is true in a Rule
24 56 motion, a plaintiff opposing an anti-SLAPP motion cannot rest on the pleadings; the
25 motion cannot be defeated without admissible evidence showing that Mr. Magedson
26 and/or Xcentric actually created the material at issue. In this case as was true in *GW*
27 *Equity* and *Whitney*, Plaintiffs have offered no evidence whatsoever to defeat Defendants’
28 immunity under the CDA.

1 **1. General Solicitation Is Irrelevant to CDA Immunity**

2 Parroting claims made unsuccessfully in other cases, pages 14–16 of the
3 Opposition argue that Defendants have lost CDA immunity because they generally
4 encourage or “solicit” defamatory postings. Of course, that exact argument was
5 considered and rejected by the district court in *Global Royalties, Ltd. v. Xcentric*
6 *Ventures, LLC*, 544 F.Supp.2d 929 (D.Ariz. 2008) in which the court explained that such
7 generic allegations of solicitation were not sufficient to defeat immunity:

8 [P]laintiffs allege that defendants encourage defamatory postings from
9 others for their own financial gain and, therefore, are partly responsible for
10 the “creation or development” of the messages.

11 It is obvious that a website entitled Ripoff Report encourages the
12 publication of defamatory content. However, there is no authority for the
13 proposition that this makes the website operator responsible, in whole or in
14 part, for the “creation or development” of every post on the site.
15 Essentially, that is plaintiffs’ position. After all, plaintiffs have not alleged
16 that defendants solicited Sullivan's postings in particular, or that they
17 specifically solicited any postings targeting Global. Nor have they alleged
18 that defendants altered Sullivan’s comments, or had any more than the most
19 passive involvement (providing a list of possible titles) in composing them.

20 Unless Congress amends the statute, it is legally (although perhaps not
21 ethically) beside the point whether defendants refuse to remove the
22 material, or how they might use it to their advantage. Through the CDA,
23 “Congress granted most Internet services immunity from liability for
24 publishing false or defamatory material so long as the information was
25 provided by another party.” Here, the material was unequivocally provided
26 by another party.

27 *Global Royalties*, 544 F.Supp.2d at 933. As in *Global Royalties*, Plaintiffs do not claim
28 and certainly have no evidence showing that Mr. Magedson or Xcentric specifically asked
users to create and post reports about AEI, Mr. Mobrez or Ms. Llaneras. As numerous
other courts have held, this type of general solicitation theory does not mean that
Defendants are responsible for material that was unequivocally created by a third party, as
is the case here.

1 **2. Defendants Do Not Create Defamatory Metatags**

2 On pages 17–18 of their Opposition, Plaintiffs suggest that Defendants should be
3 denied CDA immunity because “Defendants create the unique meta tags hidden in the
4 HTML script of the report’s webpage.” Opp. at 17:17–18. To support this allegation,
5 Plaintiffs attach an Answer filed in a different case against Ripoff Report in which
6 Defendants admitted that the Ripoff Report website servers automatically create various
7 HTML codes using the third party supplied material in order to create the finished version
8 of the web pages that appear on the Ripoff Report site. Insofar as Defendants understand
9 these claims, it seems Plaintiffs accuse Defendants of increasing the visibility of user-
10 generated material by indexing or coding the material in such a way that search engines
11 such as Google rank the reports higher than would otherwise occur.

12 Plaintiffs offer no legal authority for the conclusion that this activity affects
13 Defendants’ immunity under the CDA and as obvious frequent CDA litigators,
14 Defendants are unaware of any case which has ever accepted this theory. However, in
15 *Roommates II* the Ninth Circuit seemed to anticipate this type of “creative lawyering” and
16 cautioned courts against applying it:

17 We must keep firmly in mind that this is an immunity statute we are
18 expounding, a provision enacted to protect websites against the evil of
19 liability for failure to remove offensive content. Websites are complicated
20 enterprises, and there will always be close cases where a clever lawyer
21 could argue that something the website operator did encouraged the
22 illegality. Such close cases, we believe, must be resolved in favor of
23 immunity, lest we cut the heart out of section 230 by forcing websites to
24 face death by ten thousand duck-bites, fighting off claims that they
25 promoted or encouraged-or at least tacitly assented to-the illegality of third
26 parties. Where it is very clear that the website directly participates in
27 developing the alleged illegality-as it is clear here with respect to
28 Roommate’s questions, answers and the resulting profile pages-immunity
will be lost. But in cases of enhancement by implication or development by
inference-such as with respect to the “Additional Comments” here-section
230 must be interpreted to protect websites not merely from ultimate
liability, but from having to fight costly and protracted legal battles.

Roommates II, 521 F.3d at 1174–75 (emphasis added).

1 Plaintiffs also claim that Defendants are not immune under the CDA because the
2 words “Ripoff Report” are automatically included on every page posted on the Ripoff
3 Report website. Putting aside the fact that the term “Ripoff Report®” is a registered
4 trademark which, in this context, is simply used to inform readers that they are viewing a
5 page located on the website RipoffReport.com, it simply is not relevant that this term is
6 included in each report because the term does not alter the meaning of the original third
7 party content nor is the term “ripoff” defamatory. *See Beilenson v. Superior Court*, 44
8 Cal.App.4th 944, 947, 52 Cal.Rptr.2d 357 (2nd CDA 1996) (granting anti-SLAPP motion
9 based on statement that plaintiff “Ripped Off California Taxpayers” because use of the
10 term “ripped off” was non-defamatory opinion); *see also Rizzuto v. Nexxus Products Co.*,
11 641 F.Supp. 473 (S.D.N.Y. 1986) (statements warning consumers “DON’T LET THEM
12 RIP YOU OFF!” held non-defamatory opinion); *Jaillett v. Georgia Television Co.*, 238
13 Ga.App. 885, 891 (Ga.App. 1999) (holding use of the phrase “ripped off” in news report
14 was non-defamatory opinion because, “To say that a person has been ‘ripped off’ could
15 mean simply that the person has gotten a bad deal”)

16 Viewed in context and as the district court noted in *Global Royalties*, it is obvious
17 that the term “ripoff” carries a negative connotation to some degree, but this does not
18 mean that Mr. Magedson or Xcentric created the reports about Plaintiffs, nor does it make
19 Defendants responsible for the accuracy of the hundreds of thousands of reports posted by
20 third parties to the Ripoff Report website. Likewise, the inclusion of the term “ripoff” in
21 the HTML coding of a page that appears on the Ripoff Report site does not materially
22 alter the meaning of the user-generated statements and text contained on each page. For
23 those reasons, Plaintiffs’ arguments are amount to nothing more than the exact sort of
24 “enhancement by implication or development by inference” which the Ninth Circuit
25 found was insufficient to defeat CDA immunity.

26 **3. Advertisements Do Not Alter The Original Reports**

27 Plaintiffs’ final argument against CDA immunity is based on the fact that certain
28 words appearing in a report are colored blue and then linked to various third party

1 advertisements. Again, Plaintiffs offer no authority for the concept that these activities
2 are sufficient to affect CDA immunity because they alter the meaning of the words
3 originally submitted to the site by a third party, nor are Defendants aware of any such
4 authority. However, it bears repeating that the Ninth Circuit rule is that a website
5 operator cannot be held liable for third party material unless the site alters or modifies the
6 content in a way that contributes to its illegal nature; “a website operator who edits in a
7 manner that contributes to the alleged illegality-such as by removing the word ‘not’ from
8 a user’s message reading ‘[Name] did *not* steal the artwork’ in order to transform an
9 innocent message into a libelous one-is directly involved in the alleged illegality and thus
10 not immune.” *Roommates II*, 521 F.3d at 1169.

11 Here, changing the color of text from black to blue in order to indicate that the
12 word is a hyperlink to another page does not change the meaning of the original message.
13 As such, this activity does not affect Defendants protection under the CDA.

14 **ii. No Evidence Supports Plaintiffs’ Interference Claims**

15 In closing, Plaintiffs argue that they have established a likelihood of success on
16 their other claims (including intentional interference with contract and inducing breach of
17 contract), but their Opposition does nothing other than restate the conclusory allegations
18 of the Complaint. These types of unsupported allegations do not show a likelihood of
19 success particularly where, as here, the tort claims contain specific elements requiring
20 Plaintiffs to show that Defendants were aware of and knew of Plaintiffs contracts with
21 third parties. *See, e.g.*, California Civil Jury Instructions § 2200 (Inducing Breach of
22 Contract); § 2201 (Intentional Interference With Contractual Relations); § 2202
23 (Intentional Interference With Prospective Economic Relations). In order to prevail, each
24 one of these claims requires proof that the defendant knew of plaintiff’s contract with a
25 third party. Despite this, Plaintiffs offer no admissible evidence whatsoever to support
26 their allegation that, “Defendants knew, when falsely and publicly making these
27 statements, that Plaintiffs had these valuable contracts and business expectancies.” Opp.
28 at 23. Without such proof, these claims cannot succeed at trial.

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CERTIFICATE OF SERVICE

I hereby certify that on April 5, 2010 I electronically transmitted the attached document to the Clerk’s Office using the CM/ECF System for filing, and for transmittal of a Notice of Electronic Filing to the following CM/ECF registrants:

Mr. Daniel F. Blackert, Esq.
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Los Angeles, CA 90025
Attorneys for Plaintiffs

And a courtesy copy of the foregoing delivered to:
Honorable Steven V. Wilson
U.S. District Judge

/s/David S. Gingras

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