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UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF CALIFORNIA

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VICKI ESTRADA, PATRICIA  
GOODMAN and KIM WILLIAMS-  
BRITT on behalf of themselves  
and all others similarly  
situated,  
  
                                Plaintiffs,  
  
                v.  
  
IYOGI, INC., a New York  
Corporation,  
  
                                Defendant.

CIV. NO. 2:13-01989 WBS CKD  
  
MEMORANDUM AND ORDER RE: MOTION  
FOR FINAL APPROVAL OF CLASS  
ACTION SETTLEMENT

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Plaintiffs brought this putative class action against  
iYogi, Inc. ("iYogi"), alleging defendant violated the Telephone  
Consumer Protection Act, 47 U.S.C. § 227 ("TCPA"), by employing  
aggressive sales tactics to get customers to renew their  
subscriptions to iYogi and placing calls to consumers regardless  
of whether they had refused the offer or previously asked that

1 defendant not call. Presently before the court is plaintiffs'  
2 motion for final approval of the class action settlement and  
3 motion for attorney's fees and incentive awards for the named  
4 plaintiffs. (Docket Nos. 79, 82.)

5 I. Factual and Procedural Background

6 iYogi is a technical support company that offers remote  
7 computer services to millions of individuals worldwide.  
8 Consumers sign up for a year-to-year flat fee service plan.  
9 Plaintiffs Vicki Estrada, Patricia Goodman, and Kim Williams-  
10 Britt allege that iYogi placed numerous, aggressive telephone  
11 calls to them and the other class members as their service plans  
12 neared expiration and subsequent to expiration in violation of  
13 three provisions of the TCPA.

14 The court granted preliminary approval of plaintiffs'  
15 class action settlement on October 6, 2015. (Docket No. 76.)  
16 Plaintiffs now seek final approval of the class-wide settlement  
17 pursuant to Federal Rule of Civil Procedure 23(e). (Docket No.  
18 82.) Defendant does not oppose plaintiffs' motion for final  
19 approval or their motion for reasonable attorney's fees,  
20 expenses, and incentive awards. (Def.'s Statement of Non-Opp'n  
21 at 2 (Docket No. 83).)

22 II. Discussion

23 Rule 23(e) provides that "[t]he claims, issues, or  
24 defenses of a certified class may be settled . . . only with the  
25 court's approval." Fed. R. Civ. P. 23(e). "Approval under 23(e)  
26 involves a two-step process in which the Court first determines  
27 whether a proposed class action settlement deserves preliminary  
28 approval and then, after notice is given to class members,

1 whether final approval is warranted.” Nat’l Rural Telecomms.  
2 Coop. v. DIRECTV, Inc., 221 F.R.D. 523, 525 (C.D. Cal. 2004)  
3 (citing Manual for Complex Litig., Third, § 30.41 (1995)).

4 The Ninth Circuit has declared a strong judicial policy  
5 favoring settlement of class actions. Class Plaintiffs v. City  
6 of Seattle, 955 F.2d 1268, 1276 (9th Cir. 1992). Nevertheless,  
7 where, as here, “the parties reach a settlement agreement prior  
8 to class certification, courts must peruse the proposed  
9 compromise to ratify both the propriety of the certification and  
10 the fairness of the settlement.” Staton v. Boeing Co., 327 F.3d  
11 938, 952 (9th Cir. 2003).

#### 12 A. Class Certification

13 A class action will be certified only if it meets the  
14 four prerequisites identified in Rule 23(a) and additionally fits  
15 within one of the three subdivisions of Rule 23(b). See  
16 Ontiveros v. Zamora, Civ. No. 2:08-567 WBS DAD, 2014 WL 3057506,  
17 at \*4 (E.D. Cal. July 7, 2014); Fed. R. Civ. P. 23(a)-(b).  
18 Although a district court has discretion in determining whether  
19 the moving party has satisfied each Rule 23 requirement, see  
20 Califano v. Yamasaki, 442 U.S. 682, 701 (1979); Montgomery v.  
21 Rumsfeld, 572 F.2d 250, 255 (9th Cir. 1978), the court must  
22 conduct a rigorous inquiry before certifying a class, see Gen.  
23 Tel. Co. of Sw. v. Falcon, 457 U.S. 147, 161 (1982); E. Tex.  
24 Motor Freight Sys. v. Rodriguez, 431 U.S. 395, 403-05 (1977).

#### 25 1. Rule 23(a) Requirements

26 Rule 23(a) restricts class actions to cases where:

27 (1) the class is so numerous that joinder of all  
28 members is impracticable; (2) there are questions of  
law or fact common to the class; (3) the claims or

1 defenses of the representative parties are typical of  
2 the claims or defenses of the class; and (4) the  
3 representative parties will fairly and adequately  
4 protect the interests of the class.

5 Fed. R. Civ. P. 23(a). These requirements are more commonly  
6 referred to as numerosity, commonality, typicality, and adequacy  
7 of representation.

8 In its Preliminary Approval Order, the court found that  
9 the class satisfied these requirements and the court is unaware  
10 of any changes that would alter its analysis.

### 11 2. Rule 23(b)

12 An action that meets all the prerequisites of Rule  
13 23(a) may be certified as a class action only if it also  
14 satisfies the requirements of one of the three subdivisions of  
15 Rule 23(b). Leyva v. Medline Indus. Inc., 716 F.3d 510, 512 (9th  
16 Cir. 2013). Plaintiffs seek certification under Rule 23(b) (3),  
17 which provides that a class action may be maintained only if (1)  
18 "the court finds that questions of law or fact common to class  
19 members predominate over questions affecting only individual  
20 members" and (2) "that a class action is superior to other  
21 available methods for fairly and efficiently adjudicating the  
22 controversy." Fed. R. Civ. P. 23(b) (3).

23 In its Preliminary Approval Order, the court found that  
24 both prerequisites were satisfied. The court is unaware of any  
25 changes that would affect this conclusion. Accordingly, since  
26 the settlement class satisfied both Rule 23(a) and Rule 23(b) (3),  
27 the court will grant final certification of the settlement class.

### 28 3. Rule 23(c) (2) Notice Requirements

If the court certifies a class under Rule 23(b) (3), it

1 "must direct to class members the best notice that is practicable  
2 under the circumstances, including individual notice to all  
3 members who can be identified through reasonable effort." Fed.  
4 R. Civ. P. 23(c)(2)(B). Rule 23(c)(2) governs both the form and  
5 content of a proposed notice. See Ravens v. Iftikar, 174 F.R.D.  
6 651, 658 (N.D. Cal. 1997) (citing Eisen v. Carlisle & Jacquelin,  
7 417 U.S. 156, 172-77 (1974)). Although that notice must be  
8 "reasonably certain to inform the absent members of the plaintiff  
9 class," actual notice is not required. Silber v. Mabon, 18 F.3d  
10 1449, 1454 (9th Cir. 1994) (citation omitted).

11 In this case, the court-appointed third-party  
12 administrator, Epiq Class Action & Claims Solutions, Inc.  
13 ("Epiq"), emailed notice to the last known addresses of class  
14 members. (Pls.' Mot. for Final Approval at 5.) The notice  
15 directed class members to the settlement website, which contained  
16 information related to the settlement, answers to frequently  
17 asked questions, and access to online claim forms. (Id.)

18 In addition to the initial email, which satisfied the  
19 court-approved notice plan, the parties also agreed to resend the  
20 notice to the 44,207 class members (out of 188,887 total) whose  
21 initial emails had bounced. (Id. at 6.) The parties also sent  
22 two reminder emails to all of the class members who had not yet  
23 submitted claim forms. (Id.) The notice was successfully  
24 delivered to 85.6% of the settlement class. (Id.)

25 Accordingly, the court finds that the content of the  
26 notice was reasonably certain to inform the class members of the  
27 terms of the settlement agreement and the method used was the  
28 best form of notice available under the circumstances. See Fed.

1 R. Civ. P. 23(c)(2)(B); see also Churchill Vill., L.L.C. v. Gen.  
2 Elec., 361 F.3d 566, 575 (9th Cir. 2004) ("Notice is satisfactory  
3 if it 'generally describes the terms of the settlement in  
4 sufficient detail to alert those with adverse viewpoints to  
5 investigate and to come forward and be heard.'" (citation  
6 omitted)).

7 B. Rule 23(e): Fairness, Adequacy, and Reasonableness of  
8 Proposed Settlement

9 Having determined class treatment to be warranted, the  
10 court must now determine whether the terms of the parties'  
11 settlement appear fair, adequate, and reasonable. See Fed. R.  
12 Civ. P. 23(e)(2); Hanlon, 150 F.3d at 1026. This process  
13 requires the court to "balance a number of factors," including:

14 the strength of the plaintiff's case; the risk,  
15 expense, complexity, and likely duration of further  
16 litigation; the risk of maintaining class action status  
17 throughout the trial; the amount offered in settlement;  
18 the extent of discovery completed and the stage of the  
19 proceedings; the experience and views of counsel; the  
20 presence of a governmental participant; and the  
21 reaction of the class members to the proposed  
22 settlement.

23 Hanlon, 150 F.3d at 1026.

24 1. Strength of Plaintiffs' Case

25 An important consideration is the strength of  
26 plaintiffs' case on the merits balanced against the amount  
27 offered in the settlement. DIRECTV, 221 F.R.D. at 526. The  
28 district court, however, is not required to reach any ultimate  
conclusions on the merits of the dispute, "for it is the very  
uncertainty of outcome in litigation and avoidance of  
wastefulness and expensive litigation that induce consensual  
settlements." Officers for Justice v. Civil Serv. Comm'n of the

1 City & Cty. of SF, 688 F.2d 615, 625 (9th Cir. 2004).

2           The settlement terms compare favorably to the  
3 uncertainties with respect to liability in this case. If the  
4 case were to proceed to trial, defendant would likely reassert  
5 two strong affirmative defenses: that it is exempt from liability  
6 because it has an established business relationship with  
7 plaintiffs and that receiving cell phone numbers from class  
8 members by virtue of its direct relationship with them  
9 constitutes consent. (Pls.' Mot. for Final Approval at 8.)  
10 Plaintiffs' also predict that iYogi would undoubtedly challenge a  
11 motion for class certification and appeal any judgment in favor  
12 of the class, further delaying recovery. (Id.) Lastly, there is  
13 no assurance the class would recover the full amount of damages  
14 even if it were to prevail at trial given iYogi's financial  
15 condition and limited insurance coverage. (Id.)

16           In comparing the strength of plaintiffs' case with the  
17 proposed settlement, the court finds that the proposed settlement  
18 is a fair resolution of the issues in this case.

19           2. Risk, Expense, Complexity, and Likely Duration of  
20           Further Litigation

21           Further litigation could greatly delay resolution of  
22 this case and increase expenses. Prior to any judgment, the  
23 parties would likely have had to litigate class certification and  
24 summary judgment, both of which would require additional  
25 discovery, time, and expense. (Id. at 10-11.) This weighs in  
26 favor of settlement of the action.

27           3. Risk of Maintaining Class Action Status Throughout  
28           Trial

1           If the case proceeded to trial, plaintiffs would have a  
2 strong chance of certifying the class given the court's  
3 certification for the purposes of settlement and that TCPA class  
4 actions are routinely certified. (Id. at 11.) However,  
5 plaintiffs acknowledge a risk that defendant would defeat class  
6 certification by arguing that the question of whether class  
7 members provided consent when purchasing iYogi's support services  
8 is an individual issue not appropriate for certification. (Id.)  
9 Accordingly, this factor also favors approval of the settlement.

#### 10           4. Amount Offered in Settlement

11           In assessing the amount offered in settlement, "[i]t is  
12 the complete package taken as a whole, rather than the individual  
13 component parts, that must be examined for overall fairness."  
14 Officers for Justice, 688 F.2d at 628. "It is well-settled law  
15 that a cash settlement amounting to only a fraction of the  
16 potential recovery will not per se render the settlement  
17 inadequate or unfair." Id.

18           Each class member who submitted a claim form in this  
19 case will receive \$40 in cash, regardless of how many claims are  
20 made. (Pls.' Mot. for Final Approval at 12.) The attorney's  
21 fees and costs will not be deducted from the settlement amount.  
22 In addition, class members will receive prospective relief  
23 because defendant has agreed to modify its terms and conditions  
24 to more clearly inform its customers that by entering into the  
25 agreement for its services they consent to being contacted by  
26 telephone regarding the services and to more clearly inform  
27 customers of their option to elect not to receive such calls.  
28 (Id.)



1           While the TCPA provides for damages of \$500 “for each  
2 such violation” of the statute or, at most, \$1,500 if defendant’s  
3 conduct was willful, 47 U.S.C. § 227(b)(3)(B), (c)(5)(B), the  
4 settlement in this case is fair given the risks and costs of  
5 further litigation in this case.

6           5. Extent of Discovery and the State of Proceedings

7           A settlement that occurs in an advanced stage of the  
8 proceeding indicates the parties carefully investigated the  
9 claims before reaching a resolution. Alberto v. GMRI, Inc., Civ.  
10 No. 07-1895 WBS DAD, 2008 WL 4891201, at \*9 (E.D. Cal. Nov. 12,  
11 2008). The parties in this case began formal discovery and also  
12 conducted significant informal discovery during settlement  
13 negotiations. (Pls.’ Mot. for Final Approval at 14.) The  
14 parties also engaged in extensive mediation before a third-party  
15 mediator, which included an in-person mediation session and  
16 several months of additional arm’s-length negotiations with the  
17 assistance of the mediator. (Id. at 4.) The parties’  
18 investigation of the claims through formal discovery, informal  
19 discovery, and mediation weigh in favor of settlement.

20           6. Experience and Views of Counsel

21           Plaintiffs’ counsel have extensive experience  
22 litigating class actions, particularly those involving TCPA  
23 claims. (Balabanian Decl. ¶ 9 (Docket No. 82-2).) In addition,  
24 class counsel has been litigating this case for more than two  
25 years. (Id.) Based on their experience, plaintiffs’ counsel  
26 believe the proposed settlement is fair and adequate to the class  
27 members. (Id. ¶ 3.) The court gives considerable weight to  
28 class counsel’s opinions regarding the settlement due to

1 counsel's experience and familiarity with the litigation.  
2 Alberto, 2008 WL 4891201, at \*10. This factor supports approval  
3 of the settlement agreement.

4 7. Presence of Government Participant

5 No governmental entity participated in this matter;  
6 this factor, therefore, is irrelevant to the court's analysis.

7 8. Reaction of the Class Members to the Proposed  
8 Settlement

9 Notice of the settlement was sent to 188,887  
10 participating class members on November 3, 2015 and only four  
11 class members submitted requests for exclusion prior to the  
12 January 2, 2016 deadline. (Bithell Decl. ¶ 10 (Docket No. 82-  
13 1).) Only one class member objected to the settlement. (Pls.'  
14 Mot. for Final Approval at 16; see also McCarthy Obj. (Docket No.  
15 80).)<sup>1</sup> "It is established that the absence of a large number of  
16 objections to a proposed class action settlement raises a strong  
17 presumption that the terms of a proposed class settlement action  
18 are favorable to the class members." DIRECTV, 221 F.R.D. at 529.  
19 Accordingly, this factor weighs in favor of the court's approval  
20 of the settlement.

21 Having considered the foregoing factors, the court

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22 <sup>1</sup> John Thomas McCarthy, a former iYogi subscriber,  
23 objected that the settlement reward "is far too meager."  
24 (McCarthy Obj.) He claims that he was subjected to iYogi's  
25 "constant telephonic harassment" and that iYogi was also unable  
26 to fix the computer problems he was having. (Id.) He contends  
27 that class members who received unfavorable service and were  
28 subjected to telephonic harassment should be refunded the full  
subscription fee plus an additional amount. (Id.) This objection  
is of limited relevance given that it was iYogi's telephone  
practices, not the quality of iYogi's technical support services,  
that were at issue in this case.

1 finds the settlement is fair, adequate, and reasonable pursuant  
2 to Rule 23(e).

3 B. Attorney's Fees

4 Plaintiffs' counsel requests \$300,000 in attorney's  
5 fees for 664.3 hours of work on this case. Defendant does not  
6 oppose. (Def.'s Statement of Non-Opp'n at 2.)

7 Federal Rule of Civil Procedure 23(h) provides, "[i]n a  
8 certified class action, the court may award reasonable attorney's  
9 fees and nontaxable costs that are authorized by law or by the  
10 parties' agreement." If a negotiated class action settlement  
11 includes an award of attorney's fees, that fee award must be  
12 evaluated in the overall context of the settlement. Knisley v.  
13 Network Assocs., 312 F.3d 1123, 1126 (9th Cir. 2002); Monterrubio  
14 v. Best Buy Stores, L.P., 291 F.R.D. 443, 455 (E.D. Cal. 2013)  
15 (England, J.). The court "ha[s] an independent obligation to  
16 ensure that the award, like the settlement itself, is reasonable,  
17 even if the parties have already agreed to an amount." In re  
18 Bluetooth Headset Prods. Liab. Litig., 654 F.3d 935, 941 (9th  
19 Cir. 2011).

20 The Ninth Circuit recognizes two methods of assigning  
21 attorney's fees: the lodestar method and the percentage of  
22 recovery method. Vizcaino v. Microsoft Corp., 290 F.3d 1043,  
23 1047 (9th Cir. 2002). While the percentage of recovery method is  
24 favored in common fund cases, here, where attorney's fees do not  
25 detract from a common settlement fund, the lodestar method is  
26 more appropriate. As a result, the court will apply the lodestar  
27 method and incorporate a percentage of the fund cross-check.

28 1. Lodestar Method

1           “The lodestar figure is calculated by multiplying the  
2 number of hours the prevailing party reasonably expended on the  
3 litigation (as supported by adequate documentation) by a  
4 reasonable hourly rate for the region and for the experience of  
5 the lawyer.” Bluetooth, 654 F.3d at 941. While the lodestar  
6 figure is presumptively reasonable, the court may adjust it  
7 upward or downward by an appropriate multiplier based on a number  
8 of reasonableness factors. Id. at 941-42.

9           In determining the size of an appropriate fee award,  
10 the Supreme Court has emphasized that courts need not “achieve  
11 auditing perfection” or “become green-eyeshade accountants.” Fox  
12 v. Vice, 131 S.Ct. 2205, 2217 (2011). Rather, because the  
13 “essential goal of shifting fees . . . is to do rough justice,”  
14 the court may “use estimates” or “take into account [its] overall  
15 sense of a suit” to determine a reasonable attorney’s fee. Id.

16           a. Reasonable Hours

17           In determining reasonable hours, counsel bears the  
18 burden of submitting detailed time records justifying the hours  
19 claimed. Chalmers v. City of Los Angeles, 796 F.2d 1205, 1210  
20 (9th Cir. 1986). The court may reduce the hours “where  
21 documentation is inadequate; if the case was overstaffed and  
22 hours are duplicated; if the hours expended are deemed excessive  
23 or otherwise unnecessary.” Id.

24           Plaintiffs’ counsel represent that they worked a total  
25 of 664.3 hours on this case over a two-year time period. (Pls.’  
26 Mot. for Att’y’s Fees at 8.) Jay Edelson, managing partner,  
27 represents to have worked 12.8 hours; Rafey S. Balabanian,  
28 managing partner in San Francisco, 108.5 hours; Benjamin H.

1 Richman, partner, 135.4 hours; Courtney C. Booth, associate, 212  
2 hours; law clerks, 55.3 hours; and Stefan L. Coleman, partner at  
3 the Law Offices of Stefan L. Coleman, 140.3 hours. (Id. at 10.)  
4 This included formal mediation, a year of arm's-length  
5 negotiations, and complex legal issues against competent defense  
6 counsel. (Id. at 8.) The information provided by plaintiffs'  
7 counsel is sufficient to conclude that the 664.3 hours claimed  
8 are reasonable and not excessive.

9 b. Reasonable Rate

10 Plaintiffs' counsel seeks a rate of \$400 per hour for  
11 partners, \$200 for associates, and \$100 for law clerks. (Id. at  
12 9-10.) A reasonable rate is typically based upon the prevailing  
13 market rate in the community "for similar work performed by  
14 attorneys of comparable skill, experience, and reputation."  
15 Chalmers, 796 F.2d at 1211. The relevant community is generally  
16 the forum in which the district sits. Barjon v. Dalton, 132 F.3d  
17 496, 500 (9th Cir. 1997). Plaintiffs' counsel argue the  
18 requested hourly rates correlate with reasonable rates in the  
19 Sacramento market and are significantly lower than the rates  
20 Edelson PC attorneys regularly charge to their hourly clients.  
21 (Pls.' Mot. for Att'y's Fees at 10.)

22 Courts in the Eastern District of California have  
23 regularly approved hourly rates of \$400 or more for partners or  
24 experienced attorneys, \$150-175 for associates, and \$100 for law  
25 clerks in similarly complex cases. See, e.g., Monterrubio v.  
26 Best Buy Stores, L.P., 291 F.R.D. 443, 460-61 (E.D. Cal. 2013)  
27 (England, J.) (applying the "prevailing hourly rates in the  
28 Eastern District of California" of \$400 for partners, \$150 for

1 associates, and \$100 for law clerks in a wage and hour class  
 2 action); Ontiveros v. Zamora, 303 F.R.D. 356, 374 (E.D. Cal.  
 3 2014) (finding that the reasonable hourly rate in the Eastern  
 4 District is \$400 for experienced attorneys and \$175 for  
 5 associates in a wage and hour class action); Trulsson v. Cnty. Of  
 6 San Joaquin Dist. Att'y's Office, Civ. No. 2:11-02986 KJM DAD,  
 7 2014 WL 5472787, at \*6 (E.D. Cal. Oct. 28, 2014) (approving an  
 8 hourly rate of \$450 for an experienced attorney in a civil rights  
 9 case). Moreover, plaintiffs' counsel explains that the partners  
 10 involved in this case have as much as nineteen years of  
 11 experience as litigators and that the law firm of Edelson PC has  
 12 particularized experience in complex consumer class actions under  
 13 the TCPA. (Pls.' Mot. for Att'y's Fees at 11, Ex. 1-A.) In  
 14 light of the prevailing rates in the Eastern District in  
 15 comparably complex cases and the experience of the attorneys, the  
 16 court finds plaintiffs' proposed hourly rates of \$400 for  
 17 partners, \$200 for associates, and \$100 for law clerks  
 18 reasonable.

19 Accordingly, the lodestar figure in this case is  
 20 \$206,730.00, calculated as follows:

21	Edelson:	12.8	x	\$400	=	\$ 5,120.00
22	Balabanian:	108.5	x	\$400	=	\$ 43,400.00
23	Richman:	135.4	x	\$400	=	\$ 54,160.00
24	Booth:	212	x	\$200	=	\$ 42,400.00
25	Law Clerks:	55.3	x	\$100	=	\$ 5,530.00
26	Coleman:	140.3	x	\$400	=	<u>\$ 56,120.00</u>
27						\$ 206,730.00

28 c. Enhancement of Lodestar

1           In addition to the lodestar figure, plaintiffs' counsel  
2 requests a multiplier of 1.45. In determining whether or not a  
3 multiplier is appropriate, the court considers a number of  
4 reasonableness factors including "the quality of representation,  
5 the benefit obtained for the class, the complexity and novelty of  
6 the issues presented, and the risk of nonpayment." Bluetooth,  
7 654 F.3d at 942 (citation omitted); see also Kerr v. Screen Guild  
8 Extras, Inc., 526 F.2d 67, 70 (9th Cir. 1975) (enumerating  
9 factors on which courts may rely in adjusting the lodestar  
10 figure). The most important factor is the benefit obtained for  
11 the class. Id. Given the risks inherent to this case and the  
12 possibility that plaintiffs would not have recovered anything, as  
13 discussed above, the court finds that a 1.45 multiplier is  
14 appropriate in this class action case. Accordingly, the court  
15 finds that a fee award of \$300,000 is reasonable and appropriate  
16 in this case.

## 17           2. Percentage of Recovery Cross-Check

18           Under the percentage of recovery method, the court may  
19 award class counsel a percentage of the common fund recovered for  
20 the class. Vizcaino, 290 F.3d at 1047. The Ninth Circuit has  
21 approved a benchmark percentage of 25% for a reasonable fee award  
22 and courts may adjust this figure upwards or downwards if the  
23 record shows "special circumstances justifying a departure."  
24 Bluetooth, 654 F.3d at 942 (citation omitted). Where there is a  
25 claims-made settlement, such as here, the percentage of the fund  
26 approach in the Ninth Circuit is based on the total money  
27 available to class members, not just the money actually claimed.  
28 Williams v. MGM-Pathe Commc'ns Co., 129 F.3d 1026, 1027 (9th Cir.

1 1997) (“We conclude that the district court abused its discretion  
2 by basing the fee on the class members’ claims against the fund  
3 rather than on a percentage of the entire fund or on the  
4 lodestar.”); Six (6) Mexican Workers v. Ariz. Citrus Growers, 904  
5 F.2d 1301, 1311 (9th Cir. 1990) ([A]ttorneys’ fees sought under a  
6 common fund theory should be assessed against every class  
7 members’ share, not just the claiming members.”).

8           The total money available to class members in this case  
9 is \$7,555,480.00. This is because there are 188,887 class  
10 members who could have each made a claim for \$40.00. Applying  
11 the 25% benchmark, the percentage of recovery method would  
12 justify a fee award of \$1,888,870.00. Accordingly, the  
13 percentage of the recovery cross-check confirms that a fee award  
14 of \$300,000 is reasonable.

15           D. Incentive Payments to Named Plaintiffs

16           The court may award “reasonable incentive payments” to  
17 named plaintiffs “to compensate class representatives for work  
18 done on behalf of the class, to make up for financial or  
19 reputational risk undertaken in bringing the action, and,  
20 sometimes, to recognize their willingness to act as a private  
21 attorney general.” Davis v. Brown Shoe Co., Inc., Civ. No. 1:13-  
22 01211 LJO BAM, 2015 WL 6697929, at \*11 (E.D. Cal. Nov. 3, 2015).  
23 In assessing the reasonableness of incentive payments, the court  
24 should consider “the actions the plaintiff has taken to protect  
25 the interests of the class, the degree to which the class has  
26 benefitted from those actions” and “the amount of time and effort  
27 the plaintiff expended in pursuing the litigation.” Staton, 327  
28 F.3d at 977 (citation omitted). In the Ninth Circuit, an



1 incentive award of \$5,000.00 is presumptively reasonable. Davis,  
2 2015 WL 6697929, at \* 11.

3           The three class representatives in this case seek  
4 incentive payments of \$1,000.00 each, for a total of \$3,000.00.  
5 (Pls.' Mot. for Att'y's Fees at 18 (Docket No. 79).) An award  
6 amount of \$1,000.00 per representative is significantly lower  
7 than the \$5,000.00 awards found to be presumptively reasonable in  
8 the Ninth Circuit. The award also seems to fairly compensate the  
9 class representatives for the time and resources they committed  
10 to pursuing this case and representing the class. Their  
11 contributions included assisting in the investigation of their  
12 claims, providing information for discovery, reviewing drafts and  
13 discovery documents, and participating in conference calls with  
14 class counsel. (Balabanian Decl. ¶ 33.) The court therefore  
15 finds that the incentive payments are reasonable.

16 III. Conclusion

17           Based on the foregoing, the court grants final  
18 certification of the settlement class and approves the settlement  
19 set forth in the settlement agreement as fair, reasonable, and  
20 adequate. Consummation of the settlement agreement is therefore  
21 approved. The settlement agreement shall be binding upon all  
22 participating class members who did not exclude themselves.

23           IT IS THEREFORE ORDERED that plaintiffs' motions for  
24 final approval of the class and class action settlement and for  
25 reasonable attorney's fees, expenses, and incentive awards be,  
26 and the same hereby are, GRANTED.

27           IT IS FURTHER ORDERED THAT:

28           (1) solely for the purpose of this settlement, and pursuant

1 to Federal Rule of Civil Procedure 23, the court hereby  
2 certifies the following class: All individuals who are  
3 iYogi subscribers or former subscribers in the United  
4 States to whom iYogi or any agent or affiliate of iYogi  
5 made or attempted to make outbound calls (including but  
6 not limited to subscription renewal calls) to a telephone  
7 number assigned to cellular telephone service from  
8 September 23, 2009 until November 18, 2013.

9 Specifically, the court finds that:

10 (a) the settlement class members are so numerous that  
11 joinder of all settlement class members would be  
12 impracticable;

13 (b) there are questions of law and fact common to the  
14 settlement class which predominate over any  
15 individual questions;

16 (c) claims of the named plaintiffs are typical of the  
17 claims of the settlement class;

18 (d) the named plaintiffs and plaintiffs' counsel have  
19 fairly and adequately represented and protected the  
20 interests of the settlement class; and

21 (e) a class action is superior to other available  
22 methods for the fair and efficient adjudication of  
23 the controversy.

24 (2) the court appoints the named plaintiffs, Vicki Estrada,  
25 Patricia Goodman, and Kim Williams-Britt, as  
26 representatives of the class and finds that they meet the  
27 requirements of Rule 23;

28 (3) the court appoints Jay Edelson, Rafey S. Balabanian,

1 Benjamin H. Richman, and Courtney C. Booth, Edelson PC,  
2 329 Bryant Street, San Francisco, California, 94107, as  
3 counsel to the settlement class and finds that counsel  
4 meet the requirements of Rule 23;

5 (4) the settlement agreement's plan for class notice is the  
6 best notice practicable under the circumstances and  
7 satisfies the requirements of due process and Rule 23.  
8 The plan is approved and adopted. The notice to the  
9 class complies with Rule 23(c)(2) and Rule 23(e) and is  
10 approved and adopted;

11 (5) having found that the parties and their counsel took  
12 appropriate efforts to locate and inform all putative  
13 class members of the settlement, and given that only one  
14 class member filed an objection to the settlement, the  
15 court finds and orders that no additional notice to the  
16 class is necessary;

17 (6) as of the date of the entry of this Order, the plaintiffs  
18 and all class members who have not timely opted out  
19 hereby do and shall be deemed to have released the  
20 released parties of any and all claims that the class  
21 members had or have that have been or could have been  
22 asserted in this action or in any other action or  
23 proceeding (as defined by paragraph 1.28 of the  
24 settlement agreement);

25 (7) plaintiffs' counsel is entitled to fees and costs in the  
26 amount of \$300,000;

27 (8) the named plaintiffs are entitled to incentive payments  
28 of \$1,000 each; and

1 (9) this action is dismissed with prejudice; however, without  
2 affecting the finality of this Order, the court shall  
3 retain continuing jurisdiction over the interpretation,  
4 implementation, and enforcement of the settlement  
5 agreement with respect to all parties to this action and  
6 their counsel of record.

7 The clerk is instructed to enter judgment accordingly.

8 Dated: January 26, 2016

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10 **WILLIAM B. SHUBB**  
11 **UNITED STATES DISTRICT JUDGE**

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