1 2 3 4 UNITED STATES DISTRICT COURT 5 EASTERN DISTRICT OF CALIFORNIA 6 7 No. 2:14-cv-02197-GEB-CKD PIETER AREND FOLKENS, dba A HIGHER PORPOISE DESIGN GROUP, 8 Plaintiff, 9 ORDER DENYING PLAINTIFF'S MOTION FOR LEAVE TO AMEND V. 10 WYLAND (NFN), aka ROBERT 11 THOMAS WYLAND, an individual; WYLAND WORLDWIDE, LLC, a 12 California Corporation; WYLAND GALLERIES, INC, a 1.3 California Corporation; and SIGNATURE GALLERY GROUP, 14 INC., a Nevada Corporation, dba WYLAND GALLERIES, 15 Defendants. 16 17 On October 29, 2015, Plaintiff filed a motion under 18 19 Federal Rules of Civil Procedure ("Rule") 15 and 20 for leave to 20 amend and supplement its Complaint and for joinder of additional 2.1 Defendants. (Pl.'s Mot. for Leave to Amend ("Mot.") 3:19, ECF No. 22 20-2.) Defendants oppose the motion arguing: 23 Plaintiff does not acknowledge that motion comes seven months after the pleading 24 amendment deadline in March 2015 and does not even seek relief from the Scheduling Order. 25 . . . Plaintiff's tactics demonstrate either lack of diligence or purposeful last-minute 26 maneuvering, neither of which support[s] this radical expansion of Plaintiff's claims or 27 parties to the litigation. This expansion would also prejudice Defendants because they 28 would have no opportunity to 1

discovery about the new allegations. (Defs.' Opp'n ("Opp'n") 2:4-21, ECF No. 21.)

Plaintiff's opening brief failed address the "good cause" standard in Rule 16 which governs a request to amend the Status (Pretrial Scheduling) Order filed on March 4, 2015, (Status (Pretrial Scheduling) Order ("Order"). Nor does Plaintiff address in its opening brief whether any supplement to its Complaint or joinder of party it seeks can be effected without amending the Order. Plaintiff addresses Rule 16's "good cause" standard for the first time in its reply brief. However, "[t]he district court need not consider arguments raised for the first time in a reply brief." Zamani v. Carnes, 491 F.3d 990, 997 (9th Cir. 2007). Therefore, this argument is disregarded.

"Rule 16(b)' s 'good cause' standard primarily considers the diligence of the party seeking the amendment. The district court may modify the pretrial schedule "if it cannot reasonably be met despite the diligence of the party seeking the extension." Johnson v. Mammoth Recreations, Inc., 975 F.2d 604, 609 (9th Cir. 1992). Since Plaintiff has failed to demonstrate that good cause justifies amending the Order, Plaintiff's motion filed on October 29, 2015 is denied.

Dated: December 31, 2015

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BURRELL,

Senior United States District Judge