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 COUPONS, INC.

9 UNITED STATES DISTRICT COURT  
 10 NORTHERN DISTRICT OF CALIFORNIA  
 11 SAN JOSE DIVISION

13 COUPONS, INC.,  
 14 Plaintiff,  
 15 vs.  
 16 JOHN STOTTLEMIRE,  
 17 Defendant.

Case No. 5:07-CV-03457 HRL

**COUPONS' OPPOSITION TO  
 DEFENDANT'S MOTION TO  
 SUMMARILY ENFORCE  
 SETTLEMENT AGREEMENT**

Date: February 24, 2009  
 Time: 10:00 a.m.  
 Courtroom: 2  
 Judge: Honorable Howard R. Lloyd

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1 **I. INTRODUCTION AND SUMMARY OF ARGUMENT**

2 Defendant John Stottlemire fraudulently induced Coupons to enter a settlement with a  
3 confidentiality provision that he admits was the core consideration, but which he never intended  
4 to honor. He represented to Coupons at the ENE, and agreed, that confidentiality meant that the  
5 parties would not publicly claim victory over the other. Stottlemire admits he never would have  
6 entered the settlement without a confidentiality clause. Coupons also would not have entered into  
7 the settlement without confidentiality. But Stottlemire's conduct before and after the settlement  
8 confirms conclusively that he intended to – and did – do exactly what he said the parties would  
9 not do in breach of the confidentiality term. Despite his promises and representations, Stottlemire  
10 *immediately* disclosed three material terms of the settlement: (1) the dismissal with prejudice;  
11 (2) that Coupons did not receive any remedy for its claims against Stottlemire; and (3)  
12 specifically that Stottlemire was not required to stop publishing his circumvention instructions.

13 Even if Stottlemire's conduct does not rise to the level of fraud, Stottlemire's own  
14 admissions in his moving papers establish alternatively that he knew that Coupons was under a  
15 mistake of fact, created by Stottlemire, that the confidentiality term meant that Stottlemire could  
16 not publicize the dismissal with prejudice or his characterizations of the settlement agreement.  
17 This mistake of fact is a separate ground for rescission.

18 In addition, Stottlemire's breaches of the confidentiality term after the ENE caused a  
19 material failure of the consideration, also a ground for rescission

20 Skirting these dispositive facts and contract doctrine, Stottlemire's reads the mutual  
21 release to permit him to defraud Coupons by promising one thing in the ENE, while intending to  
22 breach the agreement. This frivolous argument exposes his intent from the outset to breach the  
23 settlement agreement. Relatedly, Stottlemire's misleading characterizations of emails between  
24 the parties demonstrate that the Court cannot trust his representations. In any event, if  
25 Stottlemire's admissions and misleading assertions do not convince the Court outright to deny  
26 Stottlemire's motion, then Rule 56(f) mandates that Coupons be entitled to develop discovery on  
27 several material facts, including: (1) Stottlemire's intent to defraud Coupons, (2) his  
28 understanding of the core materiality of the confidentiality agreement, (3) the degree to which the

1 confidentiality term was inextricably bound up with the settlement agreement; (4) Stottlemire’s  
2 statements at the ENE regarding the centrality and purpose of the confidentiality clause; (5) his  
3 fabrication of Coupons’ mistake in believing that Stottlemire wanted to, and would, adhere to the  
4 confidentiality term; (6) precisely what Stottlemire told reporters about the settlement; and (7)  
5 generally the credibility of his assertions in his summary judgment papers on which he would  
6 have this Court rely.

7 The Court directed specific questions to the parties at the January 27 hearing. For the  
8 Court’s convenience, we summarize the answers:

9 1. California law controls on enforceability of the settlement (p. 11).

10 2. The parties’ motivations or intentions are relevant to the issues of fraud, mistake, and  
11 the parties’ understanding of the confidentiality term (pp. 12-21).

12 3. We discuss below the admissible evidence of the Agreement, Stottlemire’s judicial and  
13 contemporary admissions on the issue of the parties’ understanding of the scope and materiality  
14 of the confidentiality term (pp. 3-10).

15 4. The dismissal with prejudice was a negotiated term of the settlement and not a  
16 predictable consequence of the settlement (pp. 18-20).

17 5. While the Court could permit a dismissal to be filed under seal, the question before this  
18 Court is that irrespective of the sealing option, the core consideration Coupons received was not  
19 to publicize the settlement terms (pp. 19-20).

20 6. While the parties did not discuss sealing the dismissal, that point similarly is not  
21 relevant to the materiality of the confidentiality term and Stottlemire’s breach (pp. 19-20).

22 7. The breach of the material confidentiality term automatically triggered a rescissory  
23 remedy under well-established law regardless of whether the parties explicitly provided for this  
24 remedy in the agreement (pp. 16-24).

25 8. We submit evidence through Mr. Boal’s declaration of the prejudice caused by and  
26 resulting from Stottlemire’s breaches, although monetary damages (not necessary for rescission)  
27 are not yet quantifiable (pp. 21-22).

28

1 9. The parties did not specify “non-disparagement” because that was not the parties’ over-  
2 arching concern with non-disclosure of settlement terms. But adherence to the confidentiality  
3 term would have naturally obviated the disparagement the Court may have in mind (pp. 21-22).

4 10. Stottlemire pushed the confidentiality terms, but talked about “kicking ass,”  
5 apparently because he decided wrongly that Coupons could do nothing about his fraud and  
6 intentional breach (pp. 12-14, 23-24).

7 11. Stottlemire did attempt to mislead the Court by repeatedly citing Coupons’ counsel’s  
8 post-breach email about Stottlemire’s strategic decision to make the whole settlement public (pp.  
9 9-10).

## 10 **II. STATEMENT OF UNDISPUTED AND DISPUTED MATERIAL FACTS**

### 11 **A. Stottlemire Promised Not To Claim Victory**

12 On November 13, 2008, Coupons and Stottlemire participated in Early Neutral Evaluation  
13 with evaluator Harold McElhinny.<sup>1</sup> As Stottlemire admits, aside from the dismissal of Coupons’  
14 complaint (the natural *sin qua non* of any settlement agreement) the only material term for him  
15 was confidentiality of the agreement. (Motion to Enforce, at 3:5-7.) At the ENE, Stottlemire  
16 stated that he wanted confidentiality because he did not want Coupons to claim victory. (Cusack  
17 Decl., at ¶ 4.) Coupons also wanted confidentiality for the same reason, so Coupons agreed to  
18 this term. (Declaration of Steven Boal in Opposition to Motion to Enforce (“Boal Decl.”), at ¶¶  
19 12, 14.) Both had fundamental reasons for not wanting the other to declare victory. As discussed  
20 below, for Stottlemire it was saving reputation. For Coupons, it wanted to avoid confusion in the  
21 marketplace among clients and potential clients, to avoid encouraging other coupons hackers to  
22 attempt to circumvent Coupons’ new security features, and to avoid the resulting prejudice from  
23 the predictable effects of Stottlemire’s disclosure of confidential settlement terms. (Boal Decl. ¶¶  
24 12, 14, 16-22.) The parties therefore entered into a simplified settlement agreement at the ENE

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25  
26 <sup>1</sup> Stottlemire disclosed statements and conduct at the ENE to support this motion. He then  
27 stipulated, as he must, to waive the confidentiality of the settlement discussions at the ENE. So  
28 has Mr. McElhinny. *See* Stipulation attached to Declaration of Dennis M. Cusack in Opposition  
to Defendant’s Motion to Enforce (“Cusack Decl.”) as Ex. A. Under Local ADR Rule 5-12(b)(1),  
such a stipulation is an exception to the ENE confidentiality rules.



1 session. The terms were few: a stipulated dismissal with prejudice; mutual releases; each party to  
2 bear their own attorneys' fees and costs; and the terms would remain confidential.

3 The confidentiality term makes no exceptions for the term of the agreement requiring a  
4 dismissal with prejudice. It also applies by its terms to both parties, as Stottlemire acknowledges.  
5 (Motion to Enforce at 3:13-17.) No one at the ENE suggested that there were any exceptions to  
6 it, or that it was not mutual. (Cusack Decl., at ¶ 5.)

7 **B. Confidentiality Was Material To Both Parties**

8 Stottlemire's conduct during the course of the litigation further demonstrates why  
9 confidentiality was material, encompassed the whole settlement, and required both sides to refrain  
10 from claims of victory. Stottlemire admits that he had been blogging about the case all along –  
11 claiming that he was right, that Coupons was a bully, that he would be victorious in establishing  
12 his right to circumvent Coupons' security measures and print unlimited numbers of coupons, and  
13 that the DMCA gave Coupons no protection. Indeed, all this was so clear to him that he  
14 threatened to sue Coupons for malicious prosecution. (Motion to Enforce, at 2:9-20.) He touted  
15 victories after each of the Court's orders on the first two motions to dismiss.

16 Then he received a rude awakening that required a settlement, and a way to preserve his  
17 reputation among other hackers and interested media. The Court's November 6 Order denying  
18 Stottlemire's motion to dismiss the Third Amended Complaint established that Coupons had a  
19 right to assert DMCA and common law claims against Stottlemire for his circumvention  
20 activities. Stottlemire would finally have to answer the allegations, but by that time the material  
21 facts were virtually all undisputed, as even Stottlemire has acknowledged. (December 19, 2008  
22 Motion to Stay Discovery, at 9:18-23; *see also* Stottlemire's September 3, 2008 Motion for  
23 Sanctions, at pp. 4-6.) Despite this new reality, Stottlemire says that he continued to say in his  
24 blog that he had a claim for malicious prosecution. (Motion to Enforce, at 2:15-20.) Once he  
25 decided to settle, therefore, Stottlemire needed to prevent Coupons from publicly claiming victory  
26 because this would undermine the reputation he had created through his blog.

27 Stottlemire was already thinking along these lines after Coupons opposed his motion to  
28 dismiss on October 7, 2008. On October 16, Stottlemire proposed a settlement in which he

1 dramatically dropped his monetary demands from \$1.2 million to \$300,000, and proposed  
2 confidentiality in addition to a dismissal. (*See Exhibit B to the Cusack Decl.*)

3 Coupons responded that while it was willing to talk settlement, his putative malicious  
4 prosecution claim was valueless and Coupons would never pay him money. (*See Exhibit B to the*  
5 *Cusack Decl.*) Coupons also knew by then that any consideration from Stottlemire would not  
6 include money because he was unemployed and had brandished his judgment-proof status based  
7 on unpaid tax liens and other judgments against him. (*Cusack Decl.*, at ¶ 8.) Stottlemire had also  
8 resisted a settlement in the form of a consent judgment, or one that included a promise not to  
9 attempt to circumvent Coupons' technology. (*Cusack Decl.*, at ¶ 13.)

10 Instead of a monetary payment from Stottlemire, or a public promise, and in light of his  
11 discussion of the case on the Internet, if the case was going to settle, Coupons required a  
12 confidentiality term. (*Boal Decl.* ¶ 12.) The other pre-condition to settlement for Coupons was  
13 establishing that Coupons could state claims against, and seek redress from, hackers like  
14 Stottlemire who attempted to undermine Coupons' clients' marketing campaigns.

15 The opportunity to settle on the terms Coupons needed presented itself after the Court  
16 issued its Order on the motion to dismiss the Third Amended Complaint. The Order confirmed  
17 Coupons' right to proceed against Stottlemire under the DMCA and state law claims, on a factual  
18 record by then largely undisputed. Coupons could point to that Order to show it had a legal  
19 means to protect its clients' marketing campaigns. That record then freed Coupons to agree to a  
20 settlement that showed that Coupons had obtained no remedy for its claims against Stottlemire, so  
21 long as Stottlemire agreed to keep the settlement terms confidential. The pre-settlement record  
22 would speak for itself, without either Coupons or Stottlemire claiming victory and creating  
23 concerns among Coupons' clients and potential clients about Coupons' right to protect its product  
24 and brand from hackers encouraged by any Stottlemire settlement spin. (*Boal Decl.*, at ¶ 14.)

25 Before the ENE, Stottlemire had already expressed an interest in confidentiality, so  
26 Coupons felt that the pieces were in place for a settlement it could live with. (*See Boal Decl.*, at  
27 ¶¶ 11-12, 14.) Relying on Stottlemire's representation that he wanted confidentiality including no  
28 claims of victory, Coupons agreed to settle. (*Cusack Decl.* ¶ 4; *Boal Decl.* ¶ 12.)

1 A few days after the ENE, Coupons sent to Stottlemire a draft stipulated dismissal with  
2 prejudice, and a mutual release. Stottlemire admits that when he received the stipulated  
3 dismissal, a question was raised in his mind about whether the filing of it in the public record was  
4 consistent with the confidentiality term. Stottlemire claims he “believed with good cause” that:

5 Either (1) CI’s agreement to dismiss this action . . . with prejudice  
6 was not subjected to the confidentiality clause of the settlement  
7 agreement, or (2) CI was requesting an alteration of the settlement  
8 agreement whereby (sic) allowing the parties to disclose to the  
9 public CI was dismissing this action against Stottlemire with  
prejudice. Stottlemire believed this since it would be impossible for  
the parties to file the Stipulation without the public having complete  
access to the information contained therein.

10 (Motion to Enforce, at 4:3-8.). Stottlemire’s first “belief” was without basis because the  
11 agreement explicitly made the dismissal with prejudice subject to the confidentiality term; the  
12 settlement agreement stated that confidentiality covered all terms of the agreement. There was  
13 nothing contrary in the four corners of the agreement, and Stottlemire does not suggest that there  
14 was any discussion to the contrary.

15 Further, Coupons had never suggested that the stipulated dismissal would not, or could  
16 not, be filed under seal. There was nothing that prevented either party from filing the dismissal  
17 under seal. Indeed, even if the parties had ultimately not filed it under seal, both parties would  
18 still have been obligated under the confidentiality term and in good faith, to do and say nothing to  
19 draw attention to the dismissal. Stottlemire knew the public’s access to the stipulation did not  
20 mean that bloggers would pick up the dismissal; otherwise, he would not have rushed to publicize  
21 the dismissal or explain what it meant.

22 Stottlemire’s alternative admitted “belief” implies nonsensically that Coupons was  
23 somehow *silently* asking Stottlemire to amend the settlement agreement to permit Stottlemire to  
24 publicize the dismissal with prejudice. Stottlemire’s belief assumes that Coupons wanted a  
25 material change in the agreement that could only work to Coupons’ disadvantage by allowing  
26 Stottlemire to disclose the settlement term and to claim victory.

27 We know, however, that he did not believe these assumptions for a heart beat because he  
28 admits that he said nothing to Coupons about his claimed confusion. (Motion to Enforce, at 4:7-

1 14.) He did not ask whether the stipulation should be filed under seal, or if it could not, whether  
2 confidentiality still required the parties, in good faith, to refrain from drawing attention to it or  
3 discussing it. Stottlemire, in other words, was not looking to honor his promise; he was  
4 determined to breach it and was looking for excuses.

5 **C. Stottlemire Breached The Confidentiality Provision**

6 Before the parties had even agreed on the wording of the mutual release, and before the  
7 dismissal was filed, Stottlemire blogged that the parties had settled. He drew specific attention to  
8 the dismissal with prejudice. (Motion to Enforce, at 4:15-24.) He went even further and  
9 explained what the legal term of art, “with prejudice,” means – that Coupons could not file the  
10 same action against Stottlemire again. *Id.* He included a link on his blog to the docket entry in  
11 which Coupons informed the Court that a settlement had been reached. *Id.*<sup>2</sup>

12 In addition, on November 20, 2008, Stottlemire announced on another Internet bulletin  
13 board: “The lawsuit I have been involved in over the past 16 months has finally come to a close.  
14 Coupons, Inc. has decided to dismiss the claims they have pending against me in Federal Court  
15 and I have agreed to allow them to do so.” (Boal Decl, Ex. D, post #1.) Another user then asked  
16 whether Stottlemire would be allowed to continue to blog about his circumvention methods, and  
17 Stottlemire said, “The blog will remain intact and updated as needed.” (*Id.*, post #13.)

18 Stottlemire also admits that by posting the entry to his blog, he caused a copy of it to be  
19 emailed to persons who subscribe to his blog, including journalists and other bloggers. He then  
20 agreed to an interview with David Kravets, a wired.com journalist, among others. Although he  
21 says he told Kravets that the settlement terms were confidential, he had already disclosed the  
22 dismissal with prejudice and pointedly explained what that meant. Stottlemire then says that he  
23 gave Kravets a statement in which he boasted that he had achieved victory in the case, asserting  
24 that he “kicked their [Coupons’] ass,” “refus[ed] to succumb to their bullying tactics” and  
25 “continued to assert [his] innocence.” (Motion to Enforce, at 5:3-18.)

26  
27  
28 <sup>2</sup> That letter disclosed none of the settlement’s terms, a fact Stottlemire could not have missed.

1 By explaining the dismissal “with prejudice,” and by claiming victory, Stottlemire  
2 intended to convey the message that, in return for dismissing the case, Coupons got nothing in the  
3 settlement that it had been seeking in the lawsuit. This was precisely what he agreed in the  
4 confidentiality term and at the ENE the parties would not do. *See* discussion, *supra*, pp. 16-21.

5 He succeeded in conveying that message. The Wired.com article begins –

6 **Coupon Hacker *Defeats* DMCA Suit**

7 A California online coupon generating company *is dropping* its  
8 Digital Millennium Copyright Act lawsuit against a man sued for  
9 posting commands allowing users to print an unlimited number of  
valid coupons. (Exh. E to Motion to Enforce (emphasis added).)<sup>3</sup>

10 He also disclosed that the settlement allowed him to keep posting his circumvention instructions.  
11 The article states: “Terms of the settlement were not made public. *They do not require*  
12 *Stottlemire to remove the workaround*, which is still published here.” *Id.* (Emphasis added).

13 Stottlemire thus disclosed three terms of the settlement: (1) the dismissal with prejudice;  
14 (2) that Coupons did not receive any remedy for its claims against Stottlemire; and (3)  
15 specifically that Stottlemire was not required to stop publishing his circumvention instructions.

16 Coupons immediately informed Stottlemire of his breach of the core confidentiality term  
17 of the agreement and that his conduct – abusing the settlement process and disclosing the  
18 confidential settlement and misleading information – had prejudiced and would continue to  
19 prejudice Coupons. (Exh. F to Cusack Decl.; *see* Boal Decl., at ¶¶ 16-22.) Coupons suggested  
20 that Stottlemire might remedy the situation by disclosing the truth; but Stottlemire refused to do  
21 so. In light of these circumstances, Coupons’ counsel made clear to Stottlemire that it would, and  
22 then did, rescind the settlement agreement. (Exh. C to Cusack Decl.) Coupons has told  
23 Stottlemire it would not file the dismissal (thus relieving Stottlemire of his release). (*Id.*)

24 Also relevant to the proof of Stottlemire’s fraud are other misrepresentations and  
25 omissions he has made with the intent to deceive since Coupons rescinded, which cast doubt on  
26 his credibility and shed light on his motives. First, Stottlemire remains less than candid, at best,  
27

28 <sup>3</sup> Other articles also conveyed the same message. (See Boal Decl., Exhs. F, G, I, and J.)

1 with the Court and Coupons about what he said to Mr. Kravets, and others, about the settlement.  
2 In emails and in his briefing after his improper disclosure, despite Coupons' prodding, Stottlemire  
3 never denied that he disclosed that Coupons received nothing in settlement. The first time he  
4 actually responded was in his declaration filed in support of this motion. (*See* Motion to Enforce,  
5 at 5:3-18.) Even there, although he says he told Mr. Kravets that the terms of the settlement were  
6 confidential, he does not give a full account of what else he and Mr. Kravets discussed. Nor does  
7 he say who else he spoke to or communicated with by email or chatroom, other than Ms. Davis.  
8 He never denies what is otherwise obvious – that the purpose of his disclosures was to convey the  
9 message that he had given nothing to Coupons in exchange for the dismissal.<sup>4</sup>

10 Stottlemire has also twice misrepresented statements made by Coupons after Coupons  
11 rescinded. In a December 11, 2008 email to Mr. McElhinny, Stottlemire misquoted Coupons'  
12 brief (inserting ellipses in order to create a false reading) to accuse Coupons of disclosing  
13 Mr. McElhinny's ENE evaluation. (Exh. D to Cusack Decl.) Coupons did no such thing, as the  
14 full excerpt from Coupons' brief shows. (*Id.*; Coupons' brief on the ENE motion, at 6:3-7)

15 Stottlemire continues to rely on a statement made by Coupons' counsel that Coupons "is  
16 fine with making everything public regarding the settlement" out of context and in a way that  
17 misleads the Court. (Motion to Enforce at 1:16-17.) As Coupons has set forth previously,  
18 reading the entire email in context makes clear that Coupons' counsel wrote this email after  
19 Stottlemire publicly disseminated false and misleading information boasting of his victory in the  
20 case, and after Stottlemire threatened a motion to enforce the settlement. Coupons wanted to set  
21 the public record straight in order to remedy the breach and it had offered this solution to  
22 Stottlemire. Stottlemire rejected that solution. Coupons' counsel's email then informed  
23 Stottlemire that given his tactics and his insistence on proceeding with this motion, he would  
24 necessarily disclose, or require to be disclosed, facts about the parties' respective motives for  
25 settling. It was in this context that Coupons' counsel said after Stottlemire's breach, that Coupons

26 \_\_\_\_\_  
27 <sup>4</sup> In his brief on the Motion to Enforce, he asserts in very careful language that he never said "that  
28 the dismissal with prejudice was given ... for no money" before Coupons sent the email that "it  
was fine with making everything public," thereby conceding that he did disclose this afterwards.  
(Motion to Enforce, at 10:9-15.)

1 too was fine with setting the record straight in the course of briefing this motion. (Exh. E, Cusack  
2 Decl.)

3 Indeed, even though Coupons told Stottlemire repeatedly that it believed he committed  
4 fraud in connection with the settlement – i.e., made a promise without intent to perform –  
5 *Stottlemire has never denied that when he entered the settlement agreement, he fully intended to*  
6 *go out as soon as possible and claim that, as a result of the settlement, he defeated Coupons in*  
7 *the lawsuit.* This is in keeping with his admission that he was looking for a settlement that did  
8 not require him to make any promises. (Motion to Enforce, at 2:28- 3:1.)

9 In fact, Stottlemire has stated bluntly that it does not matter if he committed fraud,  
10 Coupons cannot rescind anyway. (Motion to Enforce, at 10:22- 11:7.) His defense has been that  
11 he did not breach, but even if he did, the release language permitted him to induce the agreement  
12 by fraud and then breach it with impunity. (Motion to Enforce, at pp. 10-11, and Stay Motion, at  
13 8:4-18.) The only conclusion to be drawn from these defenses, along with his tacit  
14 acknowledgement that the disclosures were planned at the time of settlement, is that Stottlemire  
15 fully intended to breach, believing that he could get away with it because he mistakenly thought  
16 that Coupons would have no remedy.

17 **III. STOTTMIRE’S MOTION FOR SUMMARY JUDGMENT ON THE**  
18 **SETTLEMENT AGREEMENT MUST BE DENIED**

19 Summary judgment in favor of Stottlemire is not warranted. The undisputed facts  
20 demonstrate that Coupons properly rescinded the settlement agreement and the settlement  
21 agreement is no longer enforceable. To the extent issues of fact are disputed, Coupons is entitled  
22 to further develop these facts in support of its opposition.<sup>5</sup> No discovery has been conducted on  
23

24 <sup>5</sup> “Rule 56 provides that summary judgment ‘shall be rendered forthwith if the pleadings,  
25 depositions, answers to interrogatories, and admissions on file, together with the affidavits, if any,  
26 show that there is no genuine issue as to any material fact and that the moving party is entitled to  
27 judgment as a matter of law.’ 2 Fed. R. Civ. P. 56(c). A ‘material’ fact is one that is relevant to  
28 an element of a claim or defense and whose existence might affect the outcome of the suit. The  
materiality of a fact is thus determined by the substantive law governing the claim or defense. ...  
[A]t summary judgment, the judge must view the evidence in the light most favorable to the  
nonmoving party: if direct evidence produced by the moving party conflicts with direct evidence  
produced by the nonmoving party, the judge must assume the truth of the evidence set forth by  
the nonmoving party with respect to that fact. Put another way, if a rational trier of fact might

1 the subject of the settlement agreement and Mr. Stottlemire’s post-settlement conduct. Coupons  
2 therefore requests in the alternative under Rule 56(f) leave to conduct discovery (principally the  
3 deposition of Mr. Stottlemire) in order to further address the factual issues. (Cusack Decl., ¶ 14.)

4 **IV. COUPONS PROPERLY RESCINDED THE SETTLEMENT AGREEMENT**

5 Coupons agrees that a settlement agreement was breached. Due to Stottlemire’s  
6 subsequent actions, Coupons then properly rescinded the settlement agreement. Because the  
7 contract was rescinded, it cannot be summarily enforced.

8 **A. California State Contract Law Applies**

9 “An agreement to settle a legal dispute is a contract and its enforceability is governed by  
10 familiar principles of contract law. . . . The construction and enforcement of settlement  
11 agreements are governed by principles of local law which apply to interpretation of contracts  
12 generally.” *Jeff D. v. Andrus*, 899 F.2d 753, 759 (9th Cir. 1989)(citations omitted). Here,  
13 California contract law applies because the settlement agreement was entered into in California,  
14 Coupons is located in California, and at the time of settlement Stottlemire resided in California.  
15 *Id.* at 759-760.

16 **B. Legal Standard for Rescission**

17 California Civil Code section 1689(b) permits rescission in the following circumstances,  
18 among others:

19 (1) If the consent of the party rescinding, or of any party jointly  
20 contracting with him, was given by mistake, or obtained through  
21 duress, menace, fraud, or undue influence, exercised by or with the  
22 connivance of the party as to whom he rescinds, or of any other  
23 party to the contract jointly interested with such party.

24 (2) If the consideration for the obligation of the rescinding party  
25 fails, in whole or in part, through the fault of the party as to whom  
26 he rescinds. . . .

27 (4) If the consideration for the obligation of the rescinding party,  
28 before it is rendered to him, fails in a material respect from any  
cause.

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resolve the issue in favor of the nonmoving party, summary judgment must be denied.” *T.W. Electrical Service, Inc. v. Pacific Electrical Contractors Assoc.*, 809 F.2d 626, 630-631 (1987).



1           Rescission is a unilateral act, accomplished by notice and an offer to return any  
2 consideration received; no judicial intervention is required. Cal. Civ. Code § 1691; *Runyan v.*  
3 *Pacific Air Indus.*, 2 Cal. 3d 304, 311-13 (1970); *Peterson v. Highland Music, Inc.*, 140 F.3d  
4 1313, 1322-23 (9th Cir. 1998). Coupons has in fact notified Stottlemire that the agreement is  
5 rescinded.

6           Just as any other contract, a settlement agreement or release can be rescinded if these  
7 statutory guidelines are met. *Matthews v. Atchison, T. & S. F. Ry. Co.*, 54 Cal. App. 2d 549, 557  
8 (1942) (“A release is a contract and as such is subject to rescission for the same reasons as are  
9 other contracts, including fraud and mistake of fact”); *see also Gorman v. Holte*, 164 Cal. App. 3d  
10 984, 988 (1985) (“Compromise settlements are governed by the legal principles applicable to  
11 contracts generally”).

12           **C.       Coupons Was Entitled To Rescind The Agreement On The Grounds Of Fraud**

13                 **1.       Stottlemire Promised Confidentiality Without Any Intent To Perform**

14           A party to a contract has grounds to rescind the contract if the consent of the party seeking  
15 rescission was obtained through fraud. Cal. Civ. Code § 1689(b)(1); *see also Citicorp Real*  
16 *Estate v. Smith*, 155 F.3d 1097, 1103 (9th Cir. 1998). Cal. Civ. Code § 1572 states: “Actual  
17 fraud, within the meaning of this chapter, consists in any of the following acts, committed by a  
18 party to the contract, or with his connivance, with intent to deceive another party thereto, or to  
19 induce him to enter into the contract: 1. The suggestion, as a fact, of that which is not true, by  
20 one who does not believe it to be true; . . . 3. The suppression of that which is true, by one having  
21 knowledge or belief of the fact; 4. A promise made without any intention of performing it; or, 5.  
22 Any other act fitted to deceive.”

23           “False representations, the willful suppression of material facts, and the making of a  
24 promise without any intention of performing it, if committed by a party to a contract with intent  
25 to deceive another party thereto, or to induce him to enter into the contract, constitute fraud. (Civ.  
26 Code, § 1572.) (2) The fact represented or suppressed, as the case may be, is deemed material if  
27 it relates to a matter of substance and directly affects the purpose of the party deceived in entering  
28 into a contract.” *Thomas v. Hawkins*, 96 Cal. App. 2d 377, 379 (1950). “It is settled that a single

1 material misrepresentation knowingly made with intent to influence another into entering into a  
2 contract will, if believed and relied upon by the other, afford a complete ground for rescission.”  
3 *Leary v. Baker*, 119 Cal. App. 2d 106, 109 (1953).

4 **a. Stottlemire promised confidentiality and no claims of victory.**

5 At the ENE session, Stottlemire confirmed that the confidentiality provision was the core  
6 term. He falsely represented that he wanted confidentiality in order to prevent Coupons from  
7 claiming victory. He did not suggest then, or since, that confidentiality meant that Coupons could  
8 not claim victory, but that he could. To the contrary, he confirmed at the ENE his understanding  
9 of and agreement to the parties’ intent to sign a confidentiality term to stop either party from  
10 claiming victory. (Cusack Decl., ¶ 4-5.) Stottlemire’s conduct demonstrated that he had no  
11 intention of keeping the promise of confidentiality, which induced Coupons to enter into the  
12 settlement agreement. As discussed above, the parties and Mr. McElhinny have agreed to waive  
13 the confidentiality provision of the ENE process. Local ADR Rule 5-12(b)(1).

14 **b. Stottlemire’s admissions and conduct before and after the**  
15 **settlement confirms that he did not intend to perform.**

16 Stottlemire’s fraudulent intent is also apparent from the circumstances surrounding the  
17 settlement agreement and his admissions in his pleadings. “As direct proof of fraudulent intent is  
18 often an impossibility, fraud may be established by the circumstances surrounding the  
19 transaction. . . . Fraud is not generally practiced in the open light of day and for that reason is not  
20 susceptible of direct proof but must be spelled out from circumstantial evidence.” *Wilke v.*  
21 *Coinway, Inc.*, 257 Cal. App. 2d 126, 138 (1967).

22 Here, Stottlemire offers evidence of his state of mind at the ENE in his Motion to Enforce.  
23 Stottlemire admits that he wanted to, and did, publicize that he was victorious in defending  
24 Coupons’ DMCA claims. (Motion to Enforce at 4:15-5:18.) He states that he agreed with his  
25 wife that he would settle only if the settlement did not require him to make any promises.  
26 (Motion to Enforce at 2:28-3:1.) He never shared with Coupons those objectives when he then  
27 promised not to disclose settlement terms, including through a claim of victory.

28

1 Further, Stottlemire’s chronology from the November 13 ENE to Stottlemire’s November  
2 19 blog by itself leaves little doubt that Stottlemire did not intend to honor the confidentiality  
3 provision when he entered into it. (Motion to Enforce at 2:24-6:2.) As he describes it, he was  
4 anxious to complete the mutual release and have Coupons file the stipulated dismissal, so that he  
5 could – he mistakenly thought – breach the confidentiality provision with impunity. But he  
6 jumped the gun and began his blogging breaches before Coupons signed the release and filed the  
7 dismissal.

8 Since then, in an effort to justify his actions, Stottlemire has tried to deceive both Mr.  
9 McElhinny and this Court about Coupons’ statements. He waited over two months even to  
10 address precisely what he said to the journalists who interviewed him, and even then has not  
11 given a full account of his conversations and disclosures. He has never denied that he fully  
12 intended to proclaim a victory over Coupons, notwithstanding his representations at the ENE. He  
13 has simply tried to claim that even his fraud does not matter because the draft release language  
14 immunized him from his fraud.

15 Had Coupons known the truth, Coupons would not have entered into the settlement  
16 agreement. Coupons had the right to rescind the agreement because of Stottlemire’s fraud. Cal.  
17 Civ. Code § 1689(b)(1).

18 **2. Stottlemire Knew Coupons’ Consent Was Given By Mistake**

19 Alternatively, rescission is proper since Stottlemire was aware that Coupons’ agreed to the  
20 settlement under the mistaken understanding that: 1) Stottlemire would not publicly claim victory  
21 in the case; and 2) at the very least that Stottlemire himself would not publicly disclose that  
22 Coupons would dismiss the case with prejudice or other terms of the settlement. As to the first  
23 mistake, Stottlemire created the mistaken understanding through his statements at the ENE. As to  
24 the second, Stottlemire admits he knew of Coupons’ mistake and did nothing to correct it.

25 Under Civil Code section 1689(b)(1), rescission is proper if a party’s consent to the  
26 agreement was given by mistake. Mistake may be either of fact or law. Cal. Civ. Code § 1576.  
27 “Mistake of fact is a mistake, not caused by the neglect of a legal duty on the part of the person  
28 making the mistake, and consisting in: 1. An unconscious ignorance or forgetfulness of a fact

1 past or present, material to the contract; or, 2. Belief in the present existence of a thing material to  
2 the contract, which does not exist, or in the past existence of such a thing, which has not existed.”  
3 Cal. Civ. Code § 1577.

4 “A mistake need not be mutual. Unilateral mistake is ground for relief where the mistake  
5 is due to the fault of the other party or the other party knows or has reason to know of the  
6 mistake.” *Architects & Contractors Estimating Services, Inc. v. Smith*, 164 Cal. App. 3d 1001,  
7 1007-1008 (1985); *see also, Merced County Mut. Fire Ins. Co. v. California.*, 233 Cal. App. 3d  
8 765, 772 (1991) (“[R]escission is available for a unilateral mistake, when the unilateral mistake is  
9 known to the other contracting party and is encouraged or fostered by that party”). “[K]nowledge  
10 by one party that the other is acting under mistake is treated as equivalent to mutual mistake for  
11 purposes of rescission. . . . When a contract is still executory, and the parties can be put *in status*  
12 *quo*, one party to the contract will not be permitted to obtain an unconscionable advantage  
13 through enforcement of the contract where he knows of the other’s mistake, where such mistake  
14 is material and not the result of neglect of a legal duty or an error in judgment, and the  
15 requirements for rescission are fulfilled.” *Brunzell Constr. Co. v. G. J. Weisbrod, Inc.*, 134 Cal.  
16 App. 2d 278, 284, 286 (1955) (italics in original) (citation omitted) (affirming finding that  
17 subcontractor had right to rescind contract where the subcontractor made a material omission in  
18 the bid it submitted, the city “knew that such a mistake had been made, that it took unfair  
19 advantage of this mistake to incorporate decking into the contract though the bid price was made  
20 exclusive of decking, and that [the subcontractor] assented to the contract under an honest  
21 misapprehension which [the city] was trying to exploit”).

22 Here, Stottlemire’s statements at the ENE and intense interest in the confidentiality  
23 agreement caused Coupons to believe that Stottlemire would adhere to the confidentiality  
24 agreement and that neither party could publicly proclaim victory as a result of the settlement.  
25 Coupons also understood that neither party would intentionally and publicly disclose any terms of  
26 the settlement. Relying on this belief, Coupons entered into the settlement agreement. Even  
27 Stottlemire admits that he intended all along to make a public declaration of victory following the  
28 settlement, and his actions confirm that intent. He did not tell Coupons about that intent.

1 He also admits to recognizing that, when Coupons sent him the stipulation for dismissal, it  
2 became apparent to him that he and Coupons might have a different understanding about how the  
3 dismissal was to be handled in light of the confidentiality provision. See discussion above, at pp.  
4 5-7, discussing Stottlemire’s Motion to Enforce, at 3:18-4:14. He also admits he did nothing to  
5 correct the misunderstanding.

6 Stottlemire’s explanations about what he believed at the time, and why, taken at face  
7 value, show that he was looking for an excuse to justify his anticipated breach of the  
8 confidentiality provision. (*supra*, at p. 6) No other conclusion explains his admission that despite  
9 his asserted knowledge of an ambiguity in whether the dismissal with prejudice could be  
10 publicized, he never raised the issue with Coupons. Even if not labeled fraudulent inducement  
11 during the ENE, Stottlemire was at the very least aware of a mistake by Coupons, as he admits  
12 that he knew that Coupons was unaware of Stottlemire’s spin. Specifically, he looked outside the  
13 four corners of the settlement agreement to interpret it to mean that: 1) the dismissal with  
14 prejudice somehow ended up as an exception to Stottlemire’s obligation to keep the settlement  
15 terms confidential; and 2) ”confidential” meant Stottlemire could characterize the settlement as a  
16 victory – even if that meant conveying the message that Coupons had not achieved any remedy in  
17 the settlement – so long as he did not recite all its literal terms. Stottlemire concedes that he knew  
18 Coupons did not read the settlement agreement this way. Coupons was entitled to rescind the  
19 settlement agreement on the grounds of mistake. Cal. Civ. Code § 1689(b)(1).

20 **D. The Confidentiality Term Was Material, And Stottlemire’s Breach Caused A**  
21 **Failure Of Consideration**

22 Stottlemire’s public disclosure of the settlement terms caused a material failure of the  
23 primary consideration bargained for by Coupons – confidentiality of the settlement – fully  
24 justifying Coupons’ rescission.<sup>6</sup> Illustrative is *Thomas v. Department of Housing and Urban*  
25

26 <sup>6</sup> “A party to a contract may rescind if there is a material breach by the other party. (Civ. Code  
27 § 1689, subd. (b)(2).)” *Pennel v. Pond Union Sch. Dist.*, 29 Cal. App. 3d 832, 838 (1973).  
28 Rescission is allowed where a party’s breach constitutes a material violation of the contract.  
*Crofoot Lumber, Inc. v. Thompson*, 163 Cal. App. 2d 324, 333 (1958)(record supported trial court  
finding that material breach constituted a failure of consideration); *see also Wilson v. Corrugated*

1 *Development*, 124 F.3d 1439 (Fed. Cir. 1997), where the court of appeal reversed the Merit  
2 System Protection Board on an abuse of discretion standard, finding that the breach of a  
3 confidentiality provision in a settlement agreement between an employee and HUD was material  
4 and entitled the employee to rescind it. There, Thomas was demoted based on charges of  
5 mismanagement and abuse of authority. After appealing the demotion, he agreed to a settlement  
6 that called for restoration to his original pay grade and a transfer to a different federal agency for  
7 a period of time, and confidentiality regarding the adverse employment action and settlement. *Id.*  
8 at 1440. A HUD employee later disclosed to someone considering Thomas for a new position  
9 that Thomas had run into problems while at HUD. *Id.* at 1441. The court of appeal held that the  
10 Board’s finding of non-materiality was an abuse of discretion (*id.* at 1441-42), because  
11 confidentiality was “a matter of vital importance” to the settlement for Thomas, as it was intended  
12 to allow Thomas to transfer to a different position and give him a chance to look for a new job.  
13 *Id.* at 1442.

14 Here too, confidentiality was a matter of vital importance to both Coupons and  
15 Stottlemire, as demonstrated by Stottlemire’s admissions and the Boal Declaration. (See above at  
16 pp. 4-7, Boal Decl. at ¶¶ 12, 14, Motion to Enforce, at p. 3, and Cusack Decl. ¶ 4-5.) Indeed, the  
17 confidentiality term was at the root of the settlement and Coupons’ agreement to dismiss with  
18 prejudice given Stottlemire’s financial inability to pay.

19 **1. The Meaning Of The Agreement, And Its Breach, May Be Inferred**  
20 **From The Parties’ Statements and Conduct, As Well As From The**  
21 **Contract Language**

22 The Court can consider the parties’ statements and conduct leading up to the settlement  
23 agreement in considering the meaning of the contract and the materiality of the breach. *See*  
24 *Wilson, supra*, 117 Cal. App. 2d at 695 (analysis of the provisions of the contract, the language  
25 used, and the circumstances under which it was executed, are relevant to determining existence of  
26 material breach to support rescission). Here, the explicit terms of the settlement agreement, the  
27 surrounding circumstances of Stottlemire’s and Coupons’ interest in keeping the settlement terms  
28 *Kraft Containers*, 117 Cal. App. 2d 691, 696 (1953)(willful departure from central obligation of  
contract amounted to a material failure of consideration, entitling defendant to rescind).

1 confidential , and the parties’ conduct, demonstrate the importance and intent of the  
2 confidentiality provision.

3 The principles of contract interpretation also permit consideration of the circumstances  
4 surrounding the agreement to make clear the meaning of the settlement agreement, and the  
5 materiality of Stottlemire’s breach. “‘The goal of contractual interpretation is to determine and  
6 give effect to the mutual intention of the parties.’ . . . Thus, a ‘court’s paramount consideration in  
7 construing [a] stipulation is the parties’ objective intent when they entered into it.’ . . .’That intent  
8 is to be inferred, if possible, solely from the written provisions of the contract.’” *People ex rel.*  
9 *Lockyer v. R.J. Reynolds Tobacco Co.*, 107 Cal. App. 4th 516, 525 (2003) (internal citations  
10 omitted). “In evaluating the contractual language, however, we also ‘tak[e] into account all the  
11 facts, circumstances and conditions surrounding the execution of the contract.’” *Falkowski v.*  
12 *Imation Corp.*, 132 Cal. App. 4th 499, 505-506 (2005) (internal citations omitted). Whether the  
13 contract is reasonably susceptible to a party’s interpretation can be determined from the language  
14 of the contract itself or from extrinsic evidence of the parties’ intent. *Southern Cal. Edison Co.*  
15 *v. Superior Court*, 37 Cal. App. 4th 839, 848, 851 (1995).

16 At bar, the simplicity of the settlement agreement and the overarching confidentiality term  
17 sufficed to demonstrate the materiality of the agreement. The additional facts and circumstances  
18 support the materiality of the confidentiality term, and preclude Stottlemire’s motion.

19 **2. The Confidentiality Term Is Mutual And Contains No Exceptions**

20 The settlement agreement explicitly stated: “The terms of the settlement will remain  
21 confidential.” The first term of the settlement agreement was, “Coupons, Inc. will dismiss its  
22 pending lawsuit against Mr. Stottlemire with prejudice.” (Motion to Enforce, Exhibit A.) The  
23 confidentiality term does not suggest exemption of the dismissal with prejudice. Nor does it  
24 exempt the fact that Coupons received *only* a release and the confidentiality term. The language  
25 of the settlement agreement therefore explicitly required the parties to maintain confidentiality of  
26 the terms of the settlement, including that the suit would be dismissed with prejudice, and that  
27 Coupons received nothing more than a release and confidentiality.

28

1 To the contrary, it was obviously important for the parties to keep confidential that  
2 Coupons was dismissing the case with prejudice. It gave Stottlemire peace, but given the lack of  
3 any consideration from Stottlemire, Coupons did not want Stottlemire using the dismissal with  
4 prejudice, combined with a claim of victory, to suggest that he was correct and that he could  
5 blithely continue his circumvention tactics. And so Coupons was willing to give up a consent  
6 decree or other form of injunctive relief and monitoring, or a dismissal without prejudice, but  
7 only if Stottlemire did not twist the dismissal of prejudice into a victory, which it clearly was not.<sup>7</sup>

8 Stottlemire makes much that the parties did not discuss putting the stipulation with  
9 prejudice under seal, as somehow giving him permission to broadcast that term of the settlement.  
10 But the sealing status of the dismissal was irrelevant to the materiality of the confidentiality term,  
11 to Stottlemire's confidentiality obligation and to Coupons' right to rescind once Stottlemire  
12 breached that obligation. The stubborn fact was that whether or not the parties discussed putting  
13 the stipulation under seal prior to Stottlemire's breach gave him no license to publicize to the  
14 world the stipulation with prejudice and his victory. To the extent that the stipulation's filing  
15 status matters, there is no reason to believe that the unsealed stipulation with prejudice would  
16 have registered on the market's radar screen, and certainly not without Stottlemire's adornments  
17 and explanation of the victory that it meant for him. Indeed, it was Stottlemire who linked the  
18 world to the pleadings in this matter; the market was not beating a path to the clerk's archives.

19 And to answer the court's question from the January 27 hearing, under local rule 79-5 the  
20 stipulation with prejudice could have been filed under seal.<sup>8</sup> Surely Stottlemire could not have  
21 objected to that approach if he had decided to adhere to the confidentiality term. And if the court  
22 would not have allowed the stipulation to be sealed, Coupons and the hypothetically honest  
23 Stottlemire would have had to deal with that issue. But the real answer to the Court's question is  
24 that whether or not the Court would have agreed to seal the stipulation does not appear relevant to

25 \_\_\_\_\_  
26 <sup>7</sup> See Federal Rule of Civil Procedure 41(a)(1)(B), "Voluntary dismissal. Effect: Unless the notice  
or stipulation states otherwise, the dismissal is without prejudice."

27 <sup>8</sup> Rule 79-5 allows a party to file a document along with a motion to file under seal, with a  
28 showing that the document or its contents is protectable, and Coupons could have chosen to  
pursue this option had the time come to file the stipulation.



1 the fraud, mistake, or material failure of consideration issues before this Court. Indeed, this  
2 particular inquiry should end with Stottlemire’s admission in his Motion to Enforce that he  
3 understood that there was a confidentiality term under which both parties promised to keep  
4 confidential the terms of the settlement. (Motion to Enforce 1:7-8, 3:16-17.)

5 **3. Confidentiality Was Material To Both Parties**

6 The surrounding circumstances and the parties’ conduct show that confidentiality was not  
7 a throw-away term, but material to both parties. The parties distilled their mutual concerns in the  
8 explicit offer by Stottlemire, accepted by Coupons at the ENE, that neither side was to use the  
9 settlement to claim a victory. See above at pp. 4-7, and Cusack Decl, at ¶ 4-5. Confidentiality  
10 was the most significant consideration Coupons received in the settlement agreement.

11 **4. Stottlemire Materially Breached**

12 Stottlemire directly and immediately breached the confidentiality term of the agreement.  
13 He disclosed terms of the settlement – that the case would be dismissed with prejudice and that he  
14 was not required to take down his (albeit moot) circumvention instructions – and when he boasted  
15 on his blog and to reporters that he “kicked their ass,” “refus[ed] to succumb to their bullying  
16 tactics” and “continued to assert [his] innocence.” Stottlemire’s claim of victory conflicted with  
17 the confidentiality term because it necessarily implied that the settlement resulted in Coupons  
18 obtaining no remedy for its claims. The victory claim also left Coupons unable to rebut it and  
19 mitigate damages without addressing the settlement terms. Stottlemire breached the material  
20 confidentiality provision that was supposed to preclude exactly his behavior. The consideration  
21 due to Coupons under the settlement agreement failed, and Coupons was entitled to rescind. Cal.  
22 Civ. Code §§ 1689(b)(2) and (4).

23 In addition, the timing of Stottlemire’s breach further supports Coupons’ right to rescind  
24 the settlement agreement. As he admits in his Motion to Enforce, Stottlemire had already posted  
25 on his blog that “the action against me will be dismissed with prejudice . . . [which] means that  
26 Coupons, Inc. will be unable to file this action again” as he and counsel for Coupons were still  
27 finalizing the terms of the formal settlement agreement. The swiftness of Stottlemire’s breach  
28 was telling. See *Pennel v. Pond Union Sch. Dist.*, 29 Cal. App. 3d 832, 838 (1973) (“[A] slight

1 breach of the contract at the outset may justify termination if it indicates future difficulty in  
2 obtaining performance”); *Whitney Inv. Co. v. Westview Dev. Co.*, 273 Cal. App. 2d 594, 602  
3 (1969) (“The timing of a breach is a relevant consideration in determining its materiality; a slight  
4 breach at the outset may justify termination whereas a like breach later in performance may be  
5 deemed insubstantial”). Stottlemire’s actions clearly signaled to Coupons that Stottlemire did not  
6 have any intent to abide by the confidentiality term of the settlement agreement, and Coupons  
7 was justified in rescinding the contract.

### 8 **5. Coupons Was Prejudiced By Stottlemire’s Breach**

9 Coupons has been prejudiced by Stottlemire’s breach of the settlement agreement because  
10 Stottlemire’s public announcement resulted in and caused Coupons injury. See Boal Decl. at ¶¶  
11 16-22. A party seeking to rescind a contract must show that he has suffered prejudice although he  
12 need not show pecuniary loss. *Guthrie v. Times-Mirror Co.*, 51 Cal. App. 3d 879, 886 (1975);  
13 *see also Hefferan v. Freebairn*, 34 Cal. 2d 715, 721 (1950) (a party “need not plead or prove  
14 pecuniary loss, so long as the record indicates that there was an injury or prejudice resulting from  
15 the fraud”); *Wilson, supra*, 117 Cal.App.2d at 697 (“A willful default may be material though no  
16 economic loss ensues.”).

17 Through its lawsuit against Stottlemire, Coupons worked to establish its right to protect its  
18 online coupons under the Digital Millennium Copyright Act and various state laws. This result  
19 was necessary as a legal matter to protect Coupons’ intellectual property and the value of its  
20 services to its clients. But the establishment of Coupons’ rights to assert these claims was also  
21 important to send a message to the market – to Coupons’ clients and potential clients, to its  
22 competitors, and to other market participants such as trade associations – that Coupons would  
23 protect the value of these services and its brand. And so Coupons’ necessary objective was both  
24 to establish its legal rights and to make sure that the market did not develop an incorrect  
25 perception of Coupons ability and willingness to protect these rights and its clients’ interest in  
26 well run advertising campaigns using Coupons’ products. See generally Boal Decl. at ¶¶ 8-14.

27 After the Court’s denial of Stottlemire’s motion to dismiss, and given the futility of  
28 proceeding against a judgment-proof Stottlemire, Coupons believed it had sufficiently established

1 its rights to proceed under the DMCA. Coupons was therefore willing to settle the lawsuit against  
2 Stottlemire. Coupons also understood that given Stottlemire’s history of blogging about the case,  
3 it would be necessary to include a confidentiality term to prevent Stottlemire from blogging about  
4 the settlement, claiming victory in the case, and sending false signals to the marketplace. Not  
5 surprisingly, when Stottlemire breached confidentiality and posted a term of the settlement and  
6 mischaracterizations about the settlement on his website, he caused Coupons the harm it had  
7 negotiated successfully to avoid. Other bloggers and reporters in the online community picked up  
8 the story and, in accordance with Stottlemire’s statements, incorrectly believed he had prevailed  
9 and that Coupons’ rights were at risk. Stottlemire’s claims were improper and false, and damaged  
10 Coupons’ business. This false perception of Coupons’ inability to seek legal redress, not  
11 disparagement as raised by the Court, was Coupons’ concern at the time of the settlement  
12 discussion and is the prejudice that actually occurred.<sup>9</sup> (Boal Decl., at ¶¶ 16-22.)

13 **E. Coupons Was Entitled To Rescind The Agreement Because Stottlemire**  
14 **Repudiated His Obligation Of Confidentiality Under The Agreement.**

15 Stottlemire’s repudiation and anticipatory breach of the settlement agreement also  
16 supports Coupons’ rescission.<sup>10</sup> Stottlemire impliedly repudiated the settlement agreement  
17 because his actions have made it impossible for him to perform his promise of confidentiality.

18 \_\_\_\_\_  
19 <sup>9</sup> The Court asked at the January 27 hearing why the parties did not insert a clause requiring “non-  
20 disparagement.” Coupons’ answer is that the confidentiality term more than sufficed to address  
21 all scenarios and that Coupons was not concerned about Stottlemire making untrue statements  
22 about Coupons actions or its products. *Compare* the concept of disparagement which: “includes  
23 statements about a competitor’s goods that are untrue or misleading and are made to influence  
24 potential purchasers not to buy.” *Atlantic Mut. Ins. Co. v. J. Lamb, Inc.*, 100 Cal. App. 4th 1017,  
25 1035 (2002). Rather, Coupons was concerned about Stottlemire disclosing settlement terms that  
26 created the misperception in the market that Coupons did not have legal remedies to address  
27 Stottlemire’s conduct.

28 <sup>10</sup> “An anticipatory breach of contract occurs on the part of one of the parties to the instrument  
when he positively repudiates the contract by acts or statements indicating that he will not or  
cannot substantially perform essential terms thereof. . . .” *Guerrieri v. Severini*, 51 Cal. 2d 12,  
18-19 (1958); “Anticipatory breach occurs when one of the parties to a bilateral contract  
repudiates the contract. The repudiation may be express or implied. An express repudiation is a  
clear, positive, unequivocal refusal to perform [citations]; an implied repudiation results from  
conduct where the promisor puts it out of his power to perform so as to make substantial  
performance of his promise impossible [citations].” *Martinez v. Scott Specialty Gases*, 83 Cal.  
App. 4th 1236, 1246 (2000) (internal citations omitted). *Jeschke v. Lamarr*, 234 Cal. App. 2d 506,  
511 (1965).

1 His damage cannot be undone; Stottlemire can no longer comply with the confidentiality term of  
2 the settlement. Stottlemire has also expressly refused to attempt to mitigate the damage which he  
3 caused by his breach. Stottlemire’s repudiation is complete, justifying Coupons’ rescission.

4 **F. The Terms Of The Mutual Release Do Not Preclude Rescission**

5 Stottlemire asserts that the settlement agreement itself “precludes rescission of the  
6 agreement.” Stottlemire contends that Coupons is bound to the agreement “regardless of what  
7 happened after CI agreed to the terms of the settlement agreement.” (Motion to Enforce at  
8 pp. 10-11.) Wrong.

9 The draft Mutual Release provided that, “Coupons and Stottlemire each further represent,  
10 warrant and agree that the Settlement Agreement shall remain in full force, and in effect,  
11 notwithstanding the occurrence of any possible changes or differences in material fact.” (Motion  
12 to Enforce, Exhibit B.) This language is common in releases, and its effect is to make clear that if  
13 facts *outside the parties’ control* change, the contract is still binding. It does not immunize a  
14 party from remedies for his breach or fraudulent inducement. “A release is a contract and as such  
15 is subject to rescission for the same reasons as are other contracts, including fraud and mistake of  
16 fact.” *Matthews v. Atchison, T. & S. F. Ry. Co.*, 54 Cal. App. 2d 549, 557 (1942).<sup>11</sup>

17 And there is nothing to Stottlemire’s suggestion that Coupons’ waived the confidentiality  
18 clause or its right to rescind by the release that is itself a part of the agreement subject to  
19 rescission. *See, Sime v. Malouf*, 95 Cal. App. 2d 82, 110 (1949) (“If it was [the defendants’]  
20 intention to obtain a release from the consequences of the very frauds they were committing, of  
21 which Sime was ignorant, and if they incorporated in it language designed to accomplish that  
22 purpose, this in itself, would have constituted a fraud upon plaintiff, rendering the release void  
23 and rescission unnecessary.”)<sup>12</sup> Here, immediately upon learning of Stottlemire’s fraud and

24 \_\_\_\_\_  
25 <sup>11</sup> In response to the Court’s question, there is no requirement in the law that parties specify in the  
26 contract the various remedies that exist should the contract be breached, or fraud discovered.  
27 Rather, the opposite is true. “[A]n intention to limit contractual remedies must be clearly  
28 expressed.” *Michel & Pfeffer v. Oceanside Properties, Inc.*, 61 Cal. App. 3d 433, 443 (1976).  
The remedy of rescission is available, even if the parties did not explicitly set forth this remedy in  
the settlement agreement.

<sup>12</sup> *Persson v. Smart Inventions, Inc.*, 125 Cal. App. 4th 1141, 1152 (2005) (finding that a party  
who is fraudulently induced to enter into a contract cannot be deprived of its remedy to affirm the

1 breach of the settlement, Coupons notified Stottlemire of its rescission. Coupons has done  
2 nothing to affirm the agreement subsequent to its rescission.<sup>13</sup>

3 **G. Allowing Coupons To Rescind The Settlement Agreement Is Equitable Due**  
4 **To Coupons' Prompt Notice Upon Realizing Stottlemire's Fraudulent Intent**  
5 **and Damaging Actions**

6 Finally, Coupons' rescission of the settlement agreement created no injustice because it  
7 rescinded immediately upon learning of Stottlemire's breach and fraudulent intent and attempted  
8 to persuade Stottlemire to do the right thing by setting straight the public record. (Exh. F, Cusack  
9 Decl.) Instead, Stottlemire responded that he believed he had not breached. (*Id.*)

10 The contract was therefore still executory, and the parties were easily returned to the  
11 status quo. *See Harris v. Rudin, Richman & Appel*, 95 Cal. App. 4th 1332, 1342 (2002) (finding  
12 that a factor in favor of allowing rescission of a settlement agreement was that "the contract here  
13 was still in its executory stage when defendants gave notice of rescission and the parties could be  
14 returned to the status quo ante without having to undo any performance by either side").

14 **V. THE RESCINDED SETTLEMENT AGREEMENT CANNOT BE SUMMARILY**  
15 **ENFORCED**

16 Here, the undisputed facts and Stottlemire's own admissions in his Motion to Enforce  
17 demonstrate that Stottlemire's actions and statements provided proper grounds for rescission of  
18 the settlement agreement. To the extent the facts of the ENE or Stottlemire's actions are not  
19 undisputed, Stottlemire's Motion to Enforce must still be denied. The existence of triable issues  
20 of fact preclude summary judgment enforcing the settlement agreement. *Harris*, 95 Cal. App. 4th

21  
22 contract and sue for damages for fraud simply because the contract contained a release of  
23 unknown claims); *Channell v. Anthony*, 58 Cal. App. 3d 290, 304 (1976) ("a party who has been  
24 fraudulently induced into a conveyance can waive his right to rescind, if, after full discovery of  
25 the fraud, the party takes steps to affirm the transaction.") (citation omitted); *Whitney Inv. Co. v.*  
*Westview Development Co.*, 273 Cal. App. 2d 594, 603 (1969) ("When the injured party with  
26 knowledge of the breach continues to accept performance from the guilty party, such conduct  
27 may constitute a waiver of the breach.").

28 <sup>13</sup> In addition, the settlement agreement executed at the ENE does not contain the mutual release  
language, but states only that "The parties will exchange mutual releases in standard form."  
Therefore the language Stottlemire presumably relies upon does not even appear in the executed  
settlement agreement, but in the draft Mutual Release that Coupons never executed by Coupons  
due to Stottlemire's intervening breach. (Attachments A and D to Motion to Enforce.)

1 at 1335 (reversing summary judgment where defendants “raised triable issues of fact as to  
2 whether they were entitled to rescind the [settlement] agreement based on a mutual mistake of  
3 fact or law”). Further, Coupons would be entitled to discovery in order to more fully respond,  
4 under Rule 56(f).

5 Although Stottlemire suggests that a district court has the equitable power to summarily  
6 enforce an agreement to settle a case pending before it (*Callie v. Near*, 829 F.2d 888, 890 (9th  
7 Cir. 1987) (Motion to Enforce, at p. 7), “[w]here material facts concerning the existence or terms  
8 of an agreement to settle are in dispute, the parties must be allowed an evidentiary hearing” and  
9 summary enforcement is not appropriate. *Callie*, 829 F.2d at 890. Here, the settlement agree-  
10 ment is no longer in existence because Coupons properly rescinded the agreement. To the extent  
11 any material terms are disputed, the parties must be allowed an evidentiary hearing on the matter.

12 **VI. CONCLUSION**

13 For the foregoing reasons, Coupons’ has properly rescinded the settlement agreement and  
14 the Court should reject Stottlemire’s Motion to Enforce.

15  
16 Dated: February 3, 2009

FARELLA BRAUN & MARTEL LLP

17  
18 By:                   /s/                    
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