

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26

THE HONORABLE RONALD B. LEIGHTON

IN THE UNITED STATES DISTRICT COURT FOR THE  
WESTERN DISTRICT OF WASHINGTON AT TACOMA

CAROLYN ANDERSON,  
Plaintiff,

v.

DOMINO'S PIZZA INC., DOMINO'S  
PIZZA, LLC, FOUR OUR FAMILIES,  
INC., and CALL-EM-ALL, INC.,  
Defendants.

NO. C11-00902 RBL

**REPLY OF PLAINTIFF TO  
CALL-EM-ALL'S OPPOSITION TO  
PLAINTIFF'S MOTION FOR  
CERTIFICATION OF CLASS**

NOTED ON MOTION CALENDAR:  
JANUARY 13, 2012

**I. INTRODUCTION**

Plaintiff's Motion for Class Certification is directed to all three named Defendants, Domino's Pizza, Inc. and Domino's Pizza, LLC ("Domino's"), Four Our Families, Inc. ("FOFI") and Call-Em-All, Inc. ("CEA"). Domino's and CEA oppose the motion primarily on the merits, arguing that a class action is not a superior mechanism for resolution of the class claims asserted by Plaintiff. FOFI limits its arguments to the purported untimeliness of the motion, apparently conceding that class certification is otherwise appropriate.<sup>1</sup>

<sup>1</sup> CEA and Domino's also devote a small portion of their oppositions to the timeliness issue. Plaintiff responds to the timeliness claims of all three Defendants in her Reply to FOFI's Opposition.

REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-1

**WILLIAMSON  
& WILLIAMS** | 17253 AGATE STREET NE  
BAINBRIDGE ISLAND, WA 98110  
(206) 780-4447  
(206) 780-5557 (FAX)  
www.williamskaw.com



1  
2 Domino's contends a class action is not a superior method to other means of  
3 adjudication, primarily arguing that persons who are the recipients of robo-calls such as those  
4 blasted out by Defendants in this case can obtain redress in small claims court. CEA also makes  
5 this argument (CEA Opposition, 18-19). Plaintiff's response to this argument is set forth in her  
6 reply to Domino's Response. In this Reply<sup>2</sup>, Plaintiff will respond to the additional arguments  
7 of CEA which are:  
8

- 9
1. Individual facts and circumstances render class certification inappropriate;
  - 10 2. Plaintiff is atypical;
  - 11 3. Certification is not proper under FRCP 23(b)(2);
  - 12 4. Certification is not proper under FRCP 23(b)(3) because
    - 13 1. Common questions do not predominate;
    - 14 2. Small Claims is superior;
    - 15 3. Unfairness and Proportionality.

## 16 II. LEGAL ARGUMENT

### 17 1. Individual facts and circumstances do not render class certification 18 inappropriate.

19 CAE suggests that the telephone numbers used to place the calls at issue were acquired  
20 in several ways by FOFI, yet cites to no evidence in the record to support the claim. In fact, the  
21 record suggests that the calls were uploaded by FOFI using the PULSE system, and that CEA  
22 then showed FOFI how to access the data in order to download telephone numbers for the robo-  
23 call campaigns (need cite). This Court cannot rely on CEA's speculations about how telephone  
24 numbers were collected as the basis of an argument that the collection methods somehow create  
25 individual issues.

26 <sup>2</sup> This brief exceeds the page limit of 12 by two pages. The brief as to Domino's, however, is only 6 pages and to FOFI only two pages, so the total submitted to the Court is 20 pages with respect to reply to three separate opposing briefs.

1  
2 The uncontroverted record is that Defendants have no evidence that any person who  
3 received the robo-calls in this case consented. Neither FOFI nor Domino's has argued to the  
4 contrary, and they do not support CEA's baseless claims. CEA's attempt to avoid class  
5 certification arising from its violation of Washington's absolute bar on commercial solicitation  
6 automatic dialing and announcing device ("ADAD") calls, RCW 80.36.400(2), is based on the  
7 argument that Plaintiff and all other class members must demonstrate whether the calls to them  
8 were "unsolicited" and whether they did or did not consent to the calls, thus raising individual  
9 issues which defeat certification. Judge Lasnik of this District rejected such arguments in his  
10 April 7, 2010 opinion in *Hovila v. Tween Brands, Inc.*, C09-0491RSL, 2010 WL 1433417  
11 (W.D. Wash. Apr. 7, 2010), concluding that the WADAD flatly prohibits the use of ADADs in  
12 commercial solicitation. The WADAD provides no defenses for calls made with prior express  
13 permission or consent or to persons with whom the caller has an existing business relationship  
14 ("EBR"). Judge Lasnik stated:

17 There is no dispute that Plaintiff received telephone solicitations through an  
18 ADAD....

19 ... The federal and state statutes are not sufficiently similar for the Court to  
20 incorporate TCPA definitions into the WADAD, however. The common, ordinary  
21 meaning of the word "unsolicited" is "not asked for" or "not requested." While express  
22 consent by the recipient may constitute a request, there is no reason to assume that the  
23 Washington legislature intended to expand the universe of permissible calls to  
24 incorporate an EBR exemption. The plain language of the WADAD flatly prohibits the  
25 use of ADADs in commercial solicitation. *See* RCW 80.36.400(2); WAC 480-120-  
26 253(3). In contrast, the TCPA expressly permits certain automated calls (47 U.S.C. §  
227(b)(1)(A)) and gives explicit authority to the FCC to define additional exemptions  
(47 U.S.C. § 227(b)(1)(B)). The sole purpose of the WADAD is consumer protection.  
*See* RCW 80.36.400(3). In contrast, Congress authorized the FCC to take into  
consideration legitimate business interests as well as citizen privacy when issuing  
regulations under the TCPA. *See* Congressional Statement of Findings, § 2 of Pub.L.  
102-243. **Given the restrictive nature of the WADAD, the Court is not convinced**

REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-3

**WILLIAMSON  
& WILLIAMS** 17253 AGATE STREET NE  
BAINBRIDGE ISLAND, WA 98110  
(206) 780-4447  
(206) 780-5557 (FAX)  
www.williamsonslaw.com

1  
2 that “unsolicited” has the same meaning as “prior express invitation or  
3 permission.” The common, ordinary meaning will therefore apply.

4 *Hovila*, 2010 WL 1433417, at \*12 (emphasis added).<sup>3</sup> Judge Lasnik’s Order essentially disposes  
5 of CEA’s arguments against certification. CEA does not address the definition of the class to be  
6 certified. It is all persons in Washington who received an ADAD solicitation at their homes  
7 from Defendants. It is not all persons who did not consent or did not solicit the calls.

8 *Hovila* also distinguishes claims under Washington’s ADAD statute from those under  
9 the TCPA, further undermining CEA’s arguments. As Judge Lasnik explained, “unsolicited” in  
10 RCW 80.36.400 does not mean the same thing as “prior express consent” in the TCPA. Under  
11 the plain language of the WADAD and the Court’s construction of it, consent is not a defense  
12 and lack of consent is not an element.

13  
14 Moreover, a person cannot agree to a Defendant’s violation of RCW 80.36.400. The  
15 Legislature enacted RCW 80.36.400 in the interests of consumer protection, the right of privacy,  
16 and the state’s interest in keeping phone lines clear. *Spafford v. Echostar Communications*  
17 *Corp.*, 448 F.Supp.2d 1220, 1224-26 (W.D. Wash. 2006). *See also Palmer v. Sprint Nextel*  
18 *Corp.*, 674 F.Supp.2d 1224, 1228-29 (2009). In *Spafford*, the court held that the state’s interest  
19 in protecting privacy alone is sufficient to justify any restriction on commercial speech. Thus,  
20 any agreement by a consumer to waive the statute’s prohibition is against public policy upheld  
21 in *Spafford*. An agreement to waive a statute’s terms is invalid and unenforceable because it is  
22  
23

24  
25 <sup>3</sup> The court “must not add words where the legislature has chosen not to include them”. *Rest. Dev., Inc. v.*  
26 *Cananwill, Inc.*, 150 Wn.2d 674, 682, 80 P.3d 598 (2003). If the statutory language is clear, there is no resort to  
other principles of statutory construction, even if the court believes the legislature intended something else but did  
not adequately express it. *In re Custody of E.A.T.W.*, 168 Wn.2d 335, 343, 227 P.3d 1284 (2010).

1  
2 against public policy. *Scott v. Cingular Wireless*, 160 Wn.2d 843, 851-52, 161 P.3d 1000  
3 (2007)("[a]n agreement that has a tendency to be against the public good, or to be injurious to  
4 the public violates public policy.... An agreement that violates public policy may be void and  
5 unenforceable"). A law established for a public policy reason cannot be circumvented by a  
6 private agreement. *Stuart v. Radioshack Corp.*, 2009 WL 281941 (N.D. Cal. 2009)(defendant  
7 could not allege, as a defense to violation of California statute requiring employer to reimburse  
8 expenses, that plaintiff waived his right to reimbursement by not requesting it below a certain  
9 amount; granting Rule 23(b)(3) certification);<sup>4</sup> *Soares v. Max Services, Inc.*, 42 Conn. App. 147,  
10 175-76, 679 A.2d 37, 52 (1996)("[w]here there is a statutory duty to be performed by those  
11 charged with administering that statute, such a law established for a public reason cannot be  
12 waived or circumvented by a private act or agreements").<sup>5</sup> Defendants cannot circumvent RCW  
13 80.36.400's prohibition against ADADs by obtaining their customers' agreement to receive  
14 ADAD solicitation calls at their homes.

15  
16  
17 *Hovila* also concluded, "[t]here is no dispute that plaintiff received telephone  
18 solicitations through an ADAD". Since it is undisputed the class received commercial  
19 solicitations through an ADAD, Defendant cannot defend on the grounds that the call recipient  
20 "solicited", "asked for" or "requested" the ADADs. The facts and issues of this case, robo-  
21 calling persons at their homes to solicit business, are common to all class claims. CEA's  
22 opposing arguments are attempts to graft a consent defense on to the Washington statutory ban  
23

24 <sup>4</sup> See also, e.g., *Farahani v. San Diego Community College Dist.*, 175 Cal.App.4th 1486, 96 Cal.Rptr.3d  
25 900 (2009); *Mary R. v. B. & R. Corp.*, 149 Cal.App.3d 308, 316-17, 196 Cal. Rptr. 871 (1983).

26 <sup>5</sup> In the event that the Court were to conclude a defense existed, the class can still be defined as all persons  
who received the ADADS except those whom Defendant can establish specifically invited ADADs for the purpose  
of commercial solicitation.

REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-5

1  
2 on ADAD solicitation calls.

3 **2. Plaintiff is typical.**

4 CEA argues Plaintiff is atypical because of her “unusual path to the courthouse” (Opp.,  
5 14), claiming without any evidence that Plaintiff is the only person complaining about the calls  
6 at issue. To the contrary, the Domino’s robo-calls, sent by Call-Em-All, were so objectionable  
7 that they resulted in a second class action case, *Spillman v. RPM Pizza, LLC and Domino’s*  
8 *Pizza, LLC*, Case No. 3:10-cv-00349-BAJ-SCR, which is currently pending in the United States  
9 District Court for the Middle District of Louisiana and is scheduled to be mediated soon  
10 (Williams Decl., ¶2-4). Call-Em-All’s President, Brad Herrmann, was deposed in the *Spillman*  
11 case only a few short weeks before being deposed in the instant case (Williams Decl., ¶4). In  
12 addition, googling “Domino’s robocalls” results in discovery of numerous on-line complaints  
13 regarding exactly the type of “misuse of customer phone numbers” that Ms. Anderson  
14 complains of in the case at bar (Williams Decl., ¶5; Exh. B).

15  
16  
17 CEA also asserts, “to make matters worse” (*id.*), Plaintiff was affirmatively solicited by  
18 class counsel who “scoured” the files of the Washington State Attorney General’s Office. CEA  
19 does not and cannot argue that Plaintiff’s retention of her counsel involved an ethical breach on  
20 counsel’s part, so its allegations can only be intended to cast aspersions on Plaintiff and her  
21 counsel. Furthermore, CEA completely misrepresents the relationship between Plaintiff  
22 counsel’s firm and the Attorney General’s Office, and the origin of this case.<sup>6</sup>

23  
24 **3. Certification not proper under FRCP 23(b)(2).**

25  
26 <sup>6</sup> See Williams Decl., ¶6-8, for a description of efforts taken by Plaintiff’s counsel’s firm to enforce RCW  
80.36.400 and the complementary efforts taken by the Washington Attorney General’s Office.

1  
2 CEA misconstrues and misunderstands FRCP 23(b)(2) and Plaintiff's position. There is  
3 no question that Plaintiff seeks injunctive and declaratory relief. She wants to stop the conduct  
4 of Defendants and others who invade the privacy of ordinary people in their homes with their  
5 robotic pitches to sell products and services, made at all hours of the day, interrupting their daily  
6 lives. Her declaration states:

7  
8 I understand that I seek to be the class representative in this case. I believe very strongly  
9 in seeking redress for myself and others who are the victims of conduct like that of the  
10 Defendant. I am not bringing this action to obtain money but to obtain an order from the  
11 Court forbidding Defendant from making robo-calls. I hope such an order would affect  
12 other businesses that do this sort of thing.

13 (Anderson Declaration, Dkt. #31, ¶2.)

14 Plaintiff was deposed. Defendants know her motives and goals. There is no evidence to  
15 dispute that she would have brought this suit even if she could not obtain monetary relief. The  
16 damages in this case are incidental, readily calculated and flow inextricably from the conduct at  
17 issue without the need of individual hearings.

18 CEA contends that the U.S. Supreme Court's decision in *Wal-Mart Stores, Inc. v. Duke*,  
19 --U.S. --, 131 S.Ct. (2011) changes the analysis a trial court must employ when considering  
20 whether a plaintiff's motion for class certification should be granted under FRCP 23(b)(2). The  
21 decision should have no impact on whether this Court certifies the class proposed by Plaintiff.  
22 First, even if it can be argued that the decision puts in place new requirements for the  
23 commonality analysis, there is nothing in the decision indicating that the Supreme Court  
24 intended the supposed heightened commonality analysis to apply to any cases other than  
25 employment discrimination ones like the matter at issue in *Dukes*. Nothing in the opinion  
26

REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-7

1  
2 indicates that the Supreme Court intended it to apply to consumer protection disputes such as  
3 the ones at issue in this case.<sup>7</sup> But even if *Dukes* has changed the standard applicable to the  
4 commonality analysis under FRCP 23(a), it should have no effect on how this Court resolves  
5 the motion for certification.  
6

7 Justice Scalia, in the *Dukes* majority opinion, wrote:

8 [FRCP 23(a) c]ommonality requires the plaintiff to demonstrate that the class  
9 members have suffered the same injury[.] This does not mean that they have  
10 all suffered a violation of the same provision of the law. ... Their claims must  
11 depend upon a common contention -- for example, the assertion of  
12 discriminatory bias on the part of the same supervisor. That common  
13 contention, moreover, must be of such a nature that it is capable of classwide  
14 resolution -- which means that determination of its truth or falsity will  
15 resolve an issue that is central to the validity of each one of the claims in one  
16 stroke.

17 What matters to class certification ... is not the raising of  
18 common 'questions' --even in droves -- but rather, the capacity of a  
19 classwide proceeding to generate common *answers* apt to drive the  
20 resolution of the litigation. Dissimilarities within the proposed class  
21 are what have the potential to impede the generation of common  
22 answers.

23 *Dukes*, 131 S.Ct. at 2552 (internal quotation and citation omitted, emphasis in original).

24 With respect to the proposed class of persons who were robo-called, it is not the  
25 "common question" that will entitle these proposed class members to compensation, but the  
26 common answer to the question, "Did Defendants make robo-calls to persons in Washington in  
violation of state law." The common answer is "Yes" -- and thus, for all class members for

<sup>7</sup> Nor is there any applicable authority that addresses the scope and meaning of the Supreme Court's  
decision. *Dukes* was decided on June 20, 2011; since then, one Ninth Circuit case and one trial court case in the  
Western District of Washington have cited or referred to it. In neither case, however, was FRCP 23(a)  
commonality an issue, so there was no discussion about commonality requirements in them. *Steams v.*  
*Ticketmaster Corp.*, 655 F.3d 1013 (9th Cir. 2011) (typicality was only FRCP 23(a) criterion at issue); *Lee v. ITT*  
*Corp.*, 275 F.R.D. 318 (W.D. Wash., June 24, 2011) (addressed only whether request for money relief was  
"incidental" to requested injunctive relief).

REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-8



1  
2 whom this is true, this answer drives the resolution of the litigation: each and every one of those  
3 persons is entitled to \$500.00 for each call made to them by Defendants.

4 **4. Certification is proper under FRCP 23(b)(3) because Common questions do**  
5 **predominate, Small Claims is not superior and Unfairness and Proportionality**  
6 **are inapplicable objections.**

7 CEA's argument regarding commonality simply repeats its earlier position that there are  
8 individual questions that defeat class certification, and Plaintiff has addressed those arguments.  
9 Plaintiff will address the arguments regarding use of small claims court in her Reply to  
10 Domino's Opposition. Here, Plaintiff will demonstrate that the argument regarding unfairness  
11 and proportionality is completely without merit.

12 CEA's argument has been rejected by virtually all courts, including Judge Robert Lasnik  
13 in the Western District of Washington in *Kavu v. Omnipak*, 246 F.R.D. 642 (W.D.Wash. 2007).  
14 As did the defendant in *Omnipak*, CEA relies on *Ratner v. Chemical Bank New York Trust Co.*  
15 54 F.R.D. 412, 413 (S.D.N.Y.1972) for the proposition that class certification should be denied  
16 because of the potential for significant damages to be assessed against it. The Judge in *Ratner*  
17 recognized the limits of his decision: "The court, for this *nisi prius* venture into largely  
18 unexplored terrain, will rule less heroically, only upon the specific case at hand." Likewise, the  
19 Judge was impressed with the fact that "[t]he substantive liability asserted ... by Plaintiff under  
20 § 130(a) includes minimum damages of \$100...without proof of any actual damages whatever."  
21

22  
23 *Id.*

24 *Ratner* was rejected by *Haynes v. Logan Furniture Mart, Inc.* 503 F.2d 1161, 1165  
25  
26

1  
2 (C.A.Ill. 1974) ("we deem it highly significant that here, unlike *Ratner* and *Wilcox*, actual  
3 damages were alleged", and "We note, too, that a class action in this case, involving  
4 approximately 2500 purchasers, would be inherently more manageable than the class of  
5 180,000 members proposed in *Wilcox* or the class of 130,000 members suggested in *Ratner*".)<sup>8</sup>  
6 This rejection was noted in *Kenro, Inc. v. Fax Daily, Inc.* 962 F.Supp. 1162, 1166 (S.D. Ind.  
7 1997):  
8

9       Huntington has submitted no evidence to support its contention that the  
10 transmission of unsolicited fax advertisements imposes a cost of as little as two  
11 cents on the recipient. Even if, as Huntington contends, the fax paper on which  
12 these unsolicited fax advertisements is printed costs no more than two cents per  
13 sheet, Congress was concerned with more than the cost of fax paper when it  
14 established the \$500 statutory damages remedy. Congress designed a remedy that  
15 would take into account the difficult to quantify business interruption costs  
16 imposed upon recipients of unsolicited fax advertisements, effectively deter the  
17 unscrupulous practice of shifting these costs to unwitting recipients of "junk  
18 faxes", and "provide adequate incentive for an individual to bring suit on his own  
19 behalf." *Forman*, 164 F.R.D. at 404. It is permissible for Congress to design a  
20 remedy that will "serve to liquidate uncertain actual damages and to encourage  
21 victims to bring suit to redress violations." *Mourning v. Family Publications  
22 Service, Inc.*, 411 U.S. 356, 376, 93 S.Ct. 1652, 1664, 36 L.Ed.2d 318 (1973)  
23 (upholding Truth in Lending Act provision for § 100--\$1000 statutorily-  
24 prescribed damages).<sup>9</sup>

25       *White v. E-Loan, Inc.* 2006 WL 2411420, at \*8 (N.D. Cal. 2006) is a case which also has  
26 evaluated and rejected Hansen's argument in the context of a Fair Reporting Act case. The  
27 Judge noted the *Ratner* case and those that followed it, and also the analysis of the Ninth Circuit

---

28       <sup>8</sup>In response to these decisions, Congress amended the statute to provide a limit on the maximum recovery  
29 available under the TILA. This amendment was intended to encourage the federal courts to begin certifying class  
30 actions in Truth in Lending lawsuits." *Johnson v. Tele-Cash, Inc.* 82 F.Supp.2d 264, \*269 (D.Del. 1999).

31       <sup>9</sup>"The *Ratner* Court's conclusion that the availability of individual TILA actions for \$100 made the use  
32 of the class action improper because of the potential for 'horrendous, possibly annihilating punishment' has been  
33 rejected in the Seventh Circuit. See *Haynes v. Logan Furniture Mart, Inc.*, 503 F.2d 1161, 1164 (7th Cir.1974);  
34 *Eovaldi v. First National Bank of Chicago*, 57 F.R.D. 545, 547 (N.D.Ill.1972) (potential for 'horrendous'  
35 punishment not a valid consideration in evaluating petition for class certification under Fed.R.Civ.P. 23)." *Kenro*,  
36 at 1166 n.2.

37 REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
38 TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
39 (C11-00902 RBL)-10

1  
2 in *Kline v. Coldwell, Banker & Co.*, 508 F.2d 226 (9th Cir.1974):

3 Despite the above cases, the Court believes that White's proposed class action  
4 satisfies the superiority test. While the damages E-Loan faces are substantial,  
5 they can be reduced if E-Loan is found liable. *See Murray*, 434 F.3d at 954 ("An  
6 award that would be unconstitutionally excessive may be reduced ... but  
7 constitutional limits are best applied after a class has been certified."); *Parker v.*  
8 *Time Warner Entertainment Co., L.P.*, 331 F.3d 13, 22 (2d Cir. 2003) ("[I]t may  
9 be that in a sufficiently serious case the due process clause might be invoked, not  
10 to prevent certification, but to nullify that effect and reduce the aggregate  
11 damage award.... At this point in this case, however, these concerns remain  
12 hypothetical.").

13 The Judge was also aware of the congressional intent in this area, and that no limitations  
14 on damages had been enacted:

15 Most important, however, is the fact that Congress has not acted to limit class  
16 action damages under the FCRA. Certainly Congress could have done so;  
17 following a spate of TILA class action lawsuits it amended that statute to cap the  
18 amount that could be recovered in class actions. *See* 15 U.S.C. § 1640(a)(2)(B)  
19 (limiting total amount of recovery to "the lesser of \$500,000 or 1 per centum of  
20 the net worth of the creditor"). Congress has similarly capped class action awards  
21 under other statutes. *See* 15 U.S.C. § 1692k(a)(2)(B) (same limit under Fair Debt  
22 Collection Practices Act). But Congress amended the FCRA as recently as 2003,  
23 yet has not enacted a similar cap. *See* Fair and Accurate Credit Transaction Act  
24 ("FACTA"), Pub.L. No. 108- 159, 117 Stat.1952 (Dec. 4, 2003). Thus, to the  
25 extent any problem exists, it results from Congress's policy decisions and is  
26 therefore Congress's issue to address.

27 *See also Reynoso v. South County Concepts*, 2007 WL 4592119 (C.D. Cal. 2007)("the Court  
28 holds that concerns about the constitutionality of damages awards are better addressed at the  
29 damages phase of the litigation and not as part of class certification... *See also Pirian v. In-N-*  
30 *Out Burgers*, 2007 WL 1040864 at \*5 (C.D. Cal. 2007) (noting that 'concerns regarding  
31 excessive damages are best addressed if the class is certified and the damages are assessed.')

32 *ESI Ergonomic Solutions, LLC v. United Artists Theatre Circuit, Inc.* 203 Ariz. 94, 100-  
33 102, 50 P.3d 844, 850 - 852 (Ariz. App. Div. 1, 2002) is directly on point and its reasoning is  
34 persuasive. It is submitted with the brief and quoted in full below:

35 REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
36 TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-11

1  
2 The trial court, in denying ESI's motion to certify the class, was primarily  
3 concerned with the mandatory penalty it would be required to impose against the  
4 defendants...

5 ESI contends, for several reasons, that the potential damage to defendants  
6 was an improper factor on which to find lack of superiority and that the court  
7 therefore abused its discretion. We agree.

8 ...[T]he fairness of the statutory penalty for the specific form of violation  
9 alleged here has been decided by Congress in enacting the law and that the  
10 court's determination that it would be unfair is an improper consideration in  
11 deciding whether a class action is the superior method of adjudication.

12 Having provided for a private right of action and having decided the  
13 appropriate penalty, Congress did not preclude the use of class actions to obtain  
14 redress for violations. See 47 U.S.C. § 227. Rule 23 allows for class actions to  
15 "enhance the efficacy" of any private right of action provided by law. *Hawaii v.*  
16 *Standard Oil Co. of Cal.*, 405 U.S. 251, 266, 92 S.Ct. 885, 31 L.Ed.2d 184  
17 (1972). Class action relief is unavailable only if Congress expressly excludes it,  
18 *Califano v. Yamasaki*, 442 U.S. 682, 699-700, 99 S.Ct. 2545, 61 L.Ed.2d 176  
19 (1979), and Congress has done so in some statutes. See, e.g., 15 U.S.C. § 6614  
20 (2000) (limiting Y2K class actions); 29 U.S.C. § 732(d) (Supp. 1999)(barring  
21 designated agency class actions); 15 U.S.C. § 2310(e)(2000)(restricting  
22 consumer warranty class actions). Congress provided no express exclusion of  
23 class action relief in 47 U.S.C. § 227.

24 Given that Congress determined the per-violation penalty and allowed for  
25 the pursuit of class actions under the statute, it is not for the court to determine  
26 that the penalty when applied in a class action context is unfair. The fairness of  
27 statutory punishment, within due process concerns, is properly determined by the  
28 legislature. *Reiter v. Sonotone Corp.*, 442 U.S. 330, 344-45, 99 S.Ct. 2326, 60  
29 L.Ed.2d 931 (1979).

30 That "ruinous or annihilating" damages should not be considered in the  
31 superiority analysis is particularly compelling in circumstances such as this,  
32 where the size of the class, and therefore, the potential class liability, is entirely  
33 within the control of the defendants. To deny the superiority of a class action  
34 because the size of the class made the damages annihilating, would serve to  
35 encourage violation of the statute on a grand rather than a small scale

36 CEA relies on *Local Baking Products, Inc. v. Kosher Bagel Munch, Inc.*, 421  
37 N.J. Super. 268, 23 A.3d 469 (2011) to support its claims regarding superiority of the  
38 small claims court procedures for seeking redress of the claims in this case, but does not

REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-12

**WILLIAMSON  
& WILLIAMS** 17253 AGATE STREET NE  
BAINBRIDGE ISLAND, WA 98110  
(206) 780-4447  
(206) 780-5557 (FAX)  
www.williamsonllaw.com

1  
2 advise the Court of *Critchfield Physical Therapy v. Taranto Group, Inc.*, 293 Kan. 285,  
3 263 P.3d 767, 781 (2011), which rejects *Local Baking*, holding:

4  
5 If, as the plaintiffs allege, Taranto engaged in a widespread violation of  
6 the law, then class certification would fulfill a purpose of class action litigation.  
7 “[A]ggregate proof of the defendant's monetary liability promotes the deterrence  
8 objectives of the substantive laws underlying the class actions...” 3 *Newberg on*  
9 *Class Actions* § 10:5, 487 (4th ed. 2002).

10 We conclude that the threat of catastrophic judgments should not protect  
11 parties that violate the law on a large scale and is not a relevant factor in  
12 determining whether a plaintiff class should be certified.

13 No court has ever denied class certification of a TCPA class because of the arguments  
14 advanced by CEA. Yet another very recent example is *Centerline Equipment Corp. v. Banner*  
15 *Personnel Service, Inc.*, 545 F.Supp.2d 768, 778 (N.D. Ill. 2008), in which the defendant  
16 unsuccessfully challenged the constitutionality of the TCPA:

17  
18 Banner has not satisfied the court that the TCPA's statutory damages remedy  
19 violates the Due Process clause. In any event, if Banner were able to show that  
20 the statutory damages are in fact so excessive as to be improper, the appropriate  
21 remedy would be a reduction of the aggregate damage award, not a dismissal of  
22 Centerline's claim. *See Tex. v. Am. Blastfax, Inc.*, 164 F.Supp.2d 892, 900-01  
23 (W.D. Tex. 2001) (interpreting the TCPA to provide “up to” \$500 per violation,  
24 and awarding seven cents per violation); *see also Murray v. GMAC Mortg.*  
25 *Corp.*, 434 F.3d 948, 954 (7th Cir.2006) (stating that, if a trial judge were  
26 concerned that a FCRA class action would result in unconstitutionally excessive  
damages, the appropriate judicial response would be to reduce an excessive  
award, not deny class certification). It is premature at this stage to consider  
whether any hypothetical award might be constitutionally excessive, however.  
*See Murray*, 434 F.3d at 954.

### 22 III. CONCLUSION

23  
24 At this stage of the proceedings “if there is to be an error made, let it be in favor and not  
25 against the maintenance of the class action, for it is always subject to modification should later  
26 developments during the course of the trial so require.” *Brown v. Brown*, 6 Wn. App. 249, 256,

REPLY OF PLAINTIFF TO CALL-EM-ALL'S OPPOSITION  
TO PLAINTIFF'S MOTION FOR CERTIFICATION OF CLASS  
(C11-00902 RBL)-13

1 492 P.2d 581 (1971).

2 DATED: January 13, 2012.

3  
4 WILLIAMSON & WILLIAMS

5 By s/Rob Williamson  
6 Rob Williamson, WSBA #11387  
7 Kim Williams, WSBA #9077  
8 17253 Agate Street NE  
9 Bainbridge Island, WA 98110  
10 Telephone: (206) 780-4447  
11 Fax: (206) 780-5557  
12 Email: [robin@williamslaw.com](mailto:robin@williamslaw.com)

13  
14 *Attorneys for Plaintiff and the Proposed Class*  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26