

1 BLOOD HURST & O'REARDON, LLP
 2 TIMOTHY G. BLOOD (149343)
 3 LESLIE E. HURST (178432)
 4 THOMAS J. O'REARDON II (247952)
 5 PAULA R. BROWN (254142)
 6 501 West Broadway, Suite 1490
 7 San Diego, CA 92101
 Tel: 619/338-1100
 619/338-1101 (fax)
 tblood@bholaw.com
 lhurst@bholaw.com
 toreardon@bholaw.com
 pbrown@bholaw.com

8 *Class Counsel*

9 **UNITED STATES DISTRICT COURT**

10 **NORTHERN DISTRICT OF CALIFORNIA – SAN FRANCISCO DIVISION**

11 MARY BETH MONTERA, individually and
 12 on behalf of all others similarly situated,

13 Plaintiff,

14 v.

15 PREMIER NUTRITION CORPORATION
 f/k/a JOINT JUICE, INC.,

16 Defendant.

17 Case No. 3:16-CV-06980 RS

18 **DECLARATION OF TIMOTHY G. BLOOD
 IN SUPPORT OF PLAINTIFF'S MOTION
 FOR PRELIMINARY APPROVAL OF
 CLASS ACTION SETTLEMENT**

19 **DATE: December 4, 2025
 TIME: 1:30 p.m.**

20 **CLASS ACTION**

21 Judge: Honorable Richard Seeborg
 22 Courtroom: Courtroom 3, 17th Floor

23 Complaint Filed: December 5, 2016
 24 Trial Date: May 23, 2022

1 I, TIMOTHY G. BLOOD, declare as follows:

2 1. I am the managing partner of the law firm of Blood Hurst & O'Reardon, LLP, and
 3 Class Counsel in the above entitled action. I am an attorney licensed to practice before all courts of
 4 the State of California and this Court. I have personal knowledge of the matters stated herein and, if
 5 called upon, I could and would competently testify thereto. I make this declaration in support of
 6 Plaintiff's Motion for Preliminary Approval of Class Action Settlement.

7 **I. INTRODUCTION**

8 2. I submit this declaration in support of Plaintiffs' motion for preliminary approval of
 9 the Stipulation of Settlement (the "Settlement Agreement" or "SA"). **The Settlement Agreement is**
 10 **attached as Exhibit A to this Declaration.** A copy of the [Proposed] Order Preliminarily Approving
 11 Class Action Settlement is attached as Exhibit 1 to the Settlement Agreement and submitted
 12 separately to the Court. Terms that are capitalized in this declaration are intended to refer to matters
 13 defined in the Settlement Agreement.

14 3. The proposed Settlement represents an excellent result for the Class. In total, Premier
 15 will pay \$90 million to settle the claims of the certified classes of consumers who purchased Joint
 16 Juice in one of nine states during the certified class periods. This is not a nationwide settlement and
 17 this Settlement does not alter the dates of any certified class period. \$90 million is 142% of the total
 18 retail sales of Joint Juice at issue. Pursuant to this Settlement of just the New York Class, Premier
 19 will pay \$19,160,186.47. This non-reversionary amount is the full amount of the Class judgment
 20 amount, the attorneys' fees and expenses, and the Class Representative service award that this Court
 21 and the Ninth Circuit previously awarded—plus post-judgment interest through the date of this filing
 22 on October 20, 2025. Under this Settlement, the members of the same Class previously certified by
 23 this Court are eligible to receive their ***full statutory award—\$50 per unit*** of Joint Juice purchased in
 24 New York during the certified Class Period. Where possible and practicable, Class Members will be
 25 ***directly notified of their automatic*** Cash Payments that will be calculated based on the subpoenaed
 26 retail sales records of the three largest Joint Juice retailers (Costco, Walmart, and Sam's Club), the
 27 largest online-only retailer (Amazon), and records of purchases made directly at the JointJuice.com
 28 retail website. These retailers are responsible for over 80% of the sales at issue. ***No action*** whatsoever

1 is necessary for these Class Members to receive their Settlement awards. Additionally, these
 2 Identified Class Members are directly notified that they may submit a Claim for additional Joint Juice
 3 Units purchased for which they will also receive \$50 per unit. And no proof of purchase is required
 4 for ***up to six Units—equal to \$300 without any proof***. There is also an extensive Class Notice
 5 Program to notify the other Class Members (e.g., cash purchasers) for whom Direct Notice is not
 6 possible or practicable. These Class Members—like the Identified Class Members—can also submit
 7 a simple Claim and receive a Cash Payment for every Joint Juice Unit they purchased—with no proof
 8 of purchase required for up to six Units and the Cash Payment also being \$50 per unit. This \$50 per
 9 Unit is the full amount of statutory damages this Court awarded before and after remand from the
 10 Ninth Circuit. \$50 per Unit also exceeds ***550%*** of the average retail price of the Joint Juice products
 11 at issue. If money remains in the Net Fund after calculation of these automatic payments and claim-
 12 in payments, the awards will be ***pro rata increased by up to seven (7) times***. Although it is unlikely
 13 given the amount of Direct Notice and the pro rata increases, if money still remains, supplemental
 14 notice efforts will be conducted and another claim opportunity will be provided. The resulting claims
 15 will be increased pro rata to exhaust the Net Fund. Any amounts that remains as a result of uncashed
 16 Cash Payment checks will be distributed *cy pres* to the non-profit Rheumatology Research
 17 Foundation, which is the largest private funding source for rheumatology research and training in the
 18 United States.

19 4. The parties are finalizing the stipulation of settlement and exhibits of the “Multistate
 20 Settlement Agreement” for which the Parties are seeking preliminary approval in Alameda Superior
 21 Court where the Honorable Michael Markman oversees the related class actions, *Bland v. Premier*
 22 *Nutrition Company, LLC*, Case No. RG19002714 (Alameda Super. Ct.) and *Sonner v. Premier*
 23 *Nutrition Company, LLC*, Case No. RG20072126 (Alameda Super. Ct.). Copies of those Multistate
 24 Settlement documents will be provided to this Court once executed later this week. In brief, the
 25 Multistate Settlement requires Premier to make a non-reversionary payment of \$70,839,813.53.
 26 Using the same class notice, automatic award distribution, and claims processes proposed for the
 27 *Montera* Settlement, the Multistate Settlement will provide consumers from the non-New York
 28 certified classes with cash awards exceeding 150% of the average retail price of Joint Juice, subject

1 to substantial pro rata increases and a no-proof requirement for up to six claimed units. Taken
2 together, the \$90 million total settlement resolves the claims of the certified classes—and nothing
3 more—while providing class members with recoveries that, under any measure, exceed full refunds
4 even if plaintiffs prevailed at future trials and through appeals that would have involved substantial
5 risk and delay.

6 5. The Settlement was reached after substantial litigation and discovery over the past 12
7 years of litigation. This Action was certified, tried to a jury who reached a verdict, and judgment was
8 entered and subject to multiple appeals. The Court has issued nearly 100 orders over the course of
9 the litigation. The disputed motions in this Action involved a motion for class certification, motion
10 for leave to amend to file an amended complaint and substitute the class representative, motions for
11 judgment on the pleadings, two motions for decertification, a jury trial and verdict followed by post-
12 trial motions including a motion for a new trial and motions for judgment as a matter of law, expert
13 discovery, *Daubert* motions, and motions in limine. In this Action, there has been substantial
14 appellate work, including appeals of the judgment and fee and expense awards to the Ninth Circuit,
15 a request to certify questions to the New York Court of Appeals filed with the Ninth Circuit, a petition
16 for *en banc* rehearing with the Ninth Circuit, a motion to stay the mandate filed with the Ninth Circuit,
17 and a petition for a writ of certiorari in the United States Supreme Court. In the course of the litigation,
18 Plaintiff's Counsel (1) conducted and defended 64 depositions, including those of Premier's
19 corporate designees, its CEO (on two occasions and as a live witness at trial), current and former
20 marketing, operations, and science employees, and scientific, marketing and damages-related experts;
21 (2) reviewed over 500,000 pages of documents produced by Premier; and (3) served 36 subpoenas
22 on third parties with involvement in marketing and retail sales issues who produced thousands of
23 pages of documents. Plaintiff's Counsel also responded to discovery served on Montera and the
24 plaintiffs in the Other Actions, defended the depositions of twelve named plaintiffs whose testimony
25 was used throughout the litigation, and worked with more than eleven of their own expert witnesses
26 and additional consultants to prepare for class certification, summary judgment, and trials, including
27 preparing and exchanging expert reports and conducting and defending expert depositions. 48 expert
28

1 reports or declarations were exchanged by the parties at various stages of the litigation. In 2022,
 2 Plaintiff's Counsel prepared and tried *Montera* for nine days before a jury in the Court.

3 6. The Settlement is the product of extensive, arms'-length negotiations by well-
 4 informed Parties. Throughout the course of the litigation—before and after class certification, trial,
 5 and the multiple appeals—the Parties participated in seven formal and numerous informal mediation
 6 and settlement negotiation sessions with six mediators, including before Martin Quinn, Esq. at
 7 JAMS on December 3, 2013, the Honorable Carl West (Ret.) at JAMS on April 9, 2015, the
 8 Honorable Layn Phillips (Ret.) at Phillips ADR on September 24, 2020, Scott S. Markus, Esq. at
 9 Signature Resolution on April 8, 2024, the Honorable James Reilly (Alameda Superior Court) on
 10 June 24, 2024 and July 10, 2024, and the Honorable Brad Seligman (Alameda Superior Court) on
 11 June 23, 2025. Following the conclusion of the full-day mediation with Judge Seligman, a
 12 mediator's proposal was delivered, which the Parties subsequently accepted.

13 7. I believe this Settlement is fair, reasonable, adequate, and in the best interests of
 14 Plaintiff and the Class.

15 **II. SUMMARY OF LITIGATION HISTORY**

16 8. On August 29, 2022, following the jury trial and verdict in this Action, I filed a
 17 declaration in support of Plaintiff's motion for an award of attorneys' fees, expenses, and a service
 18 award for the Class Representative. *Montera*, ECF No. 296-1. On April 4, 2023, my partner, Thomas
 19 O'Reardon, filed a similar declaration. *Id.*, No. 328-1. These declarations recited in detail the history
 20 of the litigation and efforts we have taken on behalf of plaintiff and the classes since 2012. Rather
 21 than repeat those details in full here, I incorporate by reference that discussion.

22 **A. The Federal Complaints, Summary Judgment and Class Certification**

23 9. In 2012, primarily my firm began investigating whether the advertising claims about
 24 Joint Juice were false or misleading. We are a small contingency-only plaintiffs firm and are very
 25 selective in the cases we bring. We carefully research them before filing. The investigation included
 26 a review of the scientific evidence analyzing Joint Juice's ingredients, glucosamine hydrochloride,
 27 chondroitin sulfate, and several vitamins. There was a large amount of science cutting both ways,
 28 but Plaintiff's Counsel determined that the better science showed that Joint Juice did not work. We

1 also obtained as much advertising as possible and informally sought out various opinions about the
 2 implicit meaning of the advertising.

3 10. On March 21, 2013, plaintiff Vincent Mullins filed a class action complaint against
 4 Premier Nutrition Corporation in the United States District Court for the Northern District of
 5 California, captioned *Mullins v. Premier Nutrition Corp.*, Case No. 3:13-cv-01271-RS, on behalf of
 6 himself and all other consumers who purchased Joint Juice nationwide. ECF No. 1. Premier
 7 answered on May 21, 2013. ECF No. 21. Soon after, Plaintiff's Counsel began formal discovery.
 8 ECF No. 42. The parties discussed the possibility of settlement and exchanged discovery related to
 9 the scientific studies Premier relied on to support its advertising claims and Joint Juice sales data in
 10 advance of a November 2013 mediation before Martin Quinn, Esq. at JAMS in San Francisco. The
 11 mediation was unsuccessful. On September 12, 2014, Kathleen Sonner substituted for Vincent
 12 Mullins and became the named plaintiff in the *Mullins* action. *Mullins*, ECF No. 64.

13 11. Following discovery and other motion practice, the District Court denied Premier's
 14 motion for summary judgment. *Mullins v. Premier Nutrition Corp.*, 178 F. Supp. 3d 867 (N.D. Cal.
 15 2016). Sonner moved to certify a nationwide or multistate class. In April 2016, after multiple rounds
 16 of briefing, the District Court granted certification of a California class but denied certification of a
 17 nationwide or multi-state class. *Mullins*, ECF No. 137. Plaintiffs responded by filing separate, state-
 18 specific actions against Premier covering purchasers in Connecticut (*Lux*), Florida (*Caiazzo*),
 19 Illinois (*Dent*), Maryland (*Spencer*), Massachusetts (*Schupp*), Michigan (*Simmons*), New York
 20 (*Montera*), and Pennsylvania (*Ravinsky*). All were filed in the District Court and related to *Mullins*.

21 12. In 2019, the District Court certified classes in each of these actions. *Mullins*, ECF
 22 No. 295.

23 **B. The California State Actions, the First Two Appeals and Class Certification in
 24 California**

25 13. While the above listed state-wide actions were being filed and certified, the
 26 California class (*Mullins/Sonner*) had significantly progressed and was approaching trial before this
 27 Court. Shortly before trial, plaintiff Sonner narrowed the requested relief to equitable remedies
 28 under the UCL and CLRA to obtain a bench trial. The District Court dismissed the case with

1 prejudice, holding that Sonner had an adequate remedy at law via damages under the CLRA. Sonner
 2 appealed. The Ninth Circuit affirmed on different grounds. It held that federal courts lack equitable
 3 jurisdiction over claims for restitution where an adequate legal remedy exists, even in a diversity
 4 case applying California substantive law. *Sonner v. Premier Nutrition Co.*, 971 F.3d 834 (9th Cir.
 5 2020) (“*Sonner I*”).

6 14. Sonner promptly refiled in Alameda Superior Court, again seeking equitable
 7 restitution under the UCL and CLRA. Her complaint covered the same class period as her prior,
 8 certified federal case.

9 15. Separately, in January 2019—while *Sonner I* was on appeal in the Ninth Circuit—
 10 Patricia Bland filed a class action complaint in Alameda Superior Court covering the post-*Sonner*
 11 class period. Edward White was added as a second named plaintiff in *Bland* and in September 2020,
 12 the court certified the *Bland* class of California purchasers with the class period beginning June 21,
 13 2016.

14 16. Returning to *Sonner* (now in state court), Premier sought to have the case removed
 15 to this federal court, and when that did not work, Premier asked this Court to enjoin Sonner’s state
 16 court action. The Court denied the motion and Premier appealed. The Ninth Circuit affirmed the
 17 denial of an injunction, leaving Sonner able to pursue her claims for equitable restitution in state
 18 court. *Sonner v. Premier Nutrition Corp.*, 49 F.4th 1300 (9th Cir. 2022) (“*Sonner II*”).

19 17. Premier then asked the California court to dismiss *Sonner*, arguing res judicata
 20 resulted from *Sonner I* and barred Sonner from proceeding in *any* court. In May 2023, the California
 21 court denied Premier’s motion as to the UCL claim, but granted the motion as to the CLRA claim.
 22 Challenging the denial, Premier filed a writ petition in the California Court of Appeal which was
 23 denied in March 2024. While the writ petition was pending, the superior court certified the *Sonner*
 24 class in November 2023.

25 18. At that point, plaintiffs had eight certified classes in federal court and two certified
 26 classes in California state court. These classes covered nine states—the same state classes now
 27 included in the settlements. That is all people who purchased any Joint Juice product during the
 28 applicable class periods, as follows:

- 1 (a) California on or after March 1, 2009, until December 31, 2022;
- 2 (b) Connecticut on or after November 18, 2013, until December 31, 2022;
- 3 (c) Florida on or after November 18, 2012, until December 31, 2022;
- 4 (d) Illinois on or after November 21, 2013, until December 31, 2022;
- 5 (e) Maryland on or after December 12, 2013, until December 31, 2022;
- 6 (f) Massachusetts on or after January 1, 2013, until December 31, 2022;
- 7 (g) Michigan on or after December 12, 2010, until December 31, 2022;
- 8 (h) New York on or after December 5, 2013, until December 28, 2021; or
- 9 (i) Pennsylvania on or after November 18, 2010, until December 31, 2022

10 **C. The *Montera* Trial**

11 19. Meanwhile, in this Court, plaintiffs were again preparing for trial; this time in
 12 *Montera* (New York purchasers), alleging Premier's Joint Juice advertising violated New York's
 13 false advertising and unfair business practice laws.

14 20. The trial lasted nine days. *Montera* called eight witnesses to testify. As expert
 15 witnesses, *Montera* called: Dr. Timothy McAlindon (rheumatologist and researcher), Dr. Michael
 16 Dennis (consumer surveys), Dr. Derek Rucker (marketing and advertising), and Colin Weir
 17 (damages). *Montera* called four lay witnesses: *Montera*, Lance Palumbo (Joint Juice Brand
 18 Director), Darcy Horn Davenport (V.P. of Marketing, President of Premier, CEO), and Nicholas
 19 Stiritz (Director of Marketing). *Montera* introduced 84 exhibits.

20 21. Premier called five witnesses. Three expert witnesses: Dr. Stuart Silverman (internal
 21 medicine, rheumatology), Hal Poret (consumer surveys), and Dr. William Choi (damages). And two
 22 lay witnesses: Dr. Kevin Stone (the former CEO and developer of Joint Juice) and Donna Imes
 23 (Premier's director of sales for Costco). Premier introduced 26 exhibits.

24 22. The jury returned a verdict in favor of *Montera* and the New York class, finding that
 25 Premier falsely advertised Joint Juice and that Joint Juice was valueless for its advertised purpose.
 26 The jury determined actual damages were \$1,488,078.49, or the full retail price of very unit sold in
 27 New York during the class period. *Montera*, ECF No. 268.

1 23. This Court entered judgment and awarded statutory damages of \$8,312,450, or \$50
 2 for each of the 166,249 units of Joint Juice sold to New York Class Members during the Class
 3 Period. *Montera*, ECF Nos. 293–294.

4 24. The Court also determined that Plaintiff’s Counsel’s fees and expenses
 5 were properly fee-shifted under the GBL and paid by Premier on top of the class judgment amount
 6 and, together with taxable costs, awarded \$7,980,084.56 in fees and expenses, and a \$25,000 service
 7 award to the Class Representative. *Montera*, ECF Nos. 314, 320, 346.

8 **D. The *Montera* Post-Trial Appeals and Subsequent Remand Proceedings**

9 25. Premier appealed the verdict, final judgment and numerous underlying
 10 orders. Plaintiff appealed the grant of a reduction to the award of statutory damages. The Ninth
 11 Circuit affirmed the jury verdict and judgment, reversing only the Court’s award of pre-judgment
 12 interest, and without addressing the merits of the Court’s \$8.3 million award, vacated and remanded
 13 for further consideration of the due process limit to statutory damages in light of an intervening
 14 Ninth Circuit decision clarifying the approach to evaluating such awards. *Montera v. Premier*
 15 *Nutrition Corp.*, 111 F.4th 1018 (9th Cir. 2024) (*Montera I*). In a separate opinion, the Ninth Circuit
 16 affirmed the District Court’s order awarding attorney fees and expenses, and thereafter, taxed
 17 Plaintiff’s appeal costs (\$1,120.90) against Premier and transferred to this Court, Plaintiff’s Counsel
 18 motion for attorneys’ fees and non-taxable expenses for prevailing on appeal. *Montera v. Premier*
 19 *Nutrition Corp.*, 2025 U.S. App. LEXIS 1812 (9th Cir. Jan. 28, 2025) (*Montera II*). Following
 20 briefing, this Court awarded Plaintiff’s Counsel \$931,508.39 in fee-shifted fees and expenses for
 21 prevailing on appeal. *Montera*, ECF No. 381. Premier’s en banc petition following *Montera I* was
 22 denied; its motion to stay the mandate pending its petition for writ of certiorari was denied; and its
 23 petition for writ of certiorari in the United States Supreme Court is currently stayed and will be
 24 dismissed if this Settlement is effectuated.

25 26. On remand from *Montera I*, Plaintiff moved for statutory damages of \$83,124,500,
 26 or \$500 per unit sold. Premier argued the actual damages of \$1,488,078.49—a full retail price
 27 refund—and the award of attorneys’ fees were sufficient to achieve any deterrence goal, including
 28 because that amount was many multiples of its revenue or profits. This Court determined that the

1 proper amount in aggregated statutory damages is \$8,312,450. *Montera v. Premier Nutrition*, 2025
 2 U.S. Dist. LEXIS 43184, at *21 (N.D. Cal. Mar. 10, 2025). Both Parties again appealed to the Ninth
 3 Circuit. Those appeals will also be dismissed if this Settlement is effectuated.

4 **E. Issue Preclusion Following *Montera***

5 27. While *Montera* was on appeal, plaintiffs prepared *Bland* and *Sonner* for trial in
 6 California Superior Court. Trial commenced on August 6, 2024. However, on the first day of trial,
 7 the Ninth Circuit issued *Montera I*. The court promptly stayed the trial to allow briefing on the issue
 8 preclusive effect of *Montera I*. Plaintiffs filed motions for issue preclusion in the California court
 9 (*Sonner/Bland*), and in this Court, where *Dent* (the Illinois class) was next slated for trial.

10 28. On May 2, 2025, this Court granted in part the motion for issue preclusion in *Dent*.
 11 On May 14, 2025, the California court granted the motion for issue preclusion in *Sonner/Bland* and
 12 set trial on the remaining issues. In their orders granting issue preclusion, both courts encouraged
 13 the parties to discuss settlement, and the California court ordered mediation with the Honorable
 14 Brad Seligman. After a full day of mediation with Judge Seligman, both parties subsequently
 15 accepted the mediator's proposal.

16 **F. Discovery and Trial Preparations**

17 29. In the over twelve years of litigation and trial preparation there has been a substantial
 18 amount of discovery. Plaintiff's Counsel *inter alia* (1) conducted and defended 64 depositions,
 19 including those of Premier's corporate designees, its CEO (on two occasions and as a live witness
 20 at trial), current and former marketing, operations, and science employees, and scientific, marketing
 21 and damages-related experts; (2) reviewed over 500,000 pages of documents produced by Premier;
 22 and (3) served 36 subpoenas on third parties with involvement in marketing and retail sales who
 23 produced thousands of pages of documents. Plaintiff's Counsel in turn responded to discovery
 24 served on plaintiffs, defended the depositions of the current and former named plaintiffs whose
 25 testimony was used throughout the litigation, and worked with more than eleven of their own expert
 26 witnesses and additional consultants to prepare for class certification, summary judgment, and trials,
 27 including preparing and exchanging expert reports and conducting and defending expert

1 depositions. Forty-eight expert reports or declarations were exchanged by the parties at various
 2 stages of the litigation.

3 30. Plaintiffs prepared for trial three times. In 2017, plaintiffs' counsel prepared the
 4 *Sonner* case for trial before it was dismissed by the District Court just weeks before trial was set to
 5 begin. In 2022, Plaintiff's Counsel prepared and tried *Montera* for nine days before a jury in the
 6 District Court. In 2024, plaintiffs' counsel prepared the *Bland* and *Sonner* state actions for a joint
 7 trial, which commenced but was stayed after the *Montera I* decision was issued. Trial in *Bland* and
 8 *Sonner* was to reconvene in late fall 2025. This Court scheduled a jury trial in *Dent* to begin in
 9 February 2026.

10 **G. Settlement Negotiations**

11 31. Settlement negotiations were prolonged and hard-fought. All told, the parties
 12 participated in seven formal and numerous informal mediation and settlement negotiation sessions
 13 with six mediators: Martin Quinn, Esq. (JAMS, 2013), Hon. Carl West (Ret.) (JAMS, 2015), Hon.
 14 Layn Phillips (Ret.) (Phillips ADR, 2020), Scott S. Markus, Esq. (Signature Resolution, 2024), Hon.
 15 James Reilly (2024), and Hon. Brad Seligman (2025). These mediation sessions took place with
 16 fully informed parties, before and after various milestones in the litigation: class certification,
 17 summary judgment, trial and appeals. Following a full-day mediation with Judge Seligman on June
 18 23, 2025, a mediator's proposal was conveyed and subsequently accepted by both parties.

19 **III. CLASS COUNSEL'S EXPERIENCE**

20 32. The Court previously found that my partner, Thomas J. O'Reardon II, and I were
 21 adequate to represent the Class against Defendant. The Alameda Superior Court also appointed us
 22 Class Counsel in the *Bland* and *Sonner* actions.

23 33. BHO specializes in the nationwide prosecution of complex class actions. As
 24 indicated in the BHO firm resume, attached as **Exhibit B** to this declaration, BHO and its attorneys,
 25 including myself and Thomas O'Reardon, have decades of experience litigating class actions
 26 alleging consumer fraud, including in cases alleging UCL and CLRA claims and involving unfair
 27 and deceptive business practices, and falsely advertised consumer products. BHO has been
 28 appointed lead counsel by numerous state and federal courts, including in complex and multi-district

1 litigation involving fraud claims brought on behalf of consumers. Since 2010, some of the consumer
 2 fraud class actions in which BHO was appointed Class Counsel include: *Dremak v. Urban*
 3 *Outfitters, Inc.* (San Diego County Superior Court) (obtained class certification and appointed Class
 4 Counsel in consumer fraud case); *Serochi v. Bosa Development* (San Diego County Superior Court)
 5 (obtained class certification and appointed Class Counsel in consumer fraud case); *Bland v. Premier*
 6 *Nutrition Corporation* (Alameda County Superior Court) (certifying California class in false
 7 advertising of health benefits concerning Joint Juice glucosamine product); *Yamagata v. Reckitt*
 8 *Benckiser LLC* (N.D. Cal.) (certifying UCL, CLRA, FAL California class and New York §§ 349-
 9 350 class alleging false and deceptive advertising of health benefits of glucosamine products);
 10 *Sonner v. Schwabe North America, Inc.* (C.D. Cal.) (false advertising of Ginkgold memory
 11 supplement); *Rikos v. P&G* (S.D. Ohio) (false advertising of Align probiotic supplement); *Mullins*
 12 *v. Premier Nutrition Corp.* (N.D. Cal.) (false advertising of glucosamine and chondroitin
 13 supplement); *In re Hydroxycut Mktg. & Sales Practices Litig.* (S.D. Cal.) (false advertising of
 14 Hydroxycut weight loss supplement); *Rosales v. FitFlop USA, LLC* (S.D. Cal.) (false advertising of
 15 toning footwear); *Johnson v. General Mills, Inc.* (C.D. Cal.) (false advertising of General Mills'
 16 YoPlus probiotic); *In re Skechers Toning Shoes Prods. Liab. Litig.* (W.D. Ky.) (false advertising of
 17 Skechers' toning shoe products); *In re Reebok EasyTone Litig.* (D. Mass.) (false advertising of
 18 Reebok's EasyTone footwear and apparel products); *Johns v. Bayer Corp.* (S.D. Cal.) (false
 19 advertising of Bayer's One-A-Day men's vitamins); *Godec v. Bayer Corp.* (N.D. Ohio) (false
 20 advertising of Bayer's One-A-Day men's vitamins); *Fitzpatrick v. General Mills, Inc.* (S.D. Fla.)
 21 (false advertising of General Mills' YoPlus probiotic); *Nelson v. Mead Johnson Nutrition Co.* (S.D.
 22 Fla.) (false and deceptive advertising of health benefits of baby formula products); and *Gemelas v.*
 23 *The Dannon Co., Inc.* (N.D. Ohio) (false advertising of Dannon's Activia and DanActive probiotic
 24 products).

25 34. My firm has also tried, either as assisting counsel or co-counsel, numerous class
 26 actions. As one recent example, I was lead trial counsel in *Turrey v. Vervent, Inc.*, (S.D. Cal. 2023),
 27 a rare nationwide civil RICO class action tried to jury verdict. There, I successfully represented a
 28 class of ITT Tech student loan borrowers who were forced into loans used in a scheme to defraud

1 them, taxpayers, and the federal government. BHO is also responsible for a number of appeals
 2 resulting in consumer protection decisions—many of which are directly relevant to this litigation.
 3 *See also, e.g., People v. Experian Data Corp.*, 106 Cal. App. 5th 799 (2024) (the discovery rule in
 4 UCL cases); *Montera v. Premier Nutrition Corp.*, 111 F.4th 1018 (9th Cir. 2024) (consumer law
 5 and false advertising), *en banc rehearing denied*, 2024 U.S. App. LEXIS 26398 (9th Cir. Oct. 18,
 6 2024); *Gostev v. Skillz Platform, Inc.*, 88 Cal. App. 5th 1035 (2023) (mandatory arbitration of
 7 consumer claims under the UCL and CLRA); *O'Connor v. Road Runner Sports, Inc.*, 84 Cal. App.
 8 5th 224 (2022) (mandatory arbitration and class action waivers); *Aliff v. Vervent, Inc.*, 2021 U.S.
 9 App. LEXIS 37348 (9th Cir. Dec. 17, 2021) (mandatory arbitration of consumer claims); *Bell v.*
 10 *Publix Super Mkts., Inc.*, 982 F.3d 468 (7th Cir. 2020) (consumer law and false advertising);
 11 *Kroessler v. CVS Health Corp.*, 977 F.3d 803 (9th Cir. 2020) (consumer law and false advertising);
 12 *Sonner v. Schwabe N. Am., Inc.*, 911 F.3d 989 (9th Cir. 2018) (consumer law and false advertising);
 13 *Kuhns v. Scottrade, Inc.*, 868 F.3d 711 (8th Cir. 2017) (consumer standing); *Rikos v. The Procter &*
 14 *Gamble Co.*, 799 F.3d 497 (6th Cir. 2015) (consumer law and false advertising), *cert. denied*, 2016
 15 U.S. LEXIS 2244 (U.S. Mar. 28, 2016); *Corvello v. Wells Fargo Bank, NA*, 728 F.3d 878 (9th Cir.
 16 2013) (consumer and banking law), *Fitzpatrick v. General Mills, Inc.*, 635 F.3d 1279 (11th Cir.
 17 2011), *Kwikset Corp. v. Sup. Ct.*, 51 Cal. 4th 320 (2011) (consumer law and false advertising),
 18 *McKell v. Wash. Mutual, Inc.*, 142 Cal. App. 4th 1457 (2006), *Kruse v. Wells Fargo Home*
 19 *Mortgage, Inc.*, 383 F.3d 49 (2d Cir. 2004) (consumer and banking law), *Lebrilla v. Farmers Group,*
 20 *Inc.*, 119 Cal. App. 4th 1070 (2004), *Moore v. Liberty Nat'l Life Ins. Co.*, 365 F.3d 408 (5th Cir.
 21 2004) (life insurance, consumer protection and civil rights), and *Lavie v. Procter & Gamble, Co.*,
 22 105 Cal. App. 4th 496 (2003). I am a frequent lecturer at seminars about class actions, consumer
 23 protection, and related issues. I a member of the Board of Directors of the Consumer Attorneys of
 24 California and was the 2015 President of the Consumer Attorneys of San Diego.

25 **IV. THE MONTERA SETTLEMENT**

26 **A. The Class for Settlement Purposes is the Same One Previously Certified**

27 35. This Settlement covers the same certified class of New York purchasers to whom
 28 notice of pendency was distributed pre-trial: All persons who purchased Joint Juice in New York

1 from December 5, 2013 to December 28, 2021, inclusive of those dates. SA, § I.9. Excluded from
 2 the Class are: (a) Defendant, its officers, directors and employees, affiliates and affiliates' officers,
 3 directors and employees; (b) Class Counsel; (c) judicial officers and their immediate family
 4 members and associated court staff assigned to this case; (d) persons or entities who purchased Joint
 5 Juice for resale; and (e) persons who timely and properly exclude themselves from the Class as
 6 provided in the Settlement Agreement. *Id.*

7 **B. Settlement Relief**

8 **1. Direct Benefits to Class Members**

9 36. Pursuant to the Settlement, Defendant pay a \$19,160,186.47, non-reversionary
 10 Settlement Amount.

11 37. The total Settlement Amount of \$19,160,186.47 consists of the Class Judgment
 12 Amount, Attorneys' Fees and Expenses and the Class Representative Service Award, including
 13 post-judgment interest on each of these amounts through October 20, 2025. These Court-ordered
 14 amounts and corresponding interest are as follows:

- 15 • *Montera* Class Judgment Amount (\$9,139,664.55):
 - 16 ○ \$8,312,450.00 plus \$827,214.55 interest since August 12, 2022.
- 17 • *Montera* Class Representative Service Award (\$28,294.00)
 - 18 ○ \$25,000 plus \$3,294.00 interest since October 18, 2022.
- 19 • *Montera* Awards of Attorneys' Fees (\$8,713,326.00) and Expenses
 - 20 ○ Fees and Expenses Awarded Following Trial: \$7,925,628.82 plus
 \$1,044,280.85 interest since October 18, 2022.
 - 21 ○ Taxed Costs Awarded Following Trial: \$54,455.74 plus \$6,746.20
 interest since October 4, 2022.
 - 22 ○ Fees and Expenses Awarded Following *Montera I* Appeal: \$931,508.39
 plus \$28,443.93 interest since February 3, 2025.
 - 23 ○ Taxed Costs Awarded Following *Montera I* Appeal: \$985.80 plus \$39.23
 interest since November 20, 2024.

- Taxed Costs Awarded Following *Montera II* Appeal: \$135.10 plus \$3.85 interest since February 19, 2025.

38. Class Members will receive \$50 cash for each unit of Joint Juice they purchased. This Cash Payment amount is the statutory damages amount, which the Court previously awarded following the trial and verdict. Based on data provided in discovery, which Plaintiff's expert analyzed and testified about at trial, the average retail price for Joint Juice sold in New York during the Class Period was \$8.95—a total of \$1,488,078.49 paid for the 166,249 Units sold to Class Members. A \$50 Cash Payment per unit is thus 558% of the average retail price.

39. For Class Members with proof of purchase, they can receive reimbursement for all Joint Juice purchases. For Class Members with no proof of purchase, they may receive reimbursement for up to six purchases, which is a number that exceeds the average number of Joint Juice purchases by Class Members. Based on data provided in discovery, which Plaintiff's expert analyzed and testified about at trial, the average number of Joint Juice units purchased per Class Member during the class period is about 3.5.

40. Class Counsel has subpoenaed Class Member's contact information and their Joint Juice purchase history data from the three largest retailers of Joint Juice (Costco, Walmart, and Sam's Club), the largest online-only retailer of Joint Juice (Amazon), and Premier will provide the Settlement Administrator with identities and purchase histories of Class Members as well. These sources of data sold well in excess of 80% of the Joint Juice at issue, and there are no other membership clubs or online retailers (i.e., retailers likely to possess customer contact information and purchase history data) responsible for even 5% of the product sales at issue. The Retail Purchase Data provided by these sources will be used by the Settlement Administrator to send Email Notice or Postcard Notice directly to these Identified Class Members. These Identified Class Members will be directly notified that they will automatically receive a Direct Payment Award based on \$50 times the number of Joint Juice Units they purchased as shown in the Retail Purchase Records. They do not need to take any action to receive the Direct Payment Award, but they may nonetheless submit a Claim if they believe they made additional purchases during the Class Period.

1 41. All other Class Members—those who cannot be identified from Retail Purchase
 2 Records—may submit a simple Claim Form to receive reimbursement for their Joint Juice
 3 purchases. The Claim Form requires only that these “Claim-In Class Members” indicate the number
 4 of units they believe they purchased and choose whether to receive payment by physical or
 5 electronic check. Claim Forms may be submitted online through the Settlement Website or by mail
 6 to the Settlement Administrator.

7 42. Claim-In Class Members, like Identified Class Members, may claim reimbursement
 8 for up to six (6) Joint Juice units without Proof of Purchase and will receive Cash Payments of \$50
 9 per unit. Those who provide Proof of Purchase will receive \$50 per unit for all documented
 10 purchases, plus up to six additional units without proof. For example, a Class Member claiming
 11 eight (8) units need submit Proof of Purchase for only two (2) units.

12 43. Depending on the amount of money left in the non-reversionary Net Fund, Class
 13 Members may receive up to seven times (or more) their approved claim amount. Therefore, Class
 14 Members may receive up to \$350 cash for each unit purchased.

15 44. The Settlement Administrator will decide whether the submitted claim forms are
 16 complete and timely. Class Members are given an opportunity to correct any incomplete claim forms
 17 or to appeal the Settlement Administrator’s rejection of any claim. The Settlement Administrator
 18 will fulfill all valid Claims by sending cash to the Class Member. Class Members can choose to
 19 receive the Cash Payment via a physical check or electronic check.

20 45. No portion of the Settlement will revert to Defendant. Any funds remaining in the
 21 Net Fund after calculating valid Claims will be distributed to Identified Class Members and Claim-
 22 In Class Members by increasing the amount of their valid Cash Payment by up to seven times the
 23 original \$50 per unit amount. If, after applying the pro rata upward adjustment, the Net Fund still
 24 exceeds the aggregate amount of those adjusted Cash Payments, supplemental class notice will be
 25 sent and the Claim Deadline will be extended by 30 days to allow additional Class Members to
 26 submit claims. If money remains after this “Supplemental Claim Deadline”, all Cash Payments will
 27 be further increased on a pro rata basis until the Net Fund is fully distributed to Class Members.

28

1 46. Any money that remains as a result of uncashed physical and electronic checks will
2 be distributed on a *cy pres* basis to the non-profit Rheumatology Research Foundation. Given the
3 large size of the Cash Payments and the automatic Direct Payment Awards, the comprehensive Class
4 Notice Program and its substantial Direct Notice component, the second Direct Notice and
5 supplemental Claim process, and seven-time upward adjustment provision, the Parties anticipate
6 only a small amount of remaining funds. Notwithstanding, I believe Rheumatology Research
7 Foundation (<https://www.rheumresearch.org>) is an appropriate *cy pres* recipient in this Action. The
8 Foundation is a 501(c)3 non-profit organization established by the American College of
9 Rheumatology (ACR) in 1985 to provide essential funding to the rheumatology community for the
10 benefit of their patients. It has become the largest private funding source of rheumatology research
11 and training programs in the United States. Its mission is to advance the education and training of
12 rheumatology health professionals, encourage early and mid-career investigators to pursue research
13 into the causes, prevention, and treatment of rheumatic diseases, and provide researchers with
14 essential funding to explore treatments and cures for rheumatic diseases, including osteoarthritis.
15 See <https://www.rheumresearch.org/faqs>. There is a direct nexus between Rheumatology Research
16 Foundation and the interests of the Class because Plaintiff alleges Joint Juice was advertised as a
17 treatment for the symptoms of osteoarthritis, and the target market for Joint Juice was people
18 suffering from osteoarthritis and its symptoms, including joint pain and stiffness.

19 **2. Notice and Claim Administration Expenses, Attorneys' Fees and**
20 **Expenses, and the Class Representative Service Award**

21 47. Notice and Claim Administration Expenses, Attorneys' Fees and Expenses and the
22 Class Representative Service Award will be paid by Premier from the Settlement Fund.

23 48. In the fee motion to be submitted in connection with final approval, Class Counsel
24 will request payment of the previously awarded attorneys' fees and expense awards to Plaintiff's
25 Counsel for work performed in this Action in the amount of \$8,912,713.85, plus statutory post-
26 judgment interest through October 20, 2025, in the amount of \$1,079,514.07, for a total of
27 \$9,992,227.92.

28

1 49. In the fee motion, Class Counsel will also request payment of the previously awarded
 2 service award to the Class Representative in the amount of \$25,000, plus statutory post-judgment
 3 interest, through October 20, 2025, in the amount of \$3,294, for a total of \$28,294

4 50. On October 4, 2022, pursuant to 28 U.S.C. § 1821, the Court granted in part
 5 Montera's bill of costs and entered an order taxing costs in the amount of \$54,455.74. *See* ECF No.
 6 314. Pursuant to orders dated October 4, 2022, October 18, 2022, August 7, 2023, November 8,
 7 2024, February 3, 2025, and February 19, 2025, Plaintiff's Counsel was awarded a total of
 8 \$7,781,957.78 for attorneys' fees and \$1,130,756.07 for reimbursement of expenses incurred in this
 9 Action, including the appeals. ECF No. 346, 381. Montera was awarded a \$25,000 service award.
 10 ECF No. 320. These "Fee and Expense Orders" total \$8,937,713.85 and accrue statutory post-
 11 judgment interest. Plaintiff's Counsel's lodestar and expenses underlying these Fee and Expense
 12 Orders were fully detailed and documented, and the subject of extensive briefing, including
 13 affirmance by the Ninth Circuit Court of Appeals. *See Montera v. Premier Nutrition Corp.*, 2025
 14 U.S. App. LEXIS 1812 (9th Cir. Jan. 28, 2025). Plaintiff's Counsel is not and will not seek
 15 compensation in the *Bland/Sonner* Multistate Settlement for any time or expense covered by the
 16 *Montera* fee and expense awards.

17 **3. The Class Notice Program**

18 51. I have extensive experience working with class action notice and settlement
 19 administrators. Based on this experience, I developed a list of administrators that I believed could
 20 handle litigation of this size and develop a very good class notice and class member outreach
 21 program to ensure Class Members had an opportunity to participate in the Settlement and that the
 22 Settlement Fund would be fully spent. In these cases, Class Counsel have used JND Legal
 23 Administration ("JND") and KCC at various times and for each time, have secured competitive bids
 24 from the list I maintain. Bids have been obtained from JND, KCC, and Epiq. Class Counsel selected
 25 JND, a claims administrator with significant expertise and experience. In working with the class
 26 data, JND has become familiar with the class data and demographics, which I believe translates into
 27 a better and more efficient notice and claims administration process. I have consulted with another
 28 administrator who confirmed that give JND's experience with this case, using them to administer

1 the settlements provided advantages over other administrators. Even after selecting JND, we have
2 continued to negotiate in order to reduce costs and to further refine the bid and control costs for
3 notice and claims administration.

4 52. JND has informed me of the following information regarding its security procedures
5 for securely handling class member data:

- 6 • JND has adopted a NIST-based information security program and series of controls to
7 ensure all security and privacy safeguards are appropriately selected, implemented, and
8 reviewed. JND submits itself and its systems no less than annually to several independent
9 assessments, such as the American Institute of Certified Public Accountants SOC 2
10 certification, and penetration testing by a reputable cybersecurity consulting firm. JND
11 also maintains ample cybersecurity and E&O insurance.
- 12 • JND maintains a suite of information security policies which undergo an annual review
13 and approval process. JND's systems have been designed with privacy in mind and
14 utilize a role-based access control methodology where access to systems and data is
15 granted in accordance with the principle of least privilege. Dedicated applications and
16 storage are provided for each settlement, ensuring data that has been collected for
17 different purposes can be processed separately. Access reviews are also performed
18 quarterly. Additionally, JND performs background checks on all personnel and requires
19 each individual to enter into a non-disclosure and confidentiality agreement, complete
20 security and privacy training, and attest to applicable security and privacy policies.
- 21 • JND has in place Next Generation Firewalls with intrusion detection and prevention
22 (IDS/IPS), a Security Information and Event Management (SIEM) solution, and an
23 Endpoint Detection and Response (EDR) solution that is deployed on all endpoints to
24 perform real-time and scheduled scanning along with behavioral analysis. Encryption is
25 also in use and JND's system and data is protected both at rest using disk and database
26 encryption and in flight with TLS encrypted web traffic.
- 27 • JND facilities used to process or store data have adequate physical controls in place to
28 prevent unauthorized access to, or dissemination of, sensitive information and are

1 controlled by key cards assigned only to authorized personnel and only at the level
2 required to perform job duties. Facilities are also protected by alarm systems or on-site
3 guards and employ CCTV monitoring and recording systems.

4

- 5 JND maintains an Incident Response Policy and Plan that provides organization
6 guidance, processes, and procedures to effectuate proper response to a security or privacy
7 incident. JND also has in place a Vendor Management program which governs the
8 procurement, initial and periodic assessments, and ongoing management of its
9 relationships with any third-party vendors and service partners.
- 10 JND will only collect the minimum amount of data necessary to administer this
11 Settlement and only utilizes that data for purposes specified by court orders and
12 settlement documents. All data collected in conjunction with the Settlement is considered
13 sensitive. JND has been provided with a copy of the Stipulated Protective Order entered
14 in this case (ECF No. 35) and will handle all settlement data, including the Retail
15 Purchase Records, in accordance with its terms. JND retains data for the minimum
16 amount of time required and securely destroys data in accordance with NIST 800-88
17 guidelines once it is no longer required to be retained.

18 53. The Parties have developed the Class Notice Program with the assistance of JND.
19 The concurrently submitted Declaration of Jennifer M. Keough Regarding Class Notice Program
20 ("Keough Declaration") describes in detail the various components of the proposed program.

21 54. We used the model class notice forms developed by the Federal Judicial Center and
22 the Impact Fund's Notice Project in developing the informative and clear Long Form Notice, Email
23 Notice, and Postcard Notice. *See* <https://noticeproject.org/>.

24 55. Based on my knowledge and experience in similar class action litigation, I believe
25 the Class Notice Program here constitutes the best notice practicable under the circumstances of this
26 case. It informs Class Members of their rights through a comprehensive, multi-faceted plan for
27 delivery of notice by email, U.S. mail, press release, a settlement website, and targeted Internet
28 media. The Declaration of Jennifer Keough from JND describes the Class Notice Program in more
detail.

1 56. We also have issued subpoenas to the primary retailers of Joint Juice: Costco,
2 Walmart, Sam's Club, and Amazon (the "Subpoenaed Retailers") for Class Member contact
3 information and purchase history data. Premier, who operated an ecommerce website for consumer
4 sales of Joint Juice, will also provide JND with any of its Class Member information. These
5 Subpoenaed Retailers plus Premier are responsible for over 80% of the sales made to Class
6 Members. Based on analysis of the sales data produced in discovery, there is no other membership
7 club or online retailer (i.e., retailers likely to possess customer contact information and purchase
8 history data) responsible for even 5% of the product sales at issue. Over the last several months,
9 following Class Counsel's negotiations with each of the Subpoenaed Retailers, they have each
10 agreed to gather and provide their individually identifiable contact information for Class Members
11 to the Settlement Administrator. The Keough Declaration explains how this retailer data will be
12 utilized for sending direct Email Notice and Postcard Notice.

13 **4. The Release**

14 57. Under the Settlement, each member of the Class will be deemed to have released
15 with the exception of claims for personal injury, all claims that were or could have been asserted in
16 the Action and that are based on the same factual predicate of those claims in the Action.

17 **V. THE SETTLEMENT IS FAIR, REASONABLE, AND ADEQUATE**

18 58. Based on my experience, the settlement consideration, and my assessment of the
19 risks of further litigation, I believe the Settlement meets the fair, reasonable, and adequate standard
20 and should be approved. Both the Settlement of \$19,160,186.47, which constitutes the class
21 judgment amount, fee and expense awards, and service awards (plus post judgment interest through
22 October 20, 2025), and the individual awards of the full \$50 statutory damages per unit awarded by
23 this Court after trial and following remand from the Ninth Circuit represents a significant recovery.
24 The result is well within the reasonable standard when considering the length of pursuing further
25 litigation and the risks on appeal where both sides planned to argue that the Court erred in awarding
26 \$50 per unit.

27
28

1 **A. The Relief Provided and Inherent Risks of Continued Litigation Weigh in Favor**
 2 **of Preliminary Approval**

3 59. The Settlement provides substantial benefits to Class Members – to my knowledge,
 4 more than any other case of its kind. The guaranteed recovery obviates the risk and delay of
 5 continued litigation and appeal, which are significant factors considered in evaluating a settlement.
 6 Any continued litigation is time-consuming and expensive and may not obtain any more than is
 7 immediately available through the Settlement. The elimination of delay and expense weighs in favor
 8 of approval.

9 60. The non-reversionary, all-cash \$90 million provided in this and the Multistate
 10 Settlement represents the largest or among the largest recovery in a false advertising action
 11 involving a retail product. The largest previous settlements are (or include) *Yamagata v. Reckitt*
 12 *Benckiser* (N.D. Cal.) (\$50 million settlement), *In re Skechers Toning Shoes Prods. Liab. Litig.*
 13 (W.D. Ky.) (\$40 million settlement) and *Gemelas v. Dannon Co., Inc.* (N.D. Ohio) (\$45 million
 14 settlement). I was Class Counsel in *Yamagata*, *Skechers* and *Dannon*. This settlement is even more
 15 impressive considering that the retail sales in *Yamagata* were almost \$360 million. Here, the retail
 16 sales of Joint Juice to Class Members were approximately \$63.4 million. *Yamagata* was by all
 17 accounts an excellent settlement that created an all-cash fund of 7.2% of retail sales. This settlement
 18 requires Premier to pay back 142% of the retail sales at issue.

19 61. This proposed settlement is also substantially larger than other settlements in this
 20 area. *See, e.g., Lerma v. Schiff Nutrition Int'l, Inc.*, No. 11cv1056-MDD (S.D. Cal. Nov. 3, 2015)
 21 (ECF No. 171) (court final approval of a \$6.51 million class action settlement that encompassed
 22 over a billion dollars in retail sales of glucosamine supplements, with class members limited to
 23 recovering \$3 per unit purchased for up to 4 units purchased); *Pearson v. Rexall Sundown, Inc.*, No.
 24 1:11-cv-07972 (N.D. Ill.) (ECF Nos. 288, 344) (approval of a \$9 million settlement provided \$8
 25 payments to class members who purchased the number one selling, billion-dollar glucosamine
 26 product Osteo Bi-Flex); *Hazlin v. Botanical Labs., Inc.*, No. 13cv0618-KC, 2015 U.S. Dist. LEXIS
 27 189687 (S.D. Cal. May 20, 2015) (\$3.1 million settlement involving Wellesse Joint Movement
 28 Glucosamine products); *Gallucci v. Boiron, Inc.*, No. 11cv2039, 2012 U.S. Dist. LEXIS 157039, at

1 *2, 7 (S.D. Cal. Oct. 31, 2012) (\$5 million settlement in case involving falsely advertised
 2 homeopathic products with retail sales of \$65,575,194); *In re Cobra Sexual Energy Sales Practices*
 3 *Litigation*, No. 2:13-cv-05942 (C.D. Cal.) (final approval granted on April 7, 2021, of \$100,000
 4 common fund with attorneys' fees of \$490,000 in false advertising case involving men's virility
 5 supplement).

6 62. Absent this Settlement, Premier would have continued to pursue a Petition for Writ
 7 of Certiorari in the U.S. Supreme Court. Although Plaintiff believed the petition was unlikely to be
 8 granted, if it were, the parties faced years of additional proceedings—including briefing before the
 9 Supreme Court, potential certification of questions to the New York Court of Appeals, and further
 10 briefing in both that court and the Ninth Circuit. In addition, both sides had pending Ninth Circuit
 11 appeals challenging the Court's reduction of statutory damages under New York law. Litigating
 12 those appeals would have taken years and significantly increased costs. Even after such delay and
 13 expense, Class Members might not have recovered more than this Settlement provides now—\$50
 14 per unit, more than 550% of the average retail price of \$8.95.

15 63. Given the uncertainties balanced against this landmark settlement, this factor favors
 16 preliminary approval.

17 **B. The Settlement Was Reached Through Arm's-Length Negotiations**

18 64. The Settlement was reached after arm's-length negotiations conducted intermittently
 19 throughout the life of the litigation—before and after class certification, summary judgment, trial
 20 and appeals to the Ninth Circuit. There were seven formal mediation sessions with six mediators.
 21 These negotiations were contentious and preceded by extensive mediation briefing.

22 65. The first mediation took place on December 3, 2013, before discovery began in
 23 earnest, with Martin Quinn, Esq. at JAMS. The second was on April 9, 2015, after substantial
 24 discovery, but before class certification or summary judgment rulings, before the Honorable Carl
 25 West (Ret.) at JAMS.

26 66. The third mediation occurred on September 24, 2020, before the Honorable Layn
 27 Phillips (Ret.). By then, Premier's motion for summary judgment had been denied, *Montera* had
 28 been certified, and the Ninth Circuit had dismissed the California action in *Sonner I* for lack of

1 equitable jurisdiction. *Montera* and the related cases had been litigated for seven years. Yet, the
 2 mediation was unsuccessful and it terminated after half a day.

3 67. Nearly four years passed before the next mediation. By that point, the *Montera* trial
 4 had taken place and oral argument before the Ninth Circuit in *Montera I* was completed. The timing
 5 therefore presented a natural opportunity for resolution. Nonetheless, mediation before Scott S.
 6 Markus, Esq. at Signature Resolution on April 8, 2024, was neither successful nor productive.

7 68. The next mediations were held shortly before the *Bland/Sonner* trial was scheduled
 8 to begin in Alameda Superior Court. On June 24 and July 10, 2024, the parties participated in
 9 sessions before the Honorable James Reilly. The sessions were unsuccessful.

10 69. On August 6, 2024, the Ninth Circuit issued its decision in *Montera I*, affirming the
 11 District Court on all points raised by Premier, except for the award of prejudgment interest and
 12 remanding the statutory damages award. *Montera*, 111 F. 4th 1018. Even then, settlement did not
 13 follow and hard-fought litigation continued. Premier sought en banc review (denied), moved to stay
 14 the mandate (denied), filed a petition for writ of certiorari in the U.S. Supreme Court (pending), and
 15 opposed plaintiffs' motions for application of issue preclusion.

16 70. In the orders granting issue preclusion, both this Court and separately Judge
 17 Markman of Alameda Superior Court, encouraged the parties to discuss settlement. Shortly after,
 18 the seventh mediation occurred by order of Judge Markman before the Honorable Brad Seligman
 19 on June 23, 2025. At the end of the full-day mediation, Judge Seligman delivered his mediator's
 20 proposal, which the parties subsequently accepted.

21 71. It is difficult to overstate the contentiousness of the litigation and settlement
 22 negotiations. This history demonstrates that the Settlement is the product of hard-fought, arm's-
 23 length negotiations between experienced counsel, strongly supporting a finding that it is fair,
 24 reasonable, and adequate and merits preliminary approval.

25 **C. The Extent of Discovery and Stage of Proceedings**

26 72. The Settlement was reached after years of discovery, summary judgment, class
 27 certification, expert analysis, a full jury trial, pre- and post-trial motions (including motions to
 28 decertify) and multiple appeals. The cases were thoroughly litigated. For example, expert discovery

1 was conducted repeatedly: first for the original 2017 trial set in *Mullins/Sonner*, then again in
2 *Montera* in 2022, and once more before the *Bland/Sonner* 2024 trial. Both parties' experts testified
3 at the *Montera* trial. *See also* § II, above. As a result, I was able to make reasoned and informed
4 settlement decisions.

5 73. Moreover, the Settlement was negotiated over the course of numerous mediation
6 sessions spanning the length of the litigation with experienced mediators. The Settlement was
7 heavily negotiated and was always at arms' length.

D. The Experience and Views of Counsel

9 74. As discussed above, we have substantial experience serving as class counsel in
10 consumer protection class actions. I believe this record-setting Settlement is fair, reasonable, and
11 adequate and should be approved.

12 I declare under penalty of perjury under the laws of the State of California and the United
13 States of America that the foregoing is true and correct. that the foregoing is true and correct.
14 Executed on October 20, 2025, at San Diego, California.

By: *s/ Timothy G. Blood*
TIMOTHY G. BLOOD

CERTIFICATE OF SERVICE

I hereby certify that on October 20, 2025, I electronically filed the foregoing with the Clerk of the Court using the CM/ECF system which will send notification of such filing to the e-mail addresses denoted on the Electronic Mail Notice List.

I certify under penalty of perjury that the foregoing is true and correct. Executed on October 20, 2025.

s/ *Timothy G. Blood*

TIMOTHY G. BLOOD

BLOOD HURST & O'REARDON, LLP
501 West Broadway, Suite 1490
San Diego, CA 92101
Tel: 619/338-1100
619/338-1101 (fax)
tbllood@bholaw.com

BLOOD HURST & O' REARDON, LLP