

**SUMMONS
(CITACION JUDICIAL)**

FOR COURT USE ONLY
(SOLO PARA USO DE LA CORTE)

**NOTICE TO DEFENDANT:
(AVISO AL DEMANDADO):**

OLD NAVY, LLC; OLD NAVY (APPAREL), LLC; OLD NAVY HOLDINGS, LLC;
GPS SERVICES, INC.; THE GAP, INC.; and DOES 1-20, inclusive

**YOU ARE BEING SUED BY PLAINTIFF:
(LO ESTÁ DEMANDANDO EL DEMANDANTE):**

ANASTASHA BARBA, for Herself, as a Private Attorney General, and/or On Behalf
Of All Others Similarly Situated

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. **NOTE:** The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. **¡AVISO!** Lo han demandado. Si no responde dentro de 30 días, la corte puede decidir en su contra sin escuchar su versión. Lea la información a continuación.

Tiene 30 DÍAS DE CALENDARIO después de que le entreguen esta citación y papeles legales para presentar una respuesta por escrito en esta corte y hacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para su respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California (www.sucorte.ca.gov), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le dé un formulario de exención de pago de cuotas. Si no presenta su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado inmediatamente. Si no conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, (www.lawhelpcalifornia.org), en el Centro de Ayuda de las Cortes de California, (www.sucorte.ca.gov) o poniéndose en contacto con la corte o el colegio de abogados locales. **AVISO:** Por ley, la corte tiene derecho a reclamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 ó más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

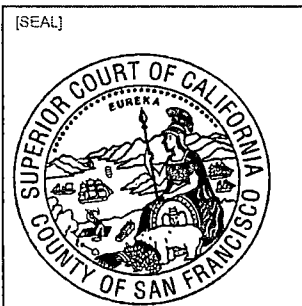
The name and address of the court is:
(El nombre y dirección de la corte es): San Francisco Superior Court
400 McAllister Street, San Francisco CA 94102

CASE NUMBER:
(Número del caso): **CGC 19-581937**

The name, address, and telephone number of plaintiff's attorney, or plaintiff without an attorney, is:
(El nombre, la dirección y el número de teléfono del abogado del demandante, o del demandante que no tiene abogado, es):
Daniel M. Hattis, Esq., 1401 Twenty-First Street, Ste 400, Sacramento, CA 95811 (425) 233-8650

DATE: **DEC 30 2019** DEPUTY CLERK Clerk, by *[Signature]*, Deputy
(Fecha) (Secretarie) (Adjunto)

(For proof of service of this summons, use Proof of Service of Summons (form POS-010).)
(Para prueba de entrega de esta citación use el formulario Proof of Service of Summons, (POS-010)). **BOWMAN LIU**



NOTICE TO THE PERSON SERVED: You are served

- as an individual defendant.
- as the person sued under the fictitious name of (specify):
- on behalf of (specify):
under: CCP 416.10 (corporation) CCP 416.60 (minor)
 CCP 416.20 (defunct corporation) CCP 416.70 (conservatee)
 CCP 416.40 (association or partnership) CCP 416.90 (authorized person)
 other (specify):
- by personal delivery on (date):

BY FAX

FILED

Superior Court of California
County of San Francisco

DEC 30 2019

CLERK OF THE COURT

BY: [Signature]

Deputy Clerk

BOWMAN LIU

1 Daniel M. Hattis (SBN 232141)
2 Paul Karl Lukacs (SBN 197007)
3 HATTIS & LUKACS
4 1401 Twenty-First Street, Suite 400
5 Sacramento, CA 95811
6 Telephone: (425) 233-8650
7 Facsimile: (425) 412-7171
8 Email: dan@hattislaw.com
9 Email: pkl@hattislaw.com

6 Stephen P. DeNittis, Esq. (Pro Hac Vice forthcoming)
7 Shane T. Prince, Esq. (Pro Hac Vice forthcoming)
8 DENITTIS OSEFCHEN PRINCE, P.C.
9 5 Greentree Centre, Suite 410
10 525 Route 73 N.
11 Marlton, New Jersey 08057
12 Telephone: (856) 797-9951
13 Facsimile: (856) 797-9978
14 Email: sdenittis@denittislaw.com
15 Email: sprince@denittislaw.com

16 *Attorneys for Plaintiff and the Proposed Class*

17 SUPERIOR COURT OF THE STATE OF CALIFORNIA

18 CITY AND COUNTY OF SAN FRANCISCO

19 UNLIMITED CIVIL

20 ANASTASHA BARBA,
21 for Herself,
22 as a Private Attorney General, and/or
23 On Behalf Of All Others Similarly
24 Situated,

25 Plaintiff,

26 v.

27 OLD NAVY, LLC;
28 OLD NAVY (APPAREL), LLC;
29 OLD NAVY HOLDINGS, LLC;
30 GPS SERVICES, INC.;
31 THE GAP, INC.;
32 and DOES 1-20, inclusive,

33 Defendants.

Case No. CGC-19-581937

CLASS ACTION

COMPLAINT FOR:

1. Violation of Consumers Legal Remedies Act, Cal. Civ. Code § 1750 *et seq.*
2. Violation of False Advertising Law, Cal. Bus. & Prof. Code § 17500 *et seq.*
3. Violation of Unfair Competition Law, Cal. Bus. & Prof. Code § 17200 *et seq.*
4. Permanent Public Injunctive Relief

JURY TRIAL DEMANDED

BY FAX

34 Plaintiff ANASTASHA BARBA, individually, as a private attorney general, and/or on
35 behalf of all others similarly situated, alleges as follows, on personal knowledge and/or on the
36
37
38

CLASS ACTION COMPLAINT

1 investigation of her counsel, against Defendants Old Navy, LLC, Old Navy (Apparel), LLC,
2 Old Navy Holdings, LLC, GPS Services, Inc., and The Gap, Inc. (collectively, “Old Navy”),
3 and Defendants Does 1-20, inclusive:

4 **I. INTRODUCTION AND SUMMARY**

5 1. Old Navy calls itself “one of the fastest-growing apparel brands in the U.S. and
6 category leader in family apparel.” Almost all the items offered by Old Navy are branded as
7 “Old Navy” products, and are exclusively offered by Old Navy. Approximately 80% of Old
8 Navy’s \$7.2 billion annual U.S. sales are in its brick-and-mortar Old Navy and Old Navy
9 Outlet stores, and the remaining 20% of its sales are online on its retail website.

10 2. For years, Old Navy has perpetrated a massive false discount advertising scheme
11 across nearly all of its Old Navy-branded products, across all of its sales channels (i.e, in all of
12 its brick-and-mortar Old Navy and Old Navy Outlet stores, and on the Old Navy website). Old
13 Navy advertises perpetual or near perpetual discounts (typically a purported savings of 30% to
14 60% off) from Old Navy’s self-created list prices for the products. Old Navy represents its list
15 prices to be the “regular” and normal prices of the items, and the list prices function as
16 reference prices from which the advertised discounts and percentage-off sales are calculated.

17 3. Old Navy’s discounts and reference prices are false, because Old Navy rarely if
18 ever offers the products at the advertised list price. Old Navy invents inflated and fictitious list
19 prices in order to enable it to advertise perpetual store-wide “sale” events and product discounts
20 to induce customers to purchase its products. Old Navy’s marketing plan is to trick its
21 customers into believing that its products are worth, and have a value equal to, the inflated list
22 price, and that the lower advertised sale price represents a special bargain—when in reality and
23 unbeknownst to the customer, the “sale” price is approximately equal to Old Navy’s usual and
24 normal selling price for the product.

25 4. Old Navy’s nationwide fraudulent advertising scheme harms consumers like
26 Plaintiff Anastasha Barba, who purchased falsely discounted products on Old Navy’s website
27 from her home in California, by causing them to pay more than they otherwise would have paid
28 and to buy more than they otherwise would have bought. Customers do not enjoy the actual

1 discounts Old Navy represents to them, and the products are not in fact worth the inflated
2 amount that Old Navy represents to them (i.e., the products are not actually worth the fictitious
3 and invented list price).

4 5. Consequently, Plaintiff brings this action individually on her own behalf as a
5 deceived Old Navy customer; as a private attorney general seeking the imposition of public
6 injunctive relief against Defendants; and as a representative plaintiff on behalf of a class of
7 California consumers who purchased falsely discounted products on Old Navy's website
8 seeking, among other things, to recover damages and/or that Defendants be ordered to disgorge
9 all revenues they have unjustly received from the proposed Class due to their intentional and
10 unlawful pattern and practice of using false reference prices and false discounts.

11 **II. PARTIES**

12 6. Plaintiff Anastasha Barba is a citizen of the United States of America and a
13 citizen of the State of California and an individual and a natural adult person who resides in
14 Sacramento County, California.

15 7. Defendant Old Navy, LLC, is a wholly-owned subsidiary of The Gap, Inc., and
16 is a limited liability company chartered under the laws of the State of Delaware. Old Navy,
17 LLC, currently has and at all relevant times in the past has had its headquarters, executive
18 office, principal place of business, or nerve center in San Francisco, California.

19 8. Defendant Old Navy (Apparel), LLC, is a wholly-owned subsidiary of GPS
20 Services, Inc., and is a limited liability company chartered under the laws of the State of
21 California. Old Navy (Apparel), LLC, currently has and at all relevant times in the past has had
22 its headquarters, executive office, principal place of business, or nerve center in San Francisco,
23 California.

24 9. Defendant Old Navy Holdings, LLC, is a limited liability company chartered
25 under the laws of the State of California. Old Navy Holdings, LLC, currently has and at all
26 relevant times in the past has had its headquarters, executive office, principal place of business,
27 or nerve center in San Francisco, California.

28 10. Defendant GPS Services, Inc., is a wholly-owned subsidiary of The Gap, Inc.,

1 and is a corporation chartered under the laws of the State of California. GPS Services, Inc.,
2 currently has and at all relevant times in the past has had its headquarters, executive office,
3 principal place of business, or nerve center in San Francisco, California.

4 11. Defendants Old Navy, LLC, Old Navy (Apparel), LLC, Old Navy Holdings,
5 LLC, GPS Services, Inc., and The Gap, Inc. (collectively, "Old Navy"), own and/or operate the
6 retail website <http://oldnavy.gap.com>, by which Defendants advertise and sell their goods, with
7 said website being regularly seen and used by consumers throughout California to purchase
8 goods from Old Navy. Defendants also own and/or operate approximately 1,100 brick-and-
9 mortar Old Navy and Old Navy Outlet retail stores throughout the United States, including 96
10 in California.

11 12. Defendants Doe 1 through Doe 20, inclusive, aided and/or abetted Defendants
12 Old Navy, LLC, Old Navy (Apparel), LLC, Old Navy Holdings, LLC, GPS Services, Inc.,
13 and/or The Gap, Inc., in such a manner that Doe 1 through Doe 20, inclusive, are each directly,
14 contributorily, vicariously, derivatively and/or otherwise liable for the acts or omissions of Old
15 Navy pled herein. Plaintiff is currently unaware of the true identities of Does 1 through Doe 20,
16 inclusive; upon learning the true identities of Does 1 through Doe 20, inclusive, Plaintiff
17 anticipates either freely amending the operative complaint or requesting leave from the Court to
18 amend the operative complaint.

19 **III. JURISDICTION AND VENUE**

20 13. **Subject Matter Jurisdiction.** This Court has subject matter jurisdiction over
21 this civil action pursuant to, among other bases, Section 10 of Article VI of the California
22 Constitution.

23 14. **Personal Jurisdiction.** This Court has personal jurisdiction over Defendants
24 pursuant to, among other bases, California Code of Civil Procedure Section 410.10 because: (1)
25 Defendants are headquartered in California and are authorized to do business and regularly
26 conduct business in California; (2) the claims alleged herein took place in California; and/or (3)
27 Defendants have committed tortious acts within the State of California (as alleged, without
28 limitation, throughout this Complaint).

1 15. Defendants own and/or operate approximately 96 brick-and-mortar Old Navy
2 and Old Navy Outlet retail stores in California and operate the Old Navy website, by which Old
3 Navy advertises and sells its goods, with said website being regularly seen by California
4 consumers and being regularly used by California consumers to purchase goods from Old
5 Navy.

6 **IV. FACTUAL ALLEGATIONS OF OLD NAVY'S NATIONWIDE SCHEME**

7 16. Old Navy, which is headquartered in San Francisco, California, is a popular
8 retailer which calls itself "one of the fastest-growing apparel brands in the U.S. and category
9 leader in family apparel." Old Navy currently operates approximately 1,100 brick-and-mortar
10 Old Navy and Old Navy Outlet retail stores throughout the United States, including 96 in the
11 State of California. Old Navy also operates a retail website at <http://oldnavy.gap.com>, by which
12 Old Navy advertises and sells its goods, which is regularly seen and used to purchase goods
13 from Old Navy by consumers throughout the United States, including California.

14 17. Almost all the items offered by Old Navy are branded as "Old Navy" products
15 and are exclusively offered by Old Navy in its retail stores and on its website. I.e., the products
16 offered by Old Navy are not offered by, and are not available from, any other retailer. Old
17 Navy markets its products via its company-owned retail stores, its website, Internet advertising,
18 email campaigns, television advertising, print newspaper and magazine advertising, and direct
19 mail.

20 18. Approximately 80% of Old Navy's \$7.2 billion annual U.S. sales are in its
21 brick-and-mortar Old Navy and Old Navy Outlet stores, and the remaining 20% of its sales are
22 online on its retail website.

23 19. In significant part, however, Old Navy's growth and profitability have been the
24 product of a massive false discount advertising scheme. Old Navy advertises perpetual or near
25 perpetual discounts (typically a purported savings of 30% to 60% off) from Old Navy's self-
26 created list prices for its products. Old Navy represents its list prices to be the "regular" and
27 normal prices of its products, and the list prices function as reference prices from which the
28 advertised discounts and percentage-off sales are calculated.

1 20. Old Navy’s discounts and reference prices are false, because Old Navy rarely if
2 ever offers the products at the advertised list price. Old Navy invents inflated and fictitious list
3 prices out of thin air in order to enable it to advertise perpetual website-wide and store-wide
4 “sale” events and product discounts to induce customers to purchase its products. Old Navy’s
5 marketing plan is to trick its customers into believing that its products are worth and have a
6 value equal to the inflated list price, and that the lower advertised sale price represents a special
7 bargain—when in reality and unbeknownst to the customer, the “sale” price is approximately
8 equal to Old Navy’s usual and normal selling price for the product.

9 21. Decades of academic research has established that the use of reference prices,
10 such as those utilized by Old Navy, materially impacts consumers’ behavior. A reference price
11 affects a consumer’s perception of the value of the transaction, the consumer’s willingness to
12 make the purchase, and the amount of money the consumer is willing to pay for the product.¹

13 22. When a reference price is bona fide and truthful, it may help consumers in
14 making informed purchasing decisions. In contrast, consumers are harmed when retailers, such
15 as Old Navy, advertise their products with inflated false reference prices. The false reference
16 prices deceive consumers, deprive consumers of a fair opportunity to accurately evaluate the
17 offer, and result in purchasing decisions based on false pretenses.

18 23. False reference pricing such as that employed by Old Navy causes consumers to

19 _____
20 ¹ See, e.g., Rajesh Chandrashekar & Dhruv Grewal, *Assimilation of Advertised Reference*
21 *Prices: The Moderating Role of Involvement*, 79 J. Retailing 53 (2003); Pilsik Choi & Keith S.
22 Coulter, *It’s Not All Relative: The Effects of Mental and Physical Positioning of Comparative*
23 *Prices on Absolute Versus Relative Discount Assessment*, 88 J. Retailing 512 (2012); Larry D.
24 Compeau & Dhruv Grewal, *Comparative Price Advertising: An Integrative Review*, 17 J. Pub.
25 *Pol’y & Mktg.* 257 (1998); Larry D. Compeau, Dhruv Grewal & Rajesh Chandrashekar,
26 *Comparative Price Advertising: Believe It or Not*, 36 J. Consumer Aff. 284 (2002); David
27 Friedman, *Reconsidering Fictitious Pricing*, 100 Minn. L. Rev. 921 (2016); Dhruv Grewal &
28 Larry D. Compeau, *Consumer Responses to Price and its Contextual Information Cues: A*
Synthesis of Past Research, a Conceptual Framework, and Avenues for Further Research, in 3
Rev. of Mktg. Res. 109 (Naresh K. Malhotra ed., 2007); Daniel J. Howard & Roger A. Kerin,
Broadening the Scope of Reference Price Advertising Research: A Field Study of Consumer
Shopping Involvement, 70 J. Mktg. 185 (2006); Aradhna Krishna, Richard Briesch, Donald R.
Lehmann & Hong Yuan, *A Meta-Analysis of the Impact of Price Presentation on Perceived*
Savings, 78 J. Retailing 101 (2002); Balaji C. Krishnan, Sujay Dutta & Subhash Jha,
Effectiveness of Exaggerated Advertised Reference Prices: The Role of Decision Time
Pressure, 89 J. Retailing 105 (2013); and Tridib Mazumdar, S. P. Raj & Indrahit Sinha,
Reference Price Research: Review and Propositions, 69 J. Mktg. 84 (2005).

1 pay more than they otherwise would have paid for products. False reference pricing also
2 fraudulently increases consumer demand for products, enabling retailers to charge higher prices
3 than they otherwise could have charged.

4 24. Beyond the adverse impact upon consumers' welfare, the practice of employing
5 false reference pricing also negatively affects the integrity of competition in retail markets. A
6 retailer's use of false reference prices constitutes an unfair method of competition, injuring
7 honest competitors that sell the same or similar products, or otherwise compete in the same
8 market, using valid and accurate reference prices. Businesses who play by the rules—and the
9 investors in those businesses—are penalized if the unlawful advertising practices of their
10 competitors go unchecked.

11 25. California law, as well as federal regulations, prohibit false reference pricing
12 practices such as those perpetrated by Old Navy. California's Unfair Competition Law and
13 False Advertising Law forbid unfair business practices and false advertising (i.e., Cal. Bus. and
14 Prof. Code §§ 17200 *et seq.* and 17500 *et seq.*). Regarding sales to consumers for household
15 purposes, the California Consumers Legal Remedies Act prohibits “[m]aking false or
16 misleading statements of fact concerning reasons for, existence of, or amounts of, price
17 reductions.” Cal. Civ. Code § 1770(a)(13).

18 26. The United States Court of Appeals for the Ninth Circuit has recognized the
19 abuses that flow from false reference pricing practices: “Most consumers have, at some point,
20 purchased merchandise that was marketed as being ‘on sale’ because the proffered discount
21 seemed too good to pass up. Retailers, well aware of consumers’ susceptibility to a bargain,
22 therefore have an incentive to lie to their customers by falsely claiming that their products have
23 previously sold at a far higher ‘original’ price in order to induce customers to purchase
24 merchandise at a purportedly marked-down ‘sale’ price. Because such practices are
25 misleading—and effective—the California legislature has prohibited them.” *Hinojos v. Kohl's*
26 *Corp.*, 718 F.3d 1098, 1101 (9th Cir. 2013).

27 27. The California Court of Appeal has likewise recognized the importance of false
28 reference price advertising statutes in protecting consumers: “Our Legislature has adopted

1 multiple statutes that specifically prohibit the use of deceptive former price information and
2 misleading statements regarding the amount of a price reduction. ... These statutes make clear
3 that ... our Legislature has concluded 'reasonable people can and do attach importance to [a
4 product's former price] in their purchasing decisions.' (alterations in original) (quoting *Kwikset*
5 *Corp. v. Superior Court*, 246 P.3d 877, 892 (Cal. 2011)).” *Hansen v. Newegg.com Americas,*
6 *Inc.*, 25 Cal.App.5th 714, 730 (2018).

7 28. The Federal Trade Commission (“FTC”) has also described what constitutes
8 false reference pricing practices:

9 (a) One of the most commonly used forms of bargain advertising is to offer a
10 reduction from the advertiser’s own former price for an article. If the former
11 price is the actual, bona fide price at which the article was offered to the public
12 on a regular basis for a reasonably substantial period of time, it provides a
13 legitimate basis for the advertising of a price comparison. Where the former
14 price is genuine, the bargain being advertised is a true one. If, on the other hand,
the former price being advertised is not bona fide but fictitious -- for example,
where an artificial, inflated price was established for the purpose of enabling the
subsequent offer of a large reduction -- the “bargain” being advertised is a false
one; the purchaser is not receiving the unusual value he expects. In such cases,
the “reduced price” is, in reality, probably just the seller’s regular price.

15 16 C.F.R. § 233.1.

16 29. Old Navy’s false discounting scheme is similar in all material respects to the
17 deceptive practices described and prohibited by these false reference pricing laws and
18 regulations.

19 30. Plaintiff’s allegations concerning Old Navy’s false discount advertising scheme
20 are based on a comprehensive investigation by Plaintiff’s counsel of Old Navy’s pricing
21 practices for several years. Plaintiff’s counsel has been monitoring and scraping Old Navy’s
22 website on an automated daily basis with a proprietary software program since October 15,
23 2017. Plaintiff’s counsel has compiled and extracted daily pricing and marketing data from the
24 website for nearly all of the products Old Navy has offered during this time. In total, Plaintiff’s
25 counsel has assembled and analyzed a comprehensive historical database of daily prices and
26 time-stamped screenshots of approximately 6.2 million daily offerings for approximately
27 49,379 products over this more than two-year period. For the earlier period 2015 through
28 October 2017, Plaintiff’s counsel has also reviewed hundreds of historical screenshots at the

1 Internet Archive (also called the Wayback Machine) at www.archive.org. Plaintiff's counsel's
2 review of historical Old Navy screenshots at the Internet Archive shows that Old Navy's false
3 advertising practices were substantially the same during the 2015 through October 2017 period
4 as they were for the period since October 2017 which Plaintiff's counsel comprehensively
5 tracked with its proprietary software.

6 31. Plaintiff's counsel's exhaustive big-data analysis of millions of data points over
7 a several-year period for approximately 50 thousand products shows that Old Navy's advertised
8 website-wide "sale" events and advertised percentage-off and dollar discounts are false, and
9 that its list prices (i.e., reference prices) from which the discounts are calculated are false and
10 inflated. For many products, Old Navy never or almost never offers the products at the list
11 price. For most of its products, Old Navy typically offers the products at the list price less than
12 ten percent of the time.

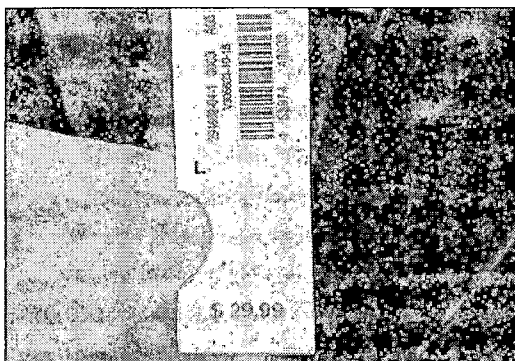
13 32. Plaintiff anticipates that Old Navy may argue that while Old Navy may have
14 rarely or never offered its products at the list price (i.e., at the purported "regular" price) on its
15 website which Plaintiff's counsel has exhaustively tracked, Old Navy may nonetheless have, in
16 theory, "established" the list price in its brick-and-mortar retail stores. However, this defense
17 does not hold water. Plaintiff's counsel has also investigated brick-and-mortar Old Navy and
18 Old Navy Outlet retail stores and has found that Old Navy's false discount practices and
19 product pricing are substantially the same both online and in-store. Virtually all the products
20 that Old Navy offers in its brick-and-mortar retail stores are also available and advertised on
21 the Old Navy website. Based on the investigation of Plaintiff's counsel, Old Navy offers and
22 advertises these products with identical list prices and at substantially the same sale prices both
23 on the Old Navy website and in Old Navy and Old Navy Outlet brick-and-mortar stores in
24 California and throughout the nation.

25 33. For example, the images below demonstrate how Old Navy's list prices, sales
26 prices, and advertised purported discounts are substantially the same both online and in-store:
27
28

1 36. Below is another example demonstrating how Old Navy's list prices, sales
2 prices, and advertised purported discounts are substantially the same both online and in-store:

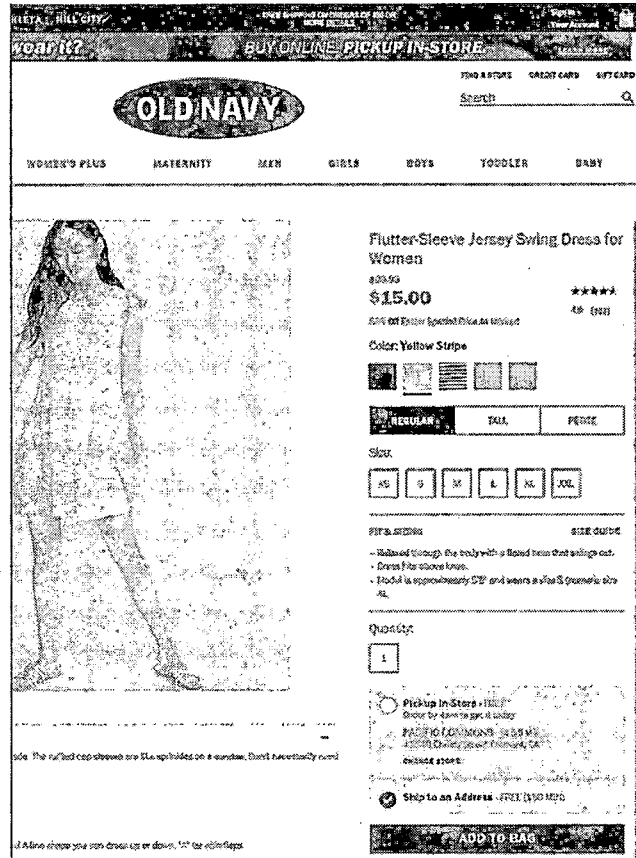
3 **"Old Navy" Store**
4 **Bellevue, WA on April 19, 2019**

5 Flutter-Sleeve Jersey Swing Dress
6 Sale Price: \$15.00; List Price \$29.99



3 **Old Navy Website**
4 **April 19, 2019**

5 Flutter-Sleeve Jersey Swing Dress
6 Sale Price: \$15.00; List Price \$29.99



21 37. The left photograph was taken at a brick-and-mortar Old Navy store in Bellevue,
22 Washington, on April 19, 2019. It shows Old Navy was offering the Flutter-Sleeve Jersey
23 Swing Dress "NOW 50% OFF" from the reference price of \$29.99 printed on the tag. The
24 right screenshot was taken the same day on April 19, 2019, on the Old Navy website on the
25 product webpage for the same dress. On the website, Old Navy advertises the identical \$29.99
26 list price (with a strike-through), and offers the identical stated "50% Off" discount and \$15.00
27 "sale" price.

28 38. The price and discount representations regarding the dress on the in-store

1 signage and price tag, and on the product webpage on the Old Navy website, are false and
2 misleading because based on Plaintiff's counsel's data, the purported "50% Off" sale price is in
3 fact approximately equal to Old Navy's usual selling price for the dress, and the dress is not in
4 fact worth, and does not have a value equal to, the \$29.99 list price.

5 39. For most days of the year, Old Navy advertises website-wide (and brick-and-
6 mortar store-wide) sales of most of its Old Navy-branded products at a fixed percentage-off
7 (typically ranging from 30% to 60% off) or at a specified dollar discount from an advertised—
8 and self-created—list price. The specific amounts of the dollar discount or percentage-off may
9 slightly change over time, but the existence of a significant discount is perpetual. Products are
10 rarely if ever offered, in any Old Navy sales channel, at the list price.

11 40. Based on investigation of Plaintiff's counsel, on those rare occasions that Old
12 Navy offers its near-perpetually discounted products at the list price, it does so in bad faith,
13 solely for the purpose of "establishing" its list price to attempt to exculpate itself from legal
14 liability for its illegal pricing scheme. It is Old Navy's intent to sell few if any products at list
15 price, and in fact Old Navy sells few if any of its products at list price.

16 41. As a direct and proximate result of Old Navy's acts and omissions, all California
17 consumers who have purchased a product on the Old Navy website that was advertised with a
18 false reference price and/or false discount have been harmed, have suffered an injury-in-fact,
19 and have lost money or property.

20 42. Old Navy's false advertising scheme has harmed all of its California customers
21 who purchased a falsely discounted product on the Old Navy website by fraudulently
22 increasing demand for its products, thereby shifting the demand curve and enabling Old Navy
23 to charge its customers more than it otherwise could have charged and to generate more sales
24 than it otherwise would have generated.

25 43. Customers did not enjoy the actual discounts Old Navy represented to them, and
26 the products were not in fact worth the inflated amount that Old Navy represented to them (i.e.,
27 the products were not actually worth the fictitious and invented list price).

28 44. The false or misleading nature of Old Navy's reference prices and purported

1 discounts were at all relevant times masked or concealed or hidden such that an ordinary
2 consumer exercising reasonable care under all the circumstances would not have known of or
3 discovered their false or misleading nature.

4 45. Old Navy continues to advertise false reference prices and false percentage-off
5 and dollar discounts on its website to this day. There is no reason to believe that Old Navy will
6 voluntarily and permanently cease its unlawful practices. Moreover, in the unlikely event that
7 Old Navy were to cease its unlawful practices, Old Navy can and/or is likely to recommence
8 these unlawful practices.

9 46. In acting toward consumers and the general public in the manner alleged herein,
10 Old Navy acted with and was guilty of malice, fraud, and/or oppression and/or acted in a
11 manner with a strong and negative impact upon Plaintiff, the Class and the public.

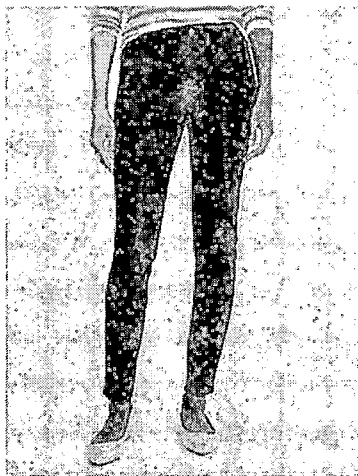
12 **V. PLAINTIFF'S FACTUAL ALLEGATIONS**

13 47. Plaintiff Anastasha Barba is, and at all relevant times has been, a California
14 resident.

15 48. Ms. Barba has been a regular shopper at Old Navy for many years. Ms. Barba
16 has made many purchases on Old Navy's website. For example, on March 5, 2019, Ms. Barba
17 visited the Old Navy website (<http://oldnavy.gap.com>) to shop for clothing items. That day, Ms.
18 Barba viewed and ultimately purchased several items from the Old Navy website.

19 49. **Jeans.** For example, while browsing the Old Navy website, Ms. Barba viewed
20 webpages advertising the Mid-Rise Super Skinny Jeans for Women ("Jeans"), Item
21 #715218002. Below is partial screenshot of a webpage viewed by Ms. Barba on March 5, 2019;
22 the particular Jeans she purchased are identified in an added red box:
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24
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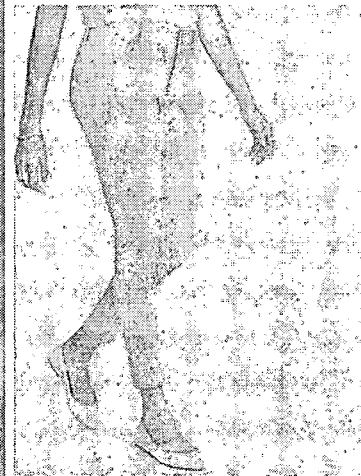
1
2 MID-RISE SUPER SKINNY



11 Mid-Rise Super Skinny Jeans for Women
12 ~~\$29.99~~
13 \$15.00
14 Best Seller



11 Mid-Rise Super Skinny Jeans for Women
12 ~~\$29.99~~
13 \$15.00
14 Best Seller



11 Mid-Rise Super Skinny Ankle Jeans for
12 Women
13 ~~\$29.99~~
14 \$25.00
15 Best Seller

14 50. On this Jeans webpage, Ms. Barba viewed several representations, including a
15 reference price and a sale price for the Jeans. Ms. Barba viewed a black strike-through
16 reference price of “\$29.99”. Directly below the reference price, Ms. Barba viewed the sale
17 price in red text “\$15.00.” Directly below the sale price, Ms. Barba viewed the phrase “Best
18 Seller.”

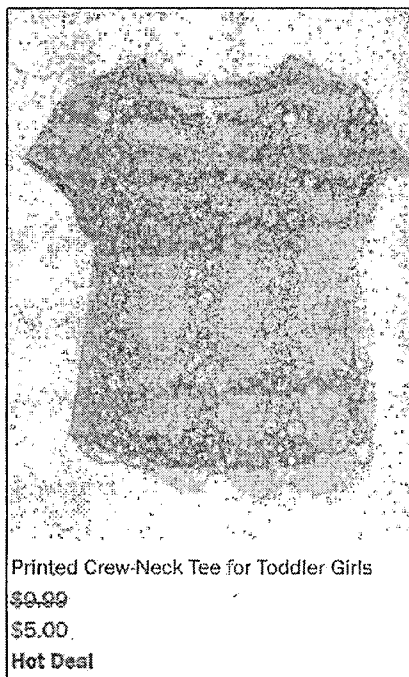
19 51. Ms. Barba clicked on the Jeans product listing on the webpage, and then viewed
20 a product webpage for the Jeans, which contained the same strike-through, sale price, and “Best
21 Seller” representations.

22 52. Relying on Old Navy’s representations, Ms. Barba reasonably believed that
23 these purportedly best-selling Jeans were normally offered and sold by Old Navy for the \$29.99
24 list price. Ms. Barba reasonably believed that the Jeans were thereby worth and had a value of
25 \$29.99. Ms. Barba reasonably believed that the advertised sale price of \$15.00 represented a
26 special bargain, where Old Navy was temporarily offering the Jeans at 50% off the regular and
27 normal selling price of \$29.99. Relying on Old Navy’s representations, Ms. Barba selected the
28 size of the Jeans and then added the Jeans to her online shopping cart.

1 53. However, Old Navy’s representations and advertised discounts were false and
2 deceptive. In reality, and unbeknownst to Ms. Barba, Old Navy had offered these Jeans at the
3 purported regular price of \$29.99 for only 12 out of the past 486 days prior to her purchase on
4 March 5, 2019. I.e., from November 4, 2017 through March 4, 2019, Old Navy had previously
5 offered the Jeans at the purported “regular” price only 2.47% of the time. And after Ms.
6 Barba’s purchase, from March 6, 2019, through July 5, 2019, Old Navy *never* offered the Jeans
7 at the \$29.99 purported regular price. In fact, on June 5, 2019, Old Navy raised the purported
8 regular price of the product to \$34.99, despite this new reference price having no foundation
9 whatsoever—consistent with Old Navy’s policy of inventing reference prices out of thin air.

10 54. Old Navy had fooled Ms. Barba. The Jeans were not in fact worth the \$29.99
11 price that Old Navy had led her to believe. Contrary to Old Navy’s representations, Ms. Barba
12 did not receive any deal at all. The \$15.00 price she paid was in fact simply Old Navy’s usual
13 and normal selling price for the Jeans.

14 55. **Toddler Tee.** In the same web browsing session, Ms. Barba also viewed
15 webpages advertising the Printed Crew-Neck Tee for Toddler (“Toddler Tee”), Item
16 #392277142. Below is partial screenshot of a webpage of the Toddler Tee viewed by Ms.
17 Barba on March 5, 2019:



1 56. On this Toddler Tee webpage, Ms. Barba viewed several representations,
2 including a reference price and a sale price for the Toddler Tee. Ms. Barba viewed a black
3 strike-through reference price of “\$9.99.” Directly below the reference price, Ms. Barba viewed
4 the sale price in red text “\$5.00”. Directly below the sale price, Ms. Barba viewed the phrase
5 “Hot Deal”.

6 57. Ms. Barba clicked on the Toddler Tee product listing on the webpage, and then
7 viewed a product webpage for the Toddler Tee, which contained the same strike-through, sale
8 price, and “Hot Deal” representations.

9 58. Relying on Old Navy’s representations, Ms. Barba reasonably believed that the
10 \$5.00 sale price for the Toddler Tee represented a special “Hot Deal,” and that the Toddler Tee
11 was normally offered and sold by Old Navy for the \$9.99 list price. Ms. Barba reasonably
12 believed that the Toddler Tee was thereby worth and had a value of \$9.99. Ms. Barba
13 reasonably believed that the advertised sale price of \$5.00 represented a special bargain (a “Hot
14 Deal”), where Old Navy was temporarily offering the Toddler Tee at 50% off the regular and
15 normal selling price of \$9.99. Relying on Old Navy’s representations, Ms. Barba selected the
16 size of the Toddler Tee and then added it to her online shopping cart.

17 59. However, Old Navy’s representations and advertised discounts were false and
18 deceptive. In reality, and unbeknownst to Ms. Barba, Old Navy had *never* offered the Toddler
19 Tee at the purported regular price of \$9.99 in the prior 60 days. And after Ms. Barba’s purchase
20 on March 5, 2019, through the last day the Toddler Tee was offered on Old Navy’s website on
21 October 19, 2019, Old Navy continued to *never* offer the Toddler Tee at the \$9.99 reference
22 price.

23 60. Old Navy had fooled Ms. Barba. The Toddler Tee was not in fact worth the
24 \$9.99 price that Old Navy had led her to believe. Contrary to Old Navy’s representations, Ms.
25 Barba did not receive any deal at all, let alone a “Hot Deal.” The \$5.00 price she paid was in
26 fact simply Old Navy’s usual and normal selling price for the Toddler Tee.

27 61. After Ms. Barba added these items to her online shopping cart she went through
28 Old Navy’s online checkout process, where Old Navy made additional false discount

1 representations. For example, Old Navy represented that she was enjoying a “My Savings”
2 dollar amount which was calculated by totaling the false discounts from the inflated reference
3 prices for the items in her cart. Relying on Old Navy’s misrepresentations, Ms. Barba
4 purchased the products.

5 62. Old Navy’s advertised false reference prices and false discounts were material
6 misrepresentations and inducements to Ms. Barba’s purchases.

7 63. Ms. Barba reasonably relied on Old Navy’s material misrepresentations. If Ms.
8 Barba had known the truth, she would have acted differently and/or would not have purchased
9 the Jeans and the Toddler Tee from Old Navy.

10 64. These misrepresentations by Old Navy are material misrepresentations, in that
11 they are the type of representations on which an ordinary prudent person would rely upon in
12 conducting his or her affairs.

13 65. As a direct and proximate result of Old Navy’s acts and omissions, Ms. Barba
14 was harmed, suffered an injury-in-fact, and lost money or property.

15 66. Old Navy’s false advertising harmed Ms. Barba by causing her to pay more than
16 she otherwise would have paid and to buy more than she otherwise would have bought. Ms.
17 Barba did not enjoy the stated discounts from the purported regular price that Old Navy
18 represented to her, and the products were not, in fact, worth as much as Old Navy represented
19 them to be worth (i.e., the products were not worth the inflated and fictitious reference price).

20 67. Ms. Barba has a legal right to rely now, and in the future, on the truthfulness and
21 accuracy of Old Navy’s representations regarding its advertised reference prices and discounts.

22 68. Ms. Barba was a regular shopper on Old Navy’s website, and would likely shop
23 there again if she could have confidence regarding the truth of Old Navy’s prices and the value
24 of its products.

25 69. Ms. Barba will be harmed if, in the future, she is left to guess as to whether Old
26 Navy is providing a legitimate sale or not, and whether products are actually worth the amount
27 that Old Navy is representing.

28 70. If Ms. Barba were to purchase again from Old Navy without Old Navy having

1 changed its unlawful and deceptive conduct alleged herein, Ms. Barba would be harmed on an
2 ongoing basis and/or would be harmed once or more in the future

3 71. The deceptive practices and policies alleged herein, and experienced directly by
4 Plaintiff Barba, are not limited to any single product or group of products. Rather, Old Navy's
5 deceptive advertising, sales practices, and printed sales receipts, which advertise and state false
6 "regular" prices and false percentage-off and dollar discounts, were, and continue to be,
7 systematic and pervasive across nearly all of Old Navy's products across all of Old Navy's
8 sales channels.

9 **VI. CLASS ACTION ALLEGATIONS**

10 72. Plaintiff brings this class-action lawsuit on behalf of herself and the members of
11 the following class (the "Class"):

12 **All residents of the State of California who, within the applicable**
13 **limitations period, purchased from the Old Navy website one or**
14 **more products which was advertised or promoted by displaying or**
15 **disseminating a reference price or discount.**

16 73. Specifically excluded from the Class are the Defendants, any entity in which a
17 Defendant has a controlling interest or which has a controlling interest in a Defendant, each
18 Defendant's agents and employees and attorneys, the bench officers to whom this civil action is
19 assigned, and the members of each bench officer's staff and immediate family.

20 74. *Numerosity.* Plaintiff does not know the exact number of Class members but is
21 informed and believe that the Class easily comprises hundreds of thousands of individuals. As
22 such, Class members are so numerous that joinder of all members is impracticable.

23 75. *Commonality and Predominance.* Well-defined, nearly identical legal or factual
24 questions affect the members of the Class. These questions predominate over questions that
25 might affect individual Class members. These common questions include, but are not limited
26 to, the following:

- 27 a. Old Navy's policies and actions regarding its advertising;
28 b. The accuracy of Old Navy's advertised reference prices and discounts;
c. Whether the alleged conduct of Old Navy violates California Civil Code
§ 1750 *et seq.*, California Business & Professions Code § 17500 *et seq.*, and/or California

1 Business & Professions Code § 17200 *et seq.*;

2 d. Whether Plaintiff and the Class have suffered injury and have lost money
3 or property as a result of such false or misleading discounts and reference prices;

4 e. Whether Defendants should be ordered to disgorge their unjust
5 enrichment; and

6 f. Whether Old Navy should be enjoined from further engaging in the
7 misconduct alleged herein.

8 76. The prosecution of separate actions by individual members of the Class would
9 create a risk of inconsistent or varying adjudications with respect to individual members of the
10 Class which would establish incompatible standards of conduct for the party opposing the
11 Class.

12 77. The party opposing the Class has acted or refused to act on grounds generally
13 applicable to the Class, thereby making appropriate final injunctive relief with respect to the
14 Class as a whole.

15 78. **Typicality.** Plaintiff's claims are typical of Class members' claims. Plaintiff and
16 Class members all sustained injury as a result of Defendants' practices and schemes.

17 79. **Adequacy.** Plaintiff will fairly and adequately protect Class members' interests.
18 Plaintiff has no interests antagonistic to Class members' interests. Plaintiff has retained counsel
19 who have considerable experience and success in prosecuting complex class action and
20 consumer protection cases.

21 80. Further, a class action is superior to all other available methods for fairly and
22 efficiently adjudicating this controversy. Each Class member's interests are small compared to
23 the burden and expense required to litigate each of their claims individually, so it would be
24 impractical and would not make economic sense for Class members to seek individual redress
25 for Old Navy's conduct. Individual litigation would add administrative burden on the courts,
26 increasing the delay and expense to all parties and to the court system. Individual litigation
27 would also create the potential for inconsistent or contradictory judgments regarding the same
28 uniform conduct. A single adjudication would create economies of scale and comprehensive

1 supervision by a single judge. Moreover, Plaintiff does not anticipate any difficulties in
2 managing a class action trial.

3 81. By its conduct and omissions alleged herein, Old Navy has acted and refused to
4 act on grounds that apply generally to Class, such that final injunctive relief and/or declaratory
5 relief is appropriate respecting the Class as a whole.

6 82. The nature of Old Navy's misconduct is non-obvious and/or obscured from
7 public view, and neither Plaintiff nor the members of the Class could have, through the use of
8 reasonable diligence, learned of the accrual of their claims against Old Navy at an earlier time.
9 This Court should, at the appropriate time, apply the discovery rule to extend any applicable
10 limitations period (and the corresponding class period) to the date on which Old Navy first
11 began perpetrating the false reference price and false discount advertising scheme alleged
12 herein.

13 CAUSES OF ACTION

14 COUNT I

15 **Violation of the Consumers Legal Remedies Act California Civil Code § 1750 *et seq.***

16 83. Plaintiff realleges and incorporates by reference all paragraphs alleged
17 hereinbefore.

18 84. Plaintiff brings this claim in her individual capacity, in her capacity as a private
19 attorney general seeking the imposition of public injunctive relief, and/or as a representative of
20 a putative class.

21 85. Each of Defendants Old Navy, LLC, Old Navy (Apparel), LLC, Old Navy
22 Holdings, LLC, GPS Services, Inc., The Gap, Inc., and each Doe defendant is a "person," as
23 defined by California Civil Code § 1761(c).

24 86. Plaintiff Anastasha Barba is a "consumer," as defined by California Civil Code
25 § 1761(d).

26 87. The products purchased by Plaintiff from Old Navy are "goods" as defined by
27 California Civil Code § 1761(a).

28 88. Plaintiff's purchases from Old Navy constitutes a "transaction," as defined by

1 California Civil Code § 1761(e).

2 89. The unlawful methods, acts or practices alleged herein to have been undertaken
3 by Old Navy were all committed intentionally. The unlawful methods, acts or practices alleged
4 herein to have been undertaken by Old Navy did not result from a bona fide error
5 notwithstanding the use of reasonable procedures adopted to avoid such error.

6 90. With regard to this count of the pleading which alleges one or more violations of
7 the CLRA, venue is proper in the San Francisco Superior Court because, without limitation, the
8 County of San Francisco is the county in which Defendant Old Navy, Inc., has its principal
9 place of business. A declaration establishing that this Court has proper venue for this count is
10 attached hereto as **Exhibit A**.

11 91. Old Navy's methods, acts and/or practices, including Old Navy's
12 misrepresentations, active concealment, and/or failures to disclose, violated and continue to
13 violate the CLRA in ways including, but not limited to, the following:

14 1. Old Navy misrepresented that its products had characteristics, benefits,
15 or uses that they did not have (Cal. Civ. Code § 1770(a)(5));

16 2. Old Navy advertised its products with an intent not to sell them as
17 advertised (Cal. Civ. Code § 1770(a)(9));

18 3. Old Navy made false or misleading statements of fact concerning
19 reasons for, existence of, or amounts of, price reductions. (Cal. Civ. Code § 1770(a)(13)); and

20 4. Old Navy represented that its products were supplied in accordance with
21 previous representations when they were not (Cal. Civ. Code § 1770(a)(16)).

22 92. With respect to omissions, Old Navy at all relevant times had a duty to disclose
23 the information in question because, *inter alia*: (a) Old Navy had exclusive knowledge of
24 material information that was not known to Plaintiff and the Class; (b) Old Navy concealed
25 material information from Plaintiff and the Class; and/or (c) Old Navy made partial
26 representations which were false and misleading absent the omitted information.

27 93. Old Navy's misrepresentations and nondisclosures deceive and have a tendency
28 to deceive the general public.

1 94. Old Navy's misrepresentations and nondisclosures are material, in that a
2 reasonable person would attach importance to the information and would be induced to act on
3 the information in making purchase decisions.

4 95. As a direct and proximate result of these violations, Plaintiff and the Class
5 suffered injury-in-fact and lost money.

6 96. Plaintiff and the Class paid more than they otherwise would have paid for the
7 products they purchased from Old Navy and they bought more than they otherwise would have
8 bought from Old Navy.

9 97. Plaintiff and the Class did not enjoy the actual discounts Old Navy represented
10 to them, and the products were not in fact worth the inflated amount that Old Navy represented
11 to them (i.e., the products were not actually worth the fictitious and invented list price).

12 98. Old Navy's false advertising scheme has harmed all of its customers by
13 fraudulently increasing demand for its products, thereby shifting the demand curve and
14 enabling Old Navy to charge its customers more than it otherwise could have charged and to
15 generate more sales than it otherwise would have generated.

16 99. Old Navy's conduct alleged herein caused substantial injury to Plaintiff, the
17 Class, and the public. Old Navy's conduct is ongoing and is likely to continue and recur absent
18 a permanent injunction. Accordingly, Plaintiff seeks an order enjoining Old Navy from
19 committing such practices. Plaintiff also seeks attorneys' fees and costs.

20 100. Plaintiff individually seeks public injunctive relief, under the CLRA, to protect
21 the general public from Old Navy's false discount advertising and omissions.

22 101. In accordance with California Civil Code § 1782(a), on July 18, 2019, Plaintiff's
23 counsel served Old Navy with notice of its CLRA violations by certified mail, return receipt
24 requested. A true and correct copy of that notice is attached hereto as **Exhibit B**.

25 102. Old Navy has refused or failed to timely respond to the CLRA demand notice.

26 103. Old Navy has failed to provide appropriate relief for its violations of the CLRA
27 within 30 days of its receipt of Plaintiff's demand notice. Accordingly, pursuant to
28 Sections 1780 and 1782(b) of the CLRA, Plaintiff is entitled to recover actual damages,

1 punitive damages, attorneys' fees and costs, and any other relief the Court deems proper.

2 **COUNT II**
3 **Violation of California's False Advertising Law**
4 **California Business and Professions Code § 17500 et seq.**

5 104. Plaintiff realleges and incorporates by reference all paragraphs alleged
6 hereinbefore.

7 105. Plaintiff brings this claim in her individual capacity, in her capacity as a private
8 attorney general seeking the imposition of public injunctive relief, and/or as a representative of
9 a putative class.

10 106. Old Navy has engaged in false or misleading advertising in violation of
11 California's statutory False Advertising Law ("FAL").

12 107. Old Navy has advertised reference prices and corresponding discounts that are
13 false, misleading, and/or have a capacity, likelihood or tendency to deceive reasonable
14 consumers. *See, e.g., Kasky*, 27 Cal.4th at 951 (UCL and FAL prohibit "not only advertising
15 which is false, but also advertising which, although true, is either actually misleading or which
16 has a capacity, likelihood or tendency to deceive or confuse the public" (citation omitted));
17 *Hansen v. Newegg.com Americas, Inc.*, 25 Cal.App. 5th 714, 722 (2018) (same);
18 *Overstock.com, Inc.*, 2014 WL 657516, at *23 (same).

19 108. Old Navy, with intent directly or indirectly to dispose of personal property or to
20 perform services, or to induce the public to enter into any obligation relating thereto, makes,
21 disseminates, has made or disseminated, causes to be made or disseminated, and/or has caused
22 to be made or disseminated, before the public in the State of California and throughout the
23 United States, in any newspaper or other publication, or any advertising device, or by public
24 outcry or by proclamation, or in any other manner or means, including over the Internet,
25 statements concerning that personal property or those services, and/or concerning any
26 circumstance or matter of fact connected with the proposed performance or disposition thereof,
27 which are untrue or misleading and which are known (or which by the exercise of reasonable
28 care should be known) to be untrue or misleading.

109. Independently, Old Navy has made or disseminated or caused to be so made or

1 disseminated any such statement as part of a plan or scheme with the intent not to sell that
2 personal property or those services, professional or otherwise, so advertised at the price stated
3 therein, or as so advertised.

4 110. With respect to omissions, Old Navy at all relevant times had a duty to disclose
5 the information in question because, *inter alia*: (a) Old Navy had exclusive knowledge of
6 material information that was not known to Plaintiff and the Class; (b) Old Navy concealed
7 material information from Plaintiff and the Class; and/or (c) Old Navy made partial
8 representations which were false and misleading absent the omitted information.

9 111. Old Navy committed such violations of the False Advertising Law with actual
10 knowledge that its advertising was untrue or misleading, or Old Navy, in the exercise of
11 reasonable care, should have known that its advertising was untrue or misleading.

12 112. Plaintiff and the Class reasonably relied on Old Navy's representations and/or
13 omissions made in violation of the False Advertising Law.

14 113. As a direct and proximate result of these violations, Plaintiff and the Class
15 suffered injury-in-fact and lost money.

16 114. Old Navy should be ordered to disgorge or make restitution of all monies
17 improperly accepted, received or retained.

18 115. Old Navy's conduct has caused substantial injury to Plaintiff, the Class, and the
19 public. Old Navy's conduct is ongoing and is likely to continue and recur absent a permanent
20 injunction. Accordingly, Plaintiff seeks an order enjoining Old Navy from committing such
21 violations of the FAL. Plaintiff further seeks an order granting restitution to Plaintiff and the
22 Class in an amount to be proven at trial. Plaintiff further seeks an award of attorneys' fees and
23 costs under Cal. Code Civ. Proc. § 1021.5.

24 116. Absent injunctive relief, Old Navy will continue to injure Plaintiff and the Class.
25 Old Navy's misrepresentations and omissions are ongoing. Even if such conduct were to cease,
26 it is behavior that is capable of repetition or reoccurrence by Old Navy.

27 117. Plaintiff individually seeks public injunctive relief, under the FAL, to protect the
28 general public from Old Navy's false discount advertising and omissions.

1 **COUNT III**
2 **Violation of California's Unfair Competition Law**
3 **California Business and Professions Code § 17200 et seq.**

4 118. Plaintiff realleges and incorporates by reference all paragraphs alleged
5 hereinbefore.

6 119. Plaintiff brings this claim in her individual capacity, in her capacity as a private
7 attorney general seeking the imposition of public injunctive relief, and/or as a representative of
8 a putative class.

9 120. Defendant Old Navy's acts and omissions alleged herein constitute unfair
10 competition and/or unlawful, unfair, or fraudulent business practices in violation of California
11 Business and Professions Code § 17200 et seq. (the "Unfair Competition Law" or "UCL").

12 121. Old Navy's conduct and omissions alleged herein are immoral, unethical,
13 oppressive, unscrupulous, unconscionable, and/or substantially injurious to Plaintiff and the
14 Class. There is no utility to Old Navy's conduct, and even if there were any utility, it would be
15 significantly outweighed by the gravity of the harm to consumers caused by Old Navy's
16 conduct alleged herein.

17 122. Old Navy's conduct and omissions alleged herein also violate California public
18 policy, including as such policy is reflected in Cal. Civ. Code § 1750 et seq. and Cal. Civ. Code
19 §§ 1709-1710.

20 123. By its conduct and omissions alleged herein, Old Navy has violated the
21 "unlawful" prong of the UCL, including by making material misrepresentations and omissions
22 in violation of Cal. Bus. & Prof. Code § 17500 et seq. and Cal. Civ. Code § 1750, et seq.;
23 engaging in deceit in violation of Cal Civ. Code §§ 1709-1710; and employing deceptive
24 reference price advertisements as identified by 16 C.F.R § 233.1 et seq.

25 124. Old Navy has violated the "fraudulent" prong of the UCL by advertising its
26 products with a false and inflated reference price and with a false discount.

27 125. With respect to omissions, Old Navy at all relevant times had a duty to disclose
28 the information in question because, *inter alia*: (a) Old Navy had exclusive knowledge of
material information that was not known to Plaintiff and the Class; (b) Old Navy concealed

1 material information from Plaintiff and the Class; and/or (c) Old Navy made partial
2 representations which were false and misleading absent the omitted information.

3 126. Old Navy's material misrepresentations and nondisclosures were likely to
4 mislead reasonable consumers, existing and potential customers, and the public.

5 127. Old Navy's misrepresentations and nondisclosures deceive and have a tendency
6 to deceive the general public and reasonable consumers.

7 128. Old Navy's misrepresentations and nondisclosures are material, such that a
8 reasonable person would attach importance to the information and would be induced to act on
9 the information in making purchase decisions.

10 129. Plaintiff and the Class reasonably relied on Old Navy's material
11 misrepresentations and nondisclosures, and would have acted differently if they had known the
12 truth.

13 130. By its conduct and omissions alleged herein, Old Navy received more money
14 from Plaintiff and the Class than it should have received, and that money is subject to
15 restitution.

16 131. As a direct and proximate result of Old Navy's unfair, unlawful, and fraudulent
17 conduct, Plaintiff and the Class lost money.

18 132. Old Navy's conduct has caused substantial injury to Plaintiff, Class members,
19 and the public. Old Navy's conduct is ongoing and is likely to continue and recur absent a
20 permanent injunction. Accordingly, Plaintiff seeks an order enjoining Old Navy from
21 committing such unlawful, unfair, and fraudulent business practices. Plaintiff further seeks an
22 order granting restitution to Plaintiff and the Class in an amount to be proven at trial. Plaintiff
23 further seeks an award of attorneys' fees and costs under Cal. Code Civ. Proc. § 1021.5.

24 133. Absent injunctive relief, Old Navy will continue to injure Plaintiff and the Class.
25 Old Navy's misrepresentations and omissions are ongoing. Even if such conduct were to cease,
26 it is behavior that is capable of repetition or reoccurrence by Old Navy.

27 134. Plaintiff individually seeks public injunctive relief, under the UCL, to protect
28 the general public from Old Navy's false discount advertising and omissions.

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COUNT IV
Permanent Public Injunctive Relief
All Statutory, Inherent and Other Authority
(Individually)

135. Plaintiff realleges and incorporates by reference all paragraphs alleged hereinbefore.

136. Plaintiff brings this claim in her individual capacity.

137. Public injunctive relief is a remedy which is authorized and recognized by the laws of California. Public injunctive relief is defined as an injunction which seeks “not to resolve a private dispute but to remedy a public wrong.” *Broughton v. Cigna Healthplans of California*, 21 Cal. 4th 1066, 1080 (1999). “Whatever the individual motive of the party requesting injunctive relief, the benefits of granting injunctive relief by and large do not accrue to that party, but to the general public in danger of being victimized by the same deceptive practices as the plaintiff suffered. . . . In other words, the plaintiff in a CLRA damages action is playing the role of a bona fide private attorney general.” *Ibid*.

138. Three of Plaintiff’s claims are brought under California statutes which empower the Court to craft wide-ranging injunctions to benefit consumers at large. “In previous decisions, this court has said that the statutory remedies available for a violation of the Consumers Legal Remedies Act (CLRA; Civ. Code, § 1750 *et seq.*), the unfair competition law (UCL; Bus. & Prof. Code, § 17200 *et seq.*), and the false advertising law (*id.*, § 17500 *et seq.*) include public injunctive relief, i.e., injunctive relief that has the primary purpose and effect of prohibiting unlawful acts that threaten future injury to the general public.” *McGill v. Citibank, N.A.*, 2 Cal. 5th 945, 951 (2017).

139. If not enjoined by order of this Court, Old Navy is free to resume its unlawful behavior and injure Plaintiff and California consumers purchasing products on the Old Navy website through the misconduct alleged herein once more. Old Navy has a duty to speak truthfully or in a non-misleading manner.

140. Plaintiff would shop at Old Navy again if she could have confidence regarding the truth of Old Navy’s prices and the value of its products.

1 141. Plaintiff will be harmed if, in the future, she is left to guess as to whether Old
2 Navy is providing a legitimate sale or not, and whether products are actually worth the amount
3 that Old Navy is representing.

4 142. If Plaintiff was to purchase again from the Old Navy website without Old Navy
5 having changed its unlawful and deceptive conduct alleged herein, Plaintiff would be harmed
6 on an ongoing basis and/or would be harmed once or more in the future.

7 143. The balance of the equities favors the entry of permanent injunctive relief
8 against Old Navy. Plaintiff and the general public will be irreparably harmed absent the entry
9 of permanent injunctive relief against Old Navy. Plaintiff and the general public lack an
10 adequate remedy at law. A permanent injunction against Old Navy is in the public interest. Old
11 Navy's unlawful behavior is capable of repetition or re-occurrence absent the entry of a
12 permanent injunction.

13 **PRAYER FOR RELIEF**

14 144. In order to prevent injury to the general public, Plaintiff Anastasha Barba
15 individually requests that the Court enter a public injunction enjoining Defendants from
16 advertising false reference prices and/or false discounts;

17 145. Further, on behalf of herself and the proposed Class, Plaintiff requests that the
18 Court order relief and enter judgment against Defendants as follows:

19 a. Declare this action to be a proper class action, certify the Class, and
20 appoint Plaintiff and her counsel to represent the Class;

21 b. Order disgorgement or restitution, including, without limitation,
22 disgorgement of all revenues, profits and/or unjust enrichment that each Defendant obtained,
23 directly or indirectly, from Plaintiff and the members of the Class or otherwise as a result of the
24 unlawful conduct alleged herein;

25 c. Permanently enjoin each Defendant from the unlawful conduct alleged
26 herein;

27 d. Retain jurisdiction to police each Defendant's compliance with the
28 permanent injunctive relief;

1 e. Order each Defendant to pay damages and restitution to Plaintiff and the
2 Class in an amount to be proven at trial;

3 f. Order each Defendant to pay punitive and exemplary damages to the
4 extent allowed by law;

5 g. Order each Defendant to pay attorneys' fees, costs, and pre-judgment
6 and post-judgment interest to the extent allowed by law; and

7 h. Provide all other relief to which Plaintiff and the Class may show
8 themselves justly entitled.

9 **JURY DEMAND**

10 Plaintiff ANASTASHA BARBA, on behalf of herself and on behalf of the Class,
11 demands a trial by jury on all issues so triable.

12 DATED this 27th day of December, 2019.

13 Presented by:

14 HATTIS & LUKACS

15 By: 

16 Daniel M. Hattis (SBN 232141)
17 Paul Karl Lukacs (SBN 197007)
18 HATTIS & LUKACS
19 1401 Twenty-First Street, Suite 400
20 Sacramento, California 95811
21 Telephone: (425) 233-8650
22 Facsimile: (425) 412-7171
23 Email: dan@hattislaw.com
24 Email: pkl@hattislaw.com

25 Stephen P. DeNittis, Esq.*
26 Shane T. Prince, Esq.*
27 DENITTIS OSEFCHEN PRINCE, P.C.
28 5 Greentree Centre, Suite 410
Marlton, New Jersey 08057
Telephone: (856) 797-9951
Facsimile: (856) 797-9978
Email: sdenittis@denittislaw.com
Email: sprince@denittislaw.com

Attorneys for Plaintiff and the Proposed Class

**Pro hac vice application to be submitted*

EXHIBIT A

1 Daniel M. Hattis (SBN 232141)
Paul Karl Lukacs (SBN 197007)
2 HATTIS & LUKACS
1401 Twenty-First Street, Suite 400
3 Sacramento, CA 95811
Telephone: (425) 233-8650
4 Facsimile: (425) 412-7171
Email: dan@hattislaw.com
5 Email: pkl@hattislaw.com

6 Stephen P. DeNittis, Esq. (Pro Hac Vice forthcoming)
Shane T. Prince, Esq. (Pro Hac Vice forthcoming)
7 DENITTIS OSEFCHEN PRINCE, P.C.
5 Greentree Centre, Suite 410
8 525 Route 73 N.
Marlton, New Jersey 08057
9 Telephone: (856) 797-9951
Facsimile: (856) 797-9978
10 Email: sdenittis@denittislaw.com
Email: sprince@denittislaw.com
11

12 *Attorneys for Plaintiff and the Proposed Class*

13 SUPERIOR COURT OF THE STATE OF CALIFORNIA
14 CITY AND COUNTY OF SAN FRANCISCO
15 UNLIMITED CIVIL

16 ANASTASHA BARBA,
for Herself,
as a Private Attorney General, and/or
17 On Behalf Of All Others Similarly
Situated,
18

19 Plaintiff,

20 v.

21 OLD NAVY, LLC;
OLD NAVY (APPAREL), LLC;
22 OLD NAVY HOLDINGS, LLC;
GPS SERVICES, INC.;
23 THE GAP, INC.;
and DOES 1-20, inclusive,

24 Defendants.
25

Case No. _____

**DECLARATION OF DANIEL M.
HATTIS PURSUANT TO THE
CALIFORNIA CONSUMERS LEGAL
REMEDIES ACT
(CAL. CIVIL CODE § 1780(d))**

**[FILED CONCURRENTLY
WITH COMPLAINT]**

1 I, DANIEL M. HATTIS, hereby declare and state as follows:

2 1. I am over the age of 18 years, I am a member in good standing of the State Bar
3 of California, and I am an attorney of record in this civil action, in which I am representing
4 Plaintiff Anastasha Barba. The facts contained herein are based on my personal knowledge
5 except as to facts stated upon information and belief and, as to those, I believe it to be true.

6 2. This civil action pleads a cause of action for violation of the California
7 Consumers Legal Remedies Act ("CLRA") against Defendants Old Navy, LLC, Old Navy
8 (Apparel), LLC, Old Navy Holdings, LLC, GPS Services, Inc., and The Gap, Inc. (collectively,
9 the "Old Navy Defendants"). This civil action has been commenced in a county described in
10 Section 1780(d) of the California Civil Code as a proper place for the trial of the action.


11 3. This action is being commenced in the City and County of San Francisco
12 because that is a county in which each of the Old Navy Defendants is doing business.

13 4. Each of the Old Navy Defendants is doing business in the City and County of
14 San Francisco by, without limitation, advertising and selling its goods and services through its
15 brick-and-mortar retail stores located in the City and County of San Francisco, and by
16 advertising and selling its goods through its website (<http://oldnavy.gap.com>) to persons,
17 including consumers, located in the City and County of San Francisco.

18 5. In addition, each of the Old Navy Defendants has its headquarters, executive
19 office, and/or principal place of business or nerve center in the City and County of San
20 Francisco, California.

21 I declare under penalty of perjury under the laws of the State of California that the
22 foregoing is true and correct.

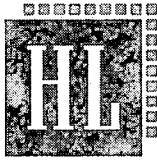
23 Executed on December 22, 2019, in King County, State of Washington.

24 

25 _____
26 DANIEL M. HATTIS

27
28

EXHIBIT B



Daniel M. Hattis, Esq.
425.233.8628
dan@hattislaw.com

HATTIS & LUKACS
Attorneys at Law

Washington Office
400 108th Ave NE, Ste 500
Bellevue, WA 98004
Phone: 425.233.8650
www.hattislaw.com

California Office
1401 21st Street, Ste 400
Sacramento, CA 95811

July 18, 2019

VIA CERTIFIED MAIL RETURN RECEIPT REQUESTED

Sonia Syngal, President and CEO
Old Navy, LLC; Old Navy (Apparel), LLC; and
Old Navy Holdings, LLC
2 Folsom Street
San Francisco, California 94105

Art Peck, President and CEO
The Gap, Inc.; and
GPS Services, Inc.
2 Folsom Street
San Francisco, California 94105

Re: Notice of Violation of California Consumers Legal Remedies Act
My Clients: Anastasha Barba and Brenda Tripicchio

Dear Ms. Syngal and Mr. Peck:

This law firm, together with DeNittis Osefchen Prince, P.C., represents Anastasha Barba and Brenda Tripicchio, who purchased Old Navy products which Old Navy advertised with a false discount from a false and misleading reference price. We send this letter pursuant to the California Consumers Legal Remedies Act, California Civil Code Section 1750 *et seq.* ("CLRA") to notify Old Navy, LLC; Old Navy (Apparel), LLC; Old Navy Holdings, LLC; The Gap, Inc., and GPS Services, Inc. ("Old Navy") that its practice of advertising false and misleading reference prices and discounts violates the CLRA. We demand that Old Navy rectify its violations within thirty (30) days of receipt of this letter.

False Advertising Scheme.

For years, Old Navy has perpetrated a massive false discount advertising scheme across nearly all of its Old Navy-branded products, across all of its sales channels (i.e., in all of its brick-and-mortar Old Navy and Old Navy Outlet stores, and on the Old Navy website). Old Navy advertises perpetual or near perpetual discounts from Old Navy's self-created list prices for the products. Old Navy represents its list prices to be the "regular" and normal prices of the items, and the list prices function as reference prices from which the advertised discounts and percentage-off sales are calculated.

Old Navy's discounts and reference prices are false, because Old Navy rarely if ever offers the products at the advertised list price. Old Navy invents inflated and fictitious list prices in order to enable it to advertise perpetual store-wide "sale" events and product discounts to induce customers to purchase its products. Old Navy's marketing plan is to trick its customers into believing that its products are worth, and have a value equal to, the inflated list price, and

that the lower advertised sale price represents a special bargain—when in reality and unbeknownst to the customer, the “sale” price is approximately equal to Old Navy’s usual and normal selling price for the product.

Anastasha Barba. On March 5, 2019, Ms. Barba, a California resident, visited the Old Navy website and purchased several items including a pair of Mid-Rise Super Skinny Jeans for Women (“Jeans”), Item #715218002. Ms. Barba purchased the Jeans in reliance upon Old Navy’s representations that the \$15.00 “sale” price (advertised in red text) for these “Best Seller” Jeans was discounted 50% from Old Navy’s regular and normal selling price of \$29.99 (advertised with a strike-through) for the Jeans. Old Navy made additional discount representations in the online shopping cart, including that Ms. Barba was enjoying a “My Savings” dollar amount which was calculated by totaling the purported discounts from the list prices for the items in her cart. Relying on Old Navy’s representations, Ms. Barba reasonably believed that the Jeans had a value of, and were worth, \$29.99, and that she had enjoyed a 50%, or \$14.99, savings from Old Navy’s regular and usual price for the Jeans.

However, Old Navy’s representations were false and deceptive. In reality, and unbeknownst to Ms. Barba, Old Navy had very rarely (only 12 out of the past 486 days, or 2.47% of the time) previously offered the Jeans at the purported regular price of \$29.99. And after Ms. Barba’s purchase on March 5, 2019, through to the present day, Old Navy never offered the Jeans at the \$29.99 purported regular price. In fact on June 5, 2019, Old Navy raised the purported regular price of the product to \$34.99, despite this new reference price having no foundation whatsoever—consistent with Old Navy’s policy of inventing reference prices out of thin air. Contrary to Old Navy’s representations, the \$15.00 price Ms. Barba paid for the Jeans was simply Old Navy’s usual and normal selling price for the Jeans.

That same day in the same web browsing session, Ms. Barba also purchased a Printed Crew-Neck Tee for Toddler (“Toddler Tee”), Item #392277142, from the Old Navy website. Ms. Barba purchased the Toddler Tee in reliance upon Old Navy’s representations that the \$5.00 “sale” price (advertised in red text) for the Toddler Tee was discounted 50% from Old Navy’s regular and normal selling price of \$9.99 (advertised with a strike-through) for the Toddler Tee, which Old Navy labeled as a “Hot Deal.” Old Navy made additional discount representations in the online shopping cart, including that Ms. Barba was enjoying a “My Savings” dollar amount which was calculated by totaling the purported discounts from the list prices for the items in her cart. Relying on Old Navy’s representations, Ms. Barba reasonably believed that the Toddler Tee had a value of, and was worth, \$9.99, and that she had enjoyed a 50%, or \$4.99, savings from Old Navy’s regular and usual price for the Toddler Tee.

However, Old Navy’s representations were false and deceptive. In reality, and unbeknownst to Ms. Barba, Old Navy had never offered the Toddler Tee at the supposed regular price of \$9.99 in the prior 60 days. And after Ms. Barba’s purchase on March 5, 2019, through to the present day, Old Navy continued to never offer the Toddler Tee at the \$9.99 reference price. In fact, the \$5.00 price she paid was simply Old Navy’s usual and normal selling price for the Toddler Tee.

Brenda Tripicchio. On March 24, 2019, Brenda Tripicchio, a New Jersey resident, visited the Old Navy Outlet store located at 100 Premium Outlets Drive, Blackwood, New Jersey. While at the store, Ms. Tripicchio saw prominent signs that advertised significant sales

and percentage-off discounts throughout the store. Ms. Tripicchio purchased several items that day, including a Jersey Swing Dress for Women ("Dress"), Item #390760051. Ms. Tripicchio viewed signage adjacent to the Dress advertising that the Dress was on sale for \$20.00. Ms. Barba viewed the price tag attached to the Dress, which showed a price of \$29.99.

Relying on Old Navy's representations, Ms. Tripicchio reasonably believed that the Dress was normally offered and sold by Old Navy for the \$29.99 list price. Ms. Tripicchio reasonably believed that the Dress was thereby worth and had a value of \$29.99. Ms. Tripicchio reasonably believed that the advertised sale price of \$20.00 represented a special bargain, where Old Navy was temporarily offering the Dress for \$9.99 off (i.e., 33% off) of the regular and normal selling price of \$29.99. Relying on Old Navy's representations, Ms. Tripicchio purchased the Dress.

Also while at the Old Navy Outlet store that day, Ms. Tripicchio saw and purchased a Zip-Front Hoodie for Boys ("Hoodie"), Item #287720301. Ms. Tripicchio viewed signage adjacent to the Hoodie advertising that the Hoodie was "20% Off." Ms. Tripicchio viewed the price tag attached to the Hoodie, which showed a price of \$19.99.

Relying on Old Navy's representations, Ms. Tripicchio reasonably believed that the Hoodie was normally offered and sold by Old Navy for the \$19.99 reference price. Ms. Tripicchio reasonably believed that the Hoodie was thereby worth and had a value of \$19.99. Ms. Tripicchio reasonably believed that the advertised savings of 20% off represented a special bargain, where Old Navy was temporarily offering the Hoodie for \$4 off of the regular and normal selling price of \$19.99. Relying on Old Navy's representations, Ms. Tripicchio purchased the Hoodie.

On the paper receipt Ms. Tripicchio received at the cash register and which Ms. Tripicchio viewed, Old Navy made additional product pricing and value representations regarding the Dress and the Hoodie. Old Navy printed on the receipt that the price for the Dress was "1 @ 29.99", and directly below that Old Navy printed "Item Discount. -9.99". Old Navy printed on the receipt that the price for the Hoodie was "1 @ 19.99", and directly below that Old Navy printed "Item Discount 20% -4.00". At the bottom of the receipt, Old Navy printed in large text (which was nearly twice the font size of the text on the rest of the receipt) the phrase "You Saved XXX.XX", where XXX.XX was the total dollar amount of all the purported "Item Discount[s]" for the products she purchased that day, including the \$9.99 discount she purportedly received on the Dress and the \$4.00 discount she purportedly received on the Hoodie. These representations on the receipt further indicated to Ms. Tripicchio that the Dress had a value of, and was normally and usually offered for, \$29.99, and that the lower \$20.00 price she paid was a bargain price after Old Navy applied a special \$9.99 discount. These representations on the receipt likewise indicated to Ms. Tripicchio that the Hoodie had a value of, and was normally and usually offered for, \$19.99, and that the lower \$15.99 price she paid was a bargain price after Old Navy applied a special \$4.00 (20% off) discount.

However, Old Navy's reference price and discount representations were false and deceptive. In reality, and unbeknownst to Ms. Tripicchio, Old Navy had rarely if ever offered the Dress for \$29.99 or the Hoodie for \$19.99. Contrary to Old Navy's representations, the \$20 purportedly discounted price she paid for the Dress was in fact approximately equal to Old Navy's usual and normal selling price for the Dress. And the \$15.99 price Ms. Tripicchio paid

for the supposedly discounted Hoodie was *higher* than the true regular selling price for the Hoodie.

CLRA Violations.

Old Navy's nationwide fraudulent advertising scheme harms consumers like Anastasha Barba and Brenda Tripicchio by causing them to pay more than they otherwise would have paid and to buy more than they otherwise would have bought. Customers do not enjoy the actual discounts Old Navy represents to them, and the products are not in fact worth the inflated amount that Old Navy represents to them (i.e., the products are not actually worth the fictitious and invented list price).

Old Navy's material misrepresentations, active concealment, and failures to disclose violated the CLRA in the following manner:

1. Old Navy misrepresented that its products had characteristics, benefits, or uses that they did not have (Cal. Civ. Code § 1770(a)(5));
2. Old Navy advertised its products with an intent not to sell them as advertised (Cal. Civ. Code § 1770(a)(9));
3. Old Navy made false or misleading statements of fact concerning reasons for, existence of, or amounts of, price reductions. (Cal. Civ. Code § 1770(a)(13)); and
4. Old Navy represented that its products were supplied in accordance with previous representations when they were not (Cal. Civ. Code § 1770(a)(16)).

Demand.

We demand that within thirty (30) days of receiving this letter, Old Navy agree to: (1) refrain from engaging in the deceptive practices described above at any time in the future; and (2) compensate all Old Navy customers who have been harmed by these practices. If Old Navy refuses to provide the demanded relief within thirty (30) days, we will seek compensatory and punitive damages, restitution, and any other appropriate equitable relief under the CLRA. To be clear, this demand is being made on a class-wide basis. Any individual offers for relief to Ms. Barba or Ms. Tripicchio will not be adequate or sufficient.

If you have any questions regarding this notice and demand, feel free to contact me at (425) 233-8628 or dan@hattislaw.com.

Very truly yours,



Daniel M. Hattis

cc: Stephen P. DeNittis, Esq.

ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar number, and address):
Daniel M. Hattis, Esq. (SBN 232141)
HATTIS & LUKACS
1401 Twenty-First Street, Suite 400
Sacramento, CA 95811
TELEPHONE NO.: (425) 233-8650 FAX NO.: (425) 412-7171
ATTORNEY FOR (Name): Anastasha Barba

FOR COURT USE ONLY
FILED
Superior Court of California
County of San Francisco

DEC 30 2019

CLERK OF THE COURT

BY: [Signature] Deputy Clerk
BOWMAN LIU

SUPERIOR COURT OF CALIFORNIA, COUNTY OF San Francisco
STREET ADDRESS: 400 McAllister St.
MAILING ADDRESS: 400 McAllister St.
CITY AND ZIP CODE: San Francisco 94102
BRANCH NAME: Civic Center Courthouse

CASE NAME:
Anastasha Barba v. Old Navy, LLC et al.

CIVIL CASE COVER SHEET
[Checked] Unlimited (Amount demanded exceeds \$25,000)
[] Limited (Amount demanded is \$25,000 or less)

Complex Case Designation
[] Counter [] Joinder
Filed with first appearance by defendant (Cal. Rules of Court, rule 3.402)

CASE NUMBER: CGC-19-581937
JUDGE:
DEPT:

Items 1-6 below must be completed (see instructions on page 2).

1. Check one box below for the case type that best describes this case:
Auto Tort: [] Auto (22), [] Uninsured motorist (46)
Other PI/PD/WD (Personal Injury/Property Damage/Wrongful Death) Tort: [] Asbestos (04), [] Product liability (24), [] Medical malpractice (45), [] Other PI/PD/WD (23)
Non-PI/PD/WD (Other) Tort: [Checked] Business tort/unfair business practice (07), [] Civil rights (08), [] Defamation (13), [] Fraud (16), [] Intellectual property (19), [] Professional negligence (25), [] Other non-PI/PD/WD tort (35)
Employment: [] Wrongful termination (36), [] Other employment (15)
Contract: [] Breach of contract/warranty (06), [] Rule 3.740 collections (09), [] Other collections (09), [] Insurance coverage (18), [] Other contract (37)
Real Property: [] Eminent domain/Inverse condemnation (14), [] Wrongful eviction (33), [] Other real property (26)
Unlawful Detainer: [] Commercial (31), [] Residential (32), [] Drugs (38)
Judicial Review: [] Asset forfeiture (05), [] Petition re: arbitration award (11), [] Writ of mandate (02), [] Other judicial review (39)
Provisionally Complex Civil Litigation (Cal. Rules of Court, rules 3.400-3.403): [] Antitrust/Trade regulation (03), [] Construction defect (10), [] Mass tort (40), [] Securities litigation (28), [] Environmental/Toxic tort (30), [] Insurance coverage claims arising from the above listed provisionally complex case types (41)
Enforcement of Judgment: [] Enforcement of judgment (20)
Miscellaneous Civil Complaint: [] RICO (27), [] Other complaint (not specified above) (42)
Miscellaneous Civil Petition: [] Partnership and corporate governance (21), [] Other petition (not specified above) (43)

- 2. This case [] is [Checked] is not complex under rule 3.400 of the California Rules of Court. If the case is complex, mark the factors requiring exceptional judicial management:
a. [] Large number of separately represented parties
b. [] Extensive motion practice raising difficult or novel issues that will be time-consuming to resolve
c. [] Substantial amount of documentary evidence
d. [] Large number of witnesses
e. [] Coordination with related actions pending in one or more courts in other counties, states, or countries, or in a federal court
f. [] Substantial postjudgment judicial supervision
3. Remedies sought (check all that apply): a. [Checked] monetary b. [Checked] nonmonetary; declaratory or injunctive relief c. [Checked] punitive
4. Number of causes of action (specify): 6: (1) CLRA; (2) FAL; (3) UCL; (4) Pub. Inj. Relief
5. This case [Checked] is [] is not a class action suit.
6. If there are any known related cases, file and serve a notice of related case. (You may use form CM-015.)

Date: 12/27/2019
Daniel M. Hattis, Esq., Counsel for Plaintiff
(TYPE OR PRINT NAME)

[Signature]
(SIGNATURE OF PARTY OR ATTORNEY FOR PARTY)

NOTICE
• Plaintiff must file this cover sheet with the first paper filed in the action or proceeding (except small claims cases or cases filed under the Probate Code, Family Code, or Welfare and Institutions Code). (Cal. Rules of Court, rule 3.220.) Failure to file may result in sanctions.
• File this cover sheet in addition to any cover sheet required by local court rule.
• If this case is complex under rule 3.400 et seq. of the California Rules of Court, you must serve a copy of this cover sheet on all other parties to the action or proceeding.
• Unless this is a collections case under rule 3.740 or a complex case, this cover sheet will be used for statistical purposes only.

BY FAX

INSTRUCTIONS ON HOW TO COMPLETE THE CC SHEET

To Plaintiffs and Others Filing First Papers. If you are filing a first paper (for example, a complaint) in a civil case, you **must** complete and file, along with your first paper, the *Civil Case Cover Sheet* contained on page 1. This information will be used to compile statistics about the types and numbers of cases filed. You must complete items 1 through 6 on the sheet. In item 1, you must check **one** box for the case type that best describes the case. If the case fits both a general and a more specific type of case listed in item 1, check the more specific one. If the case has multiple causes of action, check the box that best indicates the **primary** cause of action. To assist you in completing the sheet, examples of the cases that belong under each case type in item 1 are provided below. A cover sheet must be filed only with your initial paper. Failure to file a cover sheet with the first paper filed in a civil case may subject a party, its counsel, or both to sanctions under rules 2.30 and 3.220 of the California Rules of Court.

To Parties in Rule 3.740 Collections Cases. A "collections case" under rule 3.740 is defined as an action for recovery of money owed in a sum stated to be certain that is not more than \$25,000, exclusive of interest and attorney's fees, arising from a transaction in which property, services, or money was acquired on credit. A collections case does not include an action seeking the following: (1) tort damages, (2) punitive damages, (3) recovery of real property, (4) recovery of personal property, or (5) a prejudgment writ of attachment. The identification of a case as a rule 3.740 collections case on this form means that it will be exempt from the general time-for-service requirements and case management rules, unless a defendant files a responsive pleading. A rule 3.740 collections case will be subject to the requirements for service and obtaining a judgment in rule 3.740.

To Parties in Complex Cases. In complex cases only, parties must also use the *Civil Case Cover Sheet* to designate whether the case is complex. If a plaintiff believes the case is complex under rule 3.400 of the California Rules of Court, this must be indicated by completing the appropriate boxes in items 1 and 2. If a plaintiff designates a case as complex, the cover sheet must be served with the complaint on all parties to the action. A defendant may file and serve no later than the time of its first appearance a joinder in the plaintiff's designation, a counter-designation that the case is not complex, or, if the plaintiff has made no designation, a designation that the case is complex.

CASE TYPES AND EXAMPLES

Auto Tort

Auto (22)—Personal Injury/Property
Damage/Wrongful Death
Uninsured Motorist (46) (*if the case involves an uninsured motorist claim subject to arbitration, check this item instead of Auto*)

Other PI/PD/WD (Personal Injury/Property Damage/Wrongful Death) Tort

Asbestos (04)
Asbestos Property Damage
Asbestos Personal Injury/Wrongful Death
Product Liability (*not asbestos or toxic/environmental*) (24)
Medical Malpractice (45)
Medical Malpractice—
Physicians & Surgeons
Other Professional Health Care Malpractice
Other PI/PD/WD (23)
Premises Liability (e.g., slip and fall)
Intentional Bodily Injury/PD/WD (e.g., assault, vandalism)
Intentional Infliction of Emotional Distress
Negligent Infliction of Emotional Distress
Other PI/PD/WD

Non-PI/PD/WD (Other) Tort

Business Tort/Unfair Business Practice (07)
Civil Rights (e.g., discrimination, false arrest) (*not civil harassment*) (08)
Defamation (e.g., slander, libel) (13)
Fraud (16)
Intellectual Property (19)
Professional Negligence (25)
Legal Malpractice
Other Professional Malpractice (*not medical or legal*)
Other Non-PI/PD/WD Tort (35)

Employment

Wrongful Termination (36)
Other Employment (15)

Contract

Breach of Contract/Warranty (06)
Breach of Rental/Lease
Contract (*not unlawful detainer or wrongful eviction*)
Contract/Warranty Breach—Seller
Plaintiff (*not fraud or negligence*)
Negligent Breach of Contract/Warranty
Other Breach of Contract/Warranty
Collections (e.g., money owed, open book accounts) (09)
Collection Case—Seller Plaintiff
Other Promissory Note/Collections Case
Insurance Coverage (*not provisionally complex*) (18)
Auto Subrogation
Other Coverage
Other Contract (37)
Contractual Fraud
Other Contract Dispute

Real Property

Eminent Domain/Inverse Condemnation (14)
Wrongful Eviction (33)
Other Real Property (e.g., quiet title) (26)
Writ of Possession of Real Property
Mortgage Foreclosure
Quiet Title
Other Real Property (*not eminent domain, landlord/tenant, or foreclosure*)

Unlawful Detainer

Commercial (31)
Residential (32)
Drugs (38) (*if the case involves illegal drugs, check this item; otherwise, report as Commercial or Residential*)

Judicial Review

Asset Forfeiture (05)
Petition Re: Arbitration Award (11)
Writ of Mandate (02)
Writ—Administrative Mandamus
Writ—Mandamus on Limited Court Case Matter
Writ—Other Limited Court Case Review
Other Judicial Review (39)
Review of Health Officer Order
Notice of Appeal—Labor
Commissioner Appeals

Provisionally Complex Civil Litigation (Cal. Rules of Court Rules 3.400–3.403)

Antitrust/Trade Regulation (03)
Construction Defect (10)
Claims Involving Mass Tort (40)
Securities Litigation (28)
Environmental/Toxic Tort (30)
Insurance Coverage Claims (*arising from provisionally complex case type listed above*) (41)

Enforcement of Judgment

Enforcement of Judgment (20)
Abstract of Judgment (Out of County)
Confession of Judgment (*non-domestic relations*)
Sister State Judgment
Administrative Agency Award (*not unpaid taxes*)
Petition/Certification of Entry of Judgment on Unpaid Taxes
Other Enforcement of Judgment Case

Miscellaneous Civil Complaint

RICO (27)
Other Complaint (*not specified above*) (42)
Declaratory Relief Only
Injunctive Relief Only (*non-harassment*)
Mechanics Lien
Other Commercial Complaint Case (*non-tort/non-complex*)
Other Civil Complaint (*non-tort/non-complex*)

Miscellaneous Civil Petition

Partnership and Corporate Governance (21)
Other Petition (*not specified above*) (43)
Civil Harassment
Workplace Violence
Elder/Dependent Adult Abuse
Election Contest
Petition for Name Change
Petition for Relief From Late Claim
Other Civil Petition