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8 **SUPERIOR COURT OF THE STATE OF CALIFORNIA**  
9 **COUNTY OF LOS ANGELES**

10 JASPER CENTENO and BLAKE WILSON,  
individually and on behalf of all others  
11 similarly situated,

12 *Plaintiffs,*

13 vs.

14 DREAMFIELDS BRANDS INC., and MED  
FOR AMERICA, INC.,

15 *Defendants.*  
16

Case No.

**Class Action Complaint**

1. **Unfair Competition Law**
2. **False Advertising Law**
3. **Consumer Legal Remedies Act**
4. **Breach of Express Warranty**
5. **Negligent Misrepresentation**
6. **Intentional Misrepresentation**
7. **Unjust Enrichment**

Jury Trial Demanded

*General Jurisdiction – Civil*

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1 **I. Introduction.**

2 1. The state of California has permitted the use of cannabis in some form since  
3 1996.<sup>1</sup> Today, there are an estimated 6.7 million cannabis consumers in California. About two  
4 million of them use cannabis medicinally, to treat conditions such as cancer, glaucoma, AIDS,  
5 and seizures.<sup>2,3</sup>

6 2. Like other consumer products, cannabis must be truthfully and accurately labeled.

7 3. The California Department of Cannabis Control (“DCC”) oversees the labeling of  
8 cannabis products. As the DCC explains, “Cannabis must be properly labeled to make sure  
9 consumers are informed about what they are buying.”<sup>4</sup>

10 4. Tetrahydrocannabinol (commonly known as “THC”) is the primary active  
11 ingredient in cannabis. THC “is the chemical responsible for most of marijuana’s psychological  
12 effects.”<sup>5</sup>

13 5. DCC regulations require that the label of cannabis products include a declaration  
14 of the product’s THC content.<sup>6</sup> Depending on the nature of the product, the THC content can be  
15 expressed as a percentage (for example, 30% THC) or in milligrams (for example, 550mg).<sup>7</sup>  
16 Further, the THC content on the label must be within 10% of what is actually in the package.<sup>8</sup>  
17 As an example, if the THC content is expressed as a percentage and is listed as 30%, the actual  
18 THC of the product must be between 27-30%.<sup>9</sup> As a second example, if the THC content of the

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21 <sup>1</sup> [California’s cannabis laws - Department of Cannabis Control](#) (Californians passed Prop.  
22 215 in 1996, permitting medical cannabis use); [California Proposition 64, Marijuana  
23 Legalization \(2016\) - Ballotpedia](#) (Californians passed Prop. 64 in 2018, permitting the  
24 recreational use of marijuana for persons aged 21 or older under state law).

23 <sup>2</sup> [Number of cannabis consumers by state U.S. 2020 | Statista](#)

24 <sup>3</sup> [Medical Marijuana Patient Numbers \(mpp.org\)](#) (an estimated 1,920,294 people use  
25 cannabis medially in California); <https://cannabis.ca.gov/consumers/medicinal-cannabis/> (listing  
26 diseases that cannabis can help manage).

26 <sup>4</sup> [https://cannabis.ca.gov/wp-content/uploads/sites/2/2021/12/Labeling-Checklist-  
27 Nonmanufactured-Goods\\_211022.pdf](https://cannabis.ca.gov/wp-content/uploads/sites/2/2021/12/Labeling-Checklist-Nonmanufactured-Goods_211022.pdf)

27 <sup>5</sup> [What is THC \(Tetrahydrocannabinol\)? | Live Science](#)

28 <sup>6</sup> Cal. Code Regs. Title 4, §§ 17407.

<sup>7</sup> Cal. Code Regs. Title 4, §§ 17407.

<sup>8</sup> Cal. Code Regs. Title 4, § 15307.1.

<sup>9</sup> Cal. Code Regs. Title 4, § 15307.1.

1 product is expressed in milligrams and is listed as 550mg, then the actual THC content of the  
2 product must be between 495mg and 605mg.

3 6. Defendants DreamFields Brands Inc. and Med for America Inc. make, sell, and  
4 market the “Jeeter” brand of “prerolls.” A “preroll” consists of cannabis that has been “rolled”  
5 in paper so that it can be smoked out of the box (as opposed to “loose” cannabis, such as flower,  
6 which a consumer must roll into a joint or consume in some other way).<sup>10</sup>

7 7. As required by DCC regulations, each of Defendants’ Products include a label  
8 that purportedly identifies the THC content of the product. For Defendants’ Products, the labels  
9 include the THC content expressed as a percentage.

10 8. The THC content declared on the label of Defendants’ cannabis products is  
11 typically very high (in excess of 35% for flower pre-rolls). Because cannabis consumers  
12 generally prefer and are willing to pay more for high-THC cannabis products, declaring that their  
13 products have a very high THC content allows Defendants to charge premium rates for their  
14 cannabis products.

15 9. The declarations of THC content on Defendants’ labels, however, are false.  
16 Testing by independent labs reveals that the true THC content of Defendants’ products is  
17 materially less than the amount listed on the label. Moreover, the difference is far greater than  
18 the 10% margin of error that DCC regulations permit. Defendants are systematically overstating  
19 the THC content to deceive consumers into thinking that the effects of their prerolls are more  
20 potent than they truly are. This is false and misleading. And, it violates DCC regulations, and  
21 California law.

22 10. Plaintiffs Jasper Centeno and Blake Wilson purchased Defendants’ mislabeled  
23 Products. Like other consumers of Defendants’ products, Plaintiffs trusted the accuracy of  
24 Defendants’ labels. Like other consumers of Defendants’ products, Plaintiffs were deceived by  
25 Defendants’ false and misleading labels.

26 **II. Parties.**

27 11. Plaintiff Jasper Centeno is domiciled in Long Beach, California.

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<sup>10</sup> Cal. Code Regs. Title 4, § 1500(bbb).

1           12. Plaintiff Blake Wilson is domiciled in Fresno, California.

2           13. The proposed class includes citizens of California.

3           14. Defendant DreamFields Brands Inc. is a California corporation with a principal  
4 place of business in Desert Hot Springs, California. DreamFields Brands Inc. makes, sells, and  
5 markets the Jeeter brand of preroll products.

6           15. Defendant Med for America Inc. is a California corporation with a principal place  
7 of business in Desert Hot Springs, California. It makes, sells, and markets the Jeeter brand of  
8 preroll products.

9 **III. Jurisdiction and Venue.**

10           16. The Court has personal jurisdiction over Defendant DreamFields Brands Inc.  
11 because it resides in California and does business here.

12           17. The Court has personal jurisdiction over Defendant Med for America Inc. because  
13 it resides in California and does business there.

14           18. Venue is proper because Defendants do business in this county, Plaintiff Centeno  
15 resides in Los Angeles County, and a substantial portion of the transactions occurred in this  
16 county.

17 **IV. Facts.**

18           **A. Californians want high-THC cannabis products, and are willing to pay more**  
19           **for them.**

20           19. For the past seventeen years, the state of California has permitted the use of  
21 cannabis in some form. In 1996, Californians passed Prop. 215, the Compassionate Use Act,  
22 permitting the possession and use of cannabis for medical purposes.<sup>11</sup> In 2018, Californians  
23 passed Prop. 64, which legalized the recreational use of marijuana for persons aged 21 or older  
24 under state law.<sup>12</sup>

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<sup>11</sup> [California's cannabis laws - Department of Cannabis Control.](#)

<sup>12</sup> [California Proposition 64, Marijuana Legalization \(2016\) - Ballotpedia](#)

1           20.     Today, an estimated 6.7 million Californians use cannabis.<sup>13</sup> Of those, about two  
2 million people, or about 5% of California’s population, use cannabis medically to treat  
3 conditions such as cancer, glaucoma, AIDS, and seizures.<sup>14,15</sup>

4           21.     The California Department of Cannabis Control (“DCC”) is responsible for  
5 issuing regulations regarding the labeling of cannabis products.<sup>16</sup> The DCC’s regulations require  
6 labeling of the THC content in cannabis products. THC “is the chemical responsible for most of  
7 marijuana’s psychological effects.”<sup>17</sup> For preroll products such as the ones sold by Defendants,  
8 California regulations require that the label include the THC content of the cannabis product  
9 (which may be expressed in percentages such as THC: 10%, THC: 20%, etc.).<sup>18</sup>

10          22.     California regulations further require that the THC content listed on the label to  
11 be within a particular margin of error of what is actually in the product. (That is, the THC  
12 content listed on the label must match the true THC content of the product, with some allowance  
13 for error.) Specifically, the THC “claimed to be present on a label,” must be within “plus or  
14 minus 10.0%” of the true THC content of product.<sup>19</sup> As an example, if the label states that a  
15 product is 30% THC, the product must be between 27%-33% THC. Thus, if the actual product  
16 contained only 25% THC but the THC content was listed at 30%, the label would violate  
17 California regulations and be inaccurate and mislabeled.

18          23.     The THC content of cannabis products is important to consumers, and drives  
19 consumer purchasing decisions. Because THC is responsible for most of the psychological  
20 effects that cannabis produces, many consumers prefer and seek out cannabis with a higher THC  
21 content. The THC content of cannabis products largely drives the demand for those products.

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23           <sup>13</sup> [Number of cannabis consumers by state U.S. 2020 | Statista](#)

24           <sup>14</sup> [Medical Marijuana Patient Numbers \(mpp.org\)](#) (an estimated 1,920,294 people use  
25 cannabis medially in California).

26           <sup>15</sup> <https://cannabis.ca.gov/consumers/medicinal-cannabis/> (listing of diseases that  
27 cannabis can help manage).

28           <sup>16</sup> [https://cannabis.ca.gov/wp-content/uploads/sites/2/2021/12/Labeling-Checklist-  
Nonmanufactured-Goods\\_211022.pdf](https://cannabis.ca.gov/wp-content/uploads/sites/2/2021/12/Labeling-Checklist-Nonmanufactured-Goods_211022.pdf)

<sup>17</sup> [What is THC \(Tetrahydrocannabinol\)? | Live Science](#)

<sup>18</sup> [https://cannabis.ca.gov/wp-content/uploads/sites/2/2021/12/Labeling-Checklist-  
Nonmanufactured-Goods\\_211022.pdf](https://cannabis.ca.gov/wp-content/uploads/sites/2/2021/12/Labeling-Checklist-Nonmanufactured-Goods_211022.pdf)

<sup>19</sup> Cal. Code Regs. Title 4, § 15307.1.

1           24.     Because of this, cannabis products with higher THC content sell for substantially  
2 higher prices. As industry publications confirm, “potency, defined strictly in terms of the THC  
3 levels...dictates both how quickly products sell and the price per gram.”<sup>20</sup> Simply put, “Higher  
4 numbers = higher prices.”<sup>21</sup>

5           25.     Consumers “use THC percentages like nutritional labels, purchasing products  
6 based on their THC content.”<sup>22</sup> In 2020, cannabis that was 7-14% THC content retailed for  
7 \$5.31 a gram, whereas cannabis with over 28% THC retailed for more than twice that—\$12.89.<sup>23</sup>

8           26.     Cannabis with low THC content, in contrast, is difficult to sell. As Julia Jacobson,  
9 CEO of a California farm, puts it, “The pressure is real. Full stop. We have some retailers who  
10 love us, who sell out of our products, and they will only put our product on their shelves when it  
11 tests over 20 percent...The buyers are always caveating, saying, ‘We know there’s so much more  
12 to cannabis and its effects [than just THC], but our consumers are still THC hunting.’”<sup>24</sup>

13           27.     In short, high-THC cannabis products are in higher demand and sell for more.  
14 Companies that sell and market cannabis have a strong economic incentive to declare a high  
15 THC content on the label of their products.

16           **B.     Scientific research reveals serious problems with the accuracy of labeled**  
17           **THC content.**

18           28.     The demand for high-THC products has, unfortunately, led to “THC inflation”—  
19 the practice of intentionally listing false, high THC content on labels.<sup>25</sup> According to Dan Land,  
20 a professor of chemistry and forensics at UC Davis, “THC inflation is pernicious, it’s easy to  
21 accomplish, and there are strong financial incentives to do it.”<sup>26</sup> There is “enormous pressure” on  
22

23 \_\_\_\_\_  
24 <sup>20</sup> <https://www.leafly.com/news/science-tech/marijuana-thc-inflation-is-getting-out-of-hand>

25 <sup>21</sup> [https://cannabisindustryjournal.com/feature\\_article/the-inflated-thc-crisis-plaguing-california-cannabis/](https://cannabisindustryjournal.com/feature_article/the-inflated-thc-crisis-plaguing-california-cannabis/)

26 <sup>22</sup> <https://fivethirtyeight.com/features/americas-pot-labs-have-a-thc-problem/>

27 <sup>23</sup> [Cannabis retail price by potency US 2020 | Statista](#) ; [Recreational cannabis in the U.S. - Statistics & Facts | Statista](#)

28 <sup>24</sup> [America’s Pot Labs Have A THC Problem | FiveThirtyEight](#)

<sup>25</sup> [America’s Pot Labs Have A THC Problem | FiveThirtyEight](#)

<sup>26</sup> [America’s Pot Labs Have A THC Problem | FiveThirtyEight](#)

1 “manufacturers to push their [THC] numbers up.”<sup>27</sup> So, companies “proceed to ‘lab shop’:  
2 giving their business to whichever lab provides them the highest potency.”<sup>28</sup> “[M]any labs have  
3 sacrificed their scientific integrity to chase what the clients want: higher THC potency...The  
4 practice has become so prevalent that labs openly advertise their higher potency values to gain  
5 customers without fear of recourse.”<sup>29</sup> The inflated THC numbers printed on labels today is  
6 “largely due to fraud rather than mere incompetence.”<sup>30</sup>

7 29. THC-content fraud is rampant in California. Recently, a few independent labs  
8 tested the THC content of cannabis products off of dispensary shelves and compared them to the  
9 THC content listed on the labels. “The results were staggering. Eighty-seven percent of the  
10 samples failed their label claims (i.e. were >10% deviant of their labeled values), with over half  
11 of the samples >20% deviant of their labeled THC values.”<sup>31</sup>

12 **C. Defendants’ Jeeter Products all include substantially similar representations**  
13 **about the THC content on their label.**

14 30. Defendants make, sell, and market the Jeeter brand of preroll products (the “Jeeter  
15 Products” or “Products”). Jeeter “holds the title of the best-selling preroll in the country with  
16 over 40% of California’s” market share.<sup>32</sup> “Two million Jeeters are smoked in a month in  
17 California.”<sup>33</sup> Defendants’ Jeeter Products include the following:

- 18 • Baby Jeeter Infused Prerolls (including but not limited to OG Kush, Bacio, Runtz,  
19 Papaya #5, Rainbow Beltz, Rainbow Sherbet, Gruntz, and Wildcherry Gelato);  
20 and

22 <sup>27</sup> [https://cannabisindustryjournal.com/feature\\_article/the-inflated-thc-crisis-plaguing-california-cannabis/](https://cannabisindustryjournal.com/feature_article/the-inflated-thc-crisis-plaguing-california-cannabis/)

23 <sup>28</sup> *Id.*

24 <sup>29</sup> *Id.*

25 <sup>30</sup> <https://www.leafly.com/news/science-tech/marijuana-thc-inflation-is-getting-out-of-hand>

26 <sup>31</sup> [https://cannabisindustryjournal.com/feature\\_article/the-inflated-thc-crisis-plaguing-california-cannabis/](https://cannabisindustryjournal.com/feature_article/the-inflated-thc-crisis-plaguing-california-cannabis/)

27 <sup>32</sup> <https://www.forbes.com/sites/lindseybartlett/2021/11/05/how-jeeter-became-americas-best-selling-preroll-brand/>

28 <sup>33</sup> <https://www.forbes.com/sites/lindseybartlett/2021/11/05/how-jeeter-became-americas-best-selling-preroll-brand/>



- Jeeter Infused Prerolls (including but not limited to Banana Kush, Bubba Gum, Apple Fritter, Mojilato, Strawberry Shortcake, Maui Wowie, Mai Tai, Grapefruit Romulan, Limoncello, Churros, Horchata, Blueberry Kush, Honeydew, Thin Mint Cookies, Orange Soda, Watermelon Zkittlez, Peach Ringz, Tropicana Cookies, Grape Ape, Fire OG, Durban Poison, and Blue Zkittlez); and
- Jeeter XL Infused Prerolls (including but not limited to Durban Poison, Apple Fritter, Banana Kush, Blue Zkittlez, Blueberry Kush, Churros, and Fire OG.).

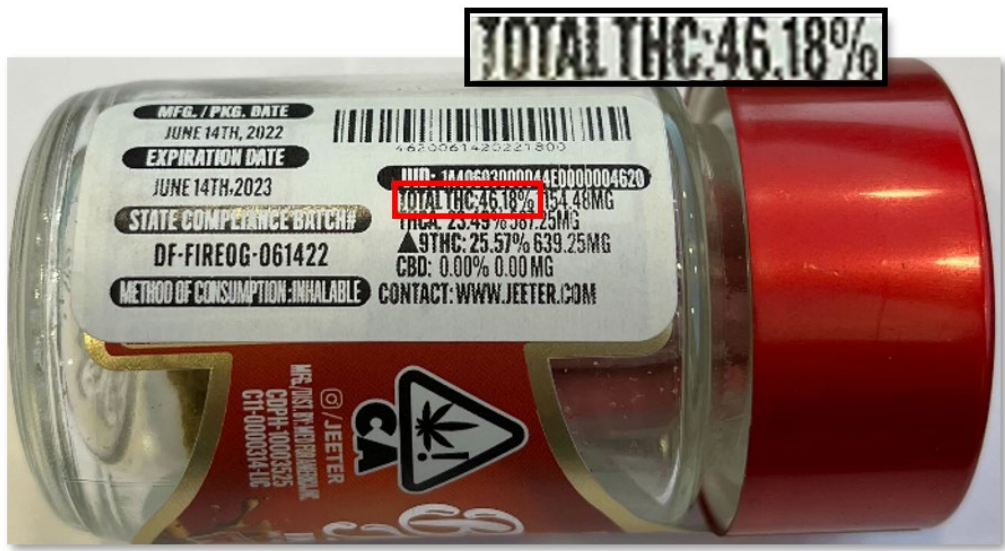
31. Example products are shown below:



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32. As required by DCC regulations, all of the Jeeter Products claim to have a specific, high THC content.<sup>34</sup> This representation is in the same format and in the same place across all of the Jeeter Products. A representative example is shown below:



<sup>34</sup> 4 CA Code of Regs 17407.

1           33.     All of the Jeeter Products claim to have a very high-THC content—on average, at  
2 least 35%.

3           34.     Defendants also prominently advertise the high THC content of their products.  
4 For example:<sup>35</sup>

5                                 Don't get it twisted, these joints will get you  
6 twisted. Premium indoor flower infused  
7 with cannabis oil & coated in kief. We  
8 wanted to bring something powerful to the  
9 table, our strongest joint. Averaging over  
10 35% THC and available in multiple strains &  
11 sizes, this is the one Joint that will get you  
12 to Mars quicker than Elon Musk.

11           **D.     Scientific testing reveals that Jeeter prerolls are labeled with inflated THC**  
12                                 **content.**

13           35.     Last month, cannabis publication Weed Week published an article after testing  
14 several California preroll brands to see whether the THC contents listed on the labels were  
15 accurate. Their tests revealed that, for prerolls, “potency inflation is close to ubiquitous.”<sup>36</sup>

16           36.     One of the brands tested was the Jeeter brand. For all tested Jeeter Products, the  
17 true THC content was materially less (well below the allowable 10% margin of error) than what  
18 was declared on the label.<sup>37</sup>

19           37.     For example, the Baby Jeeter Fire OG Diamond Infused 5-Pack Preroll was listed  
20 as having 46% THC on the label. Independent lab testing showed, however, that the actual THC  
21 content of the product was substantially lower, between 23-27% THC.<sup>38</sup> Thus, the THC content  
22 was overstated by 70-100%—substantially more than the 10% margin of error allowed under the  
23 California regulations.  
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26           <sup>35</sup> <https://www.jeeter.com/product-categories/infused>

27           <sup>36</sup> [https://www.weedweek.com/stories/exclusive-we-tested-top-calif-prerolls-for-potency-  
28 inflation/](https://www.weedweek.com/stories/exclusive-we-tested-top-calif-prerolls-for-potency-inflation/)

<sup>37</sup> *Id.*

<sup>38</sup> *Id.*

1           38.     As a second example, the Baby Jeeter Churros Diamond Infused 5-Pack Preroll  
2 was listed as having 37% THC on the label. Independent label testing showed, however, that the  
3 actual THC content of the product was substantially lower (between 26% and 29%). Thus, the  
4 THC content was overstated by 28-42%—again, far more than the margin of error allowed under  
5 the California regulations.

6           39.     As the results show, the actual THC content is substantially lower than the labeled  
7 content. Defendants’ THC content labeling is systematically wrong and overstated.

8           **E.     Defendants’ labeling violates DCC regulations and is false and misleading to**  
9           **reasonable consumers.**

10          40.     As described above, DCC regulations require an accurate statement of the THC  
11 content of cannabis products on the label, and state a permissible margin of error: 10%.  
12 Defendants’ labels include a statement of the THC content of their cannabis products that far  
13 exceed the true THC content of Defendants’ products. Moreover, the excess is far greater than  
14 the excess allowable under the applicable DCC regulations. Accordingly, Defendants’ labels  
15 violate DCC regulations.

16          41.     In addition, Defendants’ labels are false and misleading to reasonable consumers.  
17 Reasonable consumers expect that the required THC content declaration on the label of cannabis  
18 products is reasonably accurate. In other words, reasonable consumers expect that the declared  
19 THC content is substantially the same as the true THC content. Reasonable consumers also  
20 expect that the labels of cannabis products comply with DCC regulations, and so reasonably  
21 expect that the declared THC content is no more than 10% greater than the true THC content.  
22 No reasonable consumer expects that the THC content declaration on the label of the product is  
23 wildly inaccurate, and that the true THC content is far less than the declared content. In short,  
24 reasonable consumers reasonably believe that they are receiving a product that has the THC  
25 content that is listed on the label, when in fact they are receiving much less.

26          42.     The inaccurate labeling of Defendants’ Products is highly material to reasonable  
27 consumers. THC is one of the active ingredients in cannabis products, and the one that causes  
28 the vast majority of the product’s psychological and medicinal effects. Consumers care about

1 the THC content of cannabis products and decide which cannabis product to buy in large part  
2 based on the declared THC content.

3 43. In addition, as detailed above, consumers are willing to pay more for cannabis  
4 products with higher THC content, and expect to pay less for cannabis products with lower THC  
5 content. This makes sense, since the primary reason that consumers purchase cannabis is for its  
6 psychological and medicinal effects, and those psychological and medicinal effects are largely  
7 driven by the THC content of the product.

8 44. Defendants know, or reasonably should know, that they are misleading  
9 consumers. Defendants know that THC content is highly material to consumers, and have a  
10 direct financial incentive to overstate the THC content of their products. Moreover, as one of the  
11 largest players in California’s cannabis industry, Defendants are aware of industry trends, aware  
12 of the rampant testing fraud in the cannabis market, and know which labs participate in the fraud.  
13 Accordingly, Defendants are intentionally and knowingly causing the THC content declared on  
14 the label of their products to be substantially, and systematically, overstated, either by misstating  
15 the results themselves or by intentionally and knowingly causing testing labs, which are their  
16 agents, to report fraudulently high THC content results.

17 45. In the alternative, Defendants are willfully blind (and at a minimum negligent  
18 with respect to) to the fact that the THC content declared on their products is substantially and  
19 systematically overstated. Indeed, if Defendants did what Weed Week did for \$150 dollars—i.e.,  
20 have even a handful of its own products tested by an independent lab—Defendants would have  
21 learned that the THC content of their products was substantially overstated. Given the rampant  
22 testing fraud in the cannabis industry, any reasonable cannabis distributor in Defendants’  
23 position would have done this. This is especially true because, as described above, the declared  
24 THC content for Defendants’ products is very high—on average, over 35%. But as industry  
25 publications warn (and as Defendants are well aware), there is an “upper limit” on cannabis  
26 potency. “The biological limits on THC production mean that ~35% total THC by dry weight is  
27 a rough upper limit for strains. On average, high-THC strains contain ~18-20% total THC, while  
28

1 the more potent strains will contain ~25-30% total THC. You should almost never see a strain  
2 with more than 35% total THC by dry weight. Be skeptical if you do.”<sup>39</sup>

3 **F. Defendants overcharge millions of consumers.**

4 46. Defendants’ false and misleading labeling allows Defendants to charge higher  
5 prices for their products. As explained above, the THC content drives the sales of cannabis  
6 products—including the price at which the products sell for, how quickly they sell, and whether  
7 they sell at all.<sup>40</sup>

8 47. If Defendants told the truth— that is, that its products’ THC content is  
9 substantially lower than represented on the label— the price of its Products would fall  
10 dramatically. If consumers knew the truth—that the Products contain substantially less THC  
11 than the label says—Defendants could not sell their Products for its current prices. Indeed, as  
12 explained above, cannabis products with lower declared amounts of THC content sell for  
13 substantially less than ones with higher declared amounts of THC content. Accordingly, if  
14 Defendants told the truth about the THC content of their products, they would have had to lower  
15 the price, and Plaintiffs and class members would have paid less.

16 48. Thus, Plaintiffs and each class member paid a substantial price premium because  
17 of Defendants’ false and misleading labeling. Said differently, Plaintiffs paid more for a superior  
18 product worth more, and received an inferior product worth less. Plaintiffs and the class  
19 therefore sustained an economic injury and paid a price premium as a result of Defendants’ false  
20 and misleading labels.

21 **G. Plaintiffs were misled and harmed by Defendants’ misleading labeling.**

22 49. Like millions of other consumers, Plaintiffs bought the Jeeter Products and relied  
23 on the accuracy of the THC content on the label. Like millions of other consumers, Plaintiffs  
24  
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26 <sup>39</sup> <https://www.leafly.com/news/science-tech/peak-thc-cbd-levels-for-cannabis-strains>

27 <sup>40</sup> [https://www.leafly.com/news/science-tech/marijuana-thc-inflation-is-getting-out-of-](https://www.leafly.com/news/science-tech/marijuana-thc-inflation-is-getting-out-of-hand;)  
28 [hand;](https://fivethirtyeight.com/features/americas-pot-labs-have-a-thc-problem/); <https://fivethirtyeight.com/features/americas-pot-labs-have-a-thc-problem/>; [Cannabis retail price by potency US 2020 | Statista](#)

1 paid a price premium for Defendants' products as a result of Defendants' false and misleading  
2 labels. Like millions of other consumers, Plaintiffs were overcharged.

3 50. In August and September 2022, Jasper Centeno purchased the Jeeter Products  
4 listed below from the Kushagram dispensary in Long Beach, California:

- 5 • August 19, 2022: the Baby Jeeter Blue Zkittlez 5-Pack Preroll (THC: 44.46%)  
6 and Jeeter Infused Bubba Gum Preroll (THC: 39.12%);
- 7 • August 21, 2022: the Baby Jeeter Infused Strawberry Shortcake 5-Pack Preroll  
8 (THC: 39.48%);
- 9 • August 26, 2022: the Baby Jeeter Infused Banana Kush 5-Pack Preroll (THC:  
10 43.85%)
- 11 • August 29, 2022: the Jeeter Infused Banana Kush Preroll (THC: 43.85%)
- 12 • August 31, 2022; the Jeeter Infused Watermelon Zkittlez Preroll (THC: 42.89%);
- 13 • September 3, 2022: the Jeeter Infused Blue Zkittlez Preroll (THC: 44.46%) and  
14 Baby Jeeter Infused Mango Sherbet 5-Pack Preroll (THC: 44.46%);
- 15 • September 6, 2022: the Baby Jeeter Infused Grape Ape 5-Pack Preroll (THC:  
16 38.89%);
- 17 • September 10, 2022: the Jeeter Infused Peach Ringz Preroll (THC: 40.23%)
- 18 • September 14, 2022: the Baby Jeeter Infused Blueberry Kush 5-Pack Preroll  
19 (THC: 37.29%);
- 20 • September 22, 2022: the Jeeter Grape Ape Preroll (THC: 46.23%).

21 51. For each product he purchased, Mr. Centeno saw and relied on representations on  
22 the product label regarding the specific THC content listed. If he had known the truth, he would  
23 not have purchased the products, or would have paid less for them.

24 52. In August 2021, Blake Wilson purchased the Baby Jeeter Fire OG Diamond  
25 Infused 5-Pack Preroll from the Reef dispensary in Seaside, California. On September 17, 2022,  
26 Blake Wilson also purchased the Jeeter Infused Banana Kush, Jeeter Infused Blue Zkittlez, and  
27 Jeeter Infused Durban Poison Prerolls from Alpaca Club in Fresno, CA. He read and relied on  
28

1 the accuracy of the THC content of each of these products. If he had known the truth, he would  
2 not have purchased the products, or would have paid less for them.

3 53. Plaintiffs want Defendants to fix their testing and labeling practices and sell their  
4 Products with accurate THC content labeling. This will allow Plaintiffs, and other class  
5 members, to make informed choices about the cannabis products they are purchasing and using.

6 **V. Class Action Allegations.**

7 **A. The California Class.**

8 54. Plaintiffs bring their claims for the following class: all persons who, while in the  
9 state of California and within the applicable statute of limitations period, purchased one or more  
10 Jeeter Products.

11 55. The following people are excluded from the Class: (1) any Judge or Magistrate  
12 Judge presiding over this action and the members of their family; (2) Defendants, Defendants'  
13 subsidiaries, parents, successors, predecessors, and any entity in which the Defendants or its  
14 parents have a controlling interest and their current employees, officers, and directors; (3)  
15 persons who properly execute and file a timely request for exclusion from the Class; (4) persons  
16 whose claims in this matter have been finally adjudicated on the merits or otherwise released; (5)  
17 Plaintiffs' counsel and Defendants' counsel, and their experts and consultants; and (6) the legal  
18 representatives, successors, and assigns of any such excluded persons.

19 ***Numerosity & Ascertainability***

20 56. The proposed class contains members so numerous that separate joinder of each  
21 member of the class is impractical. There are millions of class members.

22 57. Class members can be identified through public notice.

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1                   ***Predominance of Common Questions***

2                   58.       There are questions of law and fact common to the proposed class. Common  
3 questions of law and fact include, without limitation:

- 4                   (1) whether Defendants made false or misleading statements of fact in its  
5                   advertising and labeling;  
6                   (2) whether Defendants violated California’s consumer protection statutes;  
7                   (3) whether Defendants committed a breach of contract;  
8                   (4) whether Defendants committed a breach of an express warranty;  
9                   (5) damages needed to reasonably compensate Plaintiffs and the proposed class.

10                   ***Typicality & Adequacy***

11                   59.       Plaintiffs’ claims are typical of the proposed class. Like the proposed class,  
12 Plaintiffs purchased the Products and relied on the THC content listed on the labels. There are no  
13 conflicts of interest between Plaintiffs and the class.

14                   ***Superiority***

15                   60.       A class action is superior to all other available methods for the fair and efficient  
16 adjudication of this litigation because individual litigation of each claim is impractical. It would  
17 be unduly burdensome to have individual litigation of millions of individual claims in separate  
18 lawsuits, every one of which would present the issues presented in this lawsuit.

19 **VI.    Claims.**

20                   **First Cause of Action: California’s Unfair Competition Law (UCL)**

21                   **(on behalf of Plaintiffs and the class)**

22                   61.       Plaintiffs incorporate each and every factual allegation set forth above.

23                   62.       Plaintiffs bring this cause of action individually and on behalf of the class.

24                   63.       Defendants have violated California’s Unfair Competition Law (UCL) by  
25 engaging in unlawful, fraudulent, and unfair conduct (i.e., violating each of the three prongs of  
26 the UCL).

1           ***The Unlawful Prong***

2           64. Defendants engaged in unlawful conduct by violating the FAL, the CLRA, and  
3 the California regulations regarding labeling of cannabis products,<sup>41</sup> as alleged throughout and  
4 incorporated here.

5           ***The Fraudulent Prong***

6           65. As alleged in detail above, Defendants’ labeling is false and misleading. Their  
7 labeling is likely to deceive, and did deceive, Plaintiffs and other reasonable consumers.

8           ***The Unfair Prong***

9           66. Defendants’ conduct caused substantial injury to Plaintiffs and class members.  
10 The harm to Plaintiffs and the class greatly outweighs the public utility of Defendants’ conduct  
11 (which is none). Inaccurately labeled THC content has no public utility. This injury was not  
12 outweighed by any countervailing benefits to consumers or competition. Misleading labels only  
13 injure healthy competition and harm consumers.

14           67. Plaintiffs and the class could not have reasonably avoided this injury. As alleged  
15 above, Defendants’ misrepresentations and omissions were deceiving to reasonable consumers.

16           68. Defendants’ conduct, as alleged above, was immoral, unethical, oppressive,  
17 unscrupulous, and substantially injurious to consumers.

18           69. Defendants’ conduct violated the public policy against false and misleading  
19 advertising, which is tethered to the CLRA and FAL. Defendants’ conduct also violated  
20 California’s public policy in favor of consumer and patient choice when it comes to cannabis  
21 products, and THC content labeling in particular, which is tethered to the DCC regulations  
22 governing the labeling of cannabis products.

23   \* \* \*

24           70. For all prongs, Plaintiffs saw, read and reasonably relied on Defendants’  
25 misrepresentations and omissions when purchasing Defendants’ Products. Classwide reliance  
26 can be inferred because Defendants’ misrepresentations were material, i.e., a reasonable  
27 consumer would consider them important in deciding whether to buy Defendants’ Products.

28 \_\_\_\_\_  
<sup>41</sup> Cal. Code Regs. Title 4, §§ 17407, 15307.1.

1           71. Defendants' misrepresentations were a substantial factor in Plaintiffs' purchase  
2 decisions and the purchase decisions of class members.

3           72. Plaintiffs and class members were injured as a direct and proximate result of  
4 Defendants' conduct because: (a) they would not have purchased Defendants' Products if they  
5 had known that the THC content listed on the product was inflated and (b) they overpaid for the  
6 products because the products are sold at a price premium due to Defendants' misleading  
7 labeling.

8                           **Second Cause of Action: California's False Advertising Law (FAL)**

9   **(on behalf of Plaintiffs and the class)**

10           73. Plaintiffs incorporate each and every factual allegation set forth above.

11           74. Plaintiffs bring this cause of action individually and on behalf of the class.

12           75. As alleged in detail above, Defendants falsely advertised its products by falsely  
13 representing that Defendants' Products contained the THC content listed on the labels.

14           76. Defendants' misrepresentations were likely to deceive, and did deceive, Plaintiffs  
15 and other reasonable consumers. Defendants knew, or should have known through the exercise  
16 of reasonable care, that these statements were false and misleading.

17           77. Defendants' misrepresentations were intended to induce reliance, and Plaintiffs  
18 saw, read, and reasonably relied on them when purchasing Defendants' Products. Classwide  
19 reliance can be inferred because Defendants' misrepresentations and omissions were material,  
20 i.e., a reasonable consumer would consider them important in deciding whether to buy the  
21 products.

22           78. Defendants' misrepresentations were a substantial factor in Plaintiffs' purchase  
23 decisions and the purchase decisions of class members.

24           79. Plaintiffs and class members were injured as a direct and proximate result of  
25 Defendants' conduct because: (a) they would not have purchased Defendants' Products if they  
26 had known that the THC content listed on the product was inflated; and (b) they overpaid for the  
27 products because the products are sold at a price premium due to Defendants' misleading  
28 labeling.

1                                    **Third Cause of Action: California’s Consumer Legal Remedies Act**  
2                                    **(on behalf of Plaintiffs and the class)**

3            80.     Plaintiffs incorporate each and every factual allegation set forth above.

4            81.     Plaintiffs bring this cause of action individually and on behalf of the class.

5            82.     Plaintiffs and the class are “consumers,” as the term is defined by California Civil  
6 Code § 1761(d).

7            83.     Plaintiffs and the class have engaged in “transactions” with Defendants as that  
8 term is defined by California Civil Code § 1761(e).

9            84.     The conduct alleged in this Complaint constitutes unfair methods of competition  
10 and unfair and deceptive acts and practices for the purpose of the CLRA, and the conduct was  
11 undertaken by Defendants in transactions intended to result in, and which did result in, the sale  
12 of goods to consumers.

13           85.     As alleged more fully above, Defendants made and disseminated untrue and  
14 misleading statements of facts in its advertisements and labels to class members. Defendants did  
15 this by advertising products have a specific THC content, when in fact the products did not have  
16 the listed THC content.

17           86.     Defendants violated, and continue to violate, Section 1770(a)(5) of the California  
18 Civil Code by representing that goods have “characteristics, ingredients, uses, benefits, or  
19 quantities which they do not have.”

20           87.     Defendants violated, and continue to violate, Section 1770(a)(9) of the California  
21 Civil Code by advertising “goods...with intent not to sell them as advertised.”

22           88.     Defendants’ representations were likely to deceive, and did deceive, Plaintiffs and  
23 reasonable consumers. Defendants knew, or should have known through the exercise of  
24 reasonable care, that these statements were inaccurate and misleading.

25           89.     Defendants’ misrepresentations were intended to induce reliance, and Plaintiffs  
26 saw, read, and reasonably relied on them when purchasing the Products. Defendants’  
27 misrepresentations were a substantial factor in Plaintiffs’ purchase decision.

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1           90.     In addition, classwide reliance can be inferred because Defendants’  
2 misrepresentations were material, i.e., a reasonable consumer would consider them important in  
3 deciding whether to buy the Products.

4           91.     Defendants’ misrepresentations were a substantial factor and proximate cause in  
5 causing damages and losses to Plaintiffs and the class.

6           92.     Plaintiffs and the class were injured as a direct and proximate result of  
7 Defendants’ conduct because: (a) they would not have purchased Defendants’ Products if they  
8 had known that the THC content listed on the product was inflated; (b) they overpaid for the  
9 products because the products are sold at a price premium due to Defendants’ misleading  
10 labeling; or (c) they received products that were, in truth, worthless.

11          93.     Accordingly, pursuant to California Civil Code § 1780(a)(2), Plaintiffs,  
12 individually and on behalf of all other members of the class, seek injunctive relief.

13          94.     CLRA § 1782 NOTICE. On October 7, 2022, a CLRA demand letter was sent to  
14 Defendants’ headquarters via certified mail (return receipt requested), that provided notice of  
15 Defendants’ violations of the CLRA and demanded that Defendants correct the unlawful, unfair,  
16 false and/or deceptive practices alleged here. If Defendants do not fully correct the problem for  
17 Plaintiffs and for each member of the class within 30 days of receipt, Plaintiffs and the class will  
18 seek all monetary relief allowed under the CLRA.

19          95.     A CLRA venue declaration is attached.

20                                   **Fourth Cause of Action: Breach of Express Warranty**

21                                   **(on behalf of the class)**

22          96.     Plaintiffs incorporate by reference each and every factual allegation set forth  
23 above.

24          97.     Plaintiffs bring this cause of action individually and on behalf of the class.

25          98.     Defendants, as the designers, manufacturers, marketers, distributors, suppliers,  
26 and/or sellers of the Defendants’ cannabis Products, issued a material, written warranty by  
27 representing that Defendants’ Products contained the THC content listed on the labels. This was  
28 an affirmation of fact about the products and a promise relating to the goods.

1           99.     This warranty was part of the basis of the bargain for Plaintiffs and class  
2 members. Plaintiffs read and relied on this warranty.

3           100.    The Defendants' Products do not conform to this warranty because, as alleged in  
4 detail above, they do not have the THC content listed on the label.

5           101.    Plaintiffs provided Defendants with notice of this breach of warranty (on behalf of  
6 themselves and the class), by mailing a notice letter to Defendants' headquarters on October 7,  
7 2022.

8           102.    Plaintiffs and class members were injured as a direct and proximate result of  
9 Defendants' conduct because: (a) they would not have purchased Defendants' Products if they  
10 had known that the THC content listed on the product was inflated; and (b) they overpaid for the  
11 products because the products are sold at a price premium due to Defendants' misleading  
12 labeling.

13                                   **Fifth Cause of Action: Negligent Misrepresentation**

14   **(on behalf of Plaintiffs and the class)**

15           103.    Plaintiffs incorporate by reference the facts alleged above.

16           104.    Plaintiffs allege this claim individually and on behalf of the class.

17           105.    As alleged in detail above, Defendants' labeling represented to Plaintiffs and  
18 Class members that the Defendants' Products contained the THC content listed on the labels.

19           106.    As alleged in detail above, these representations were false.

20           107.    When Defendants made these misrepresentations, it should have known that they  
21 were false. Defendants had no reasonable grounds for believing that these representations were  
22 true when made.

23           108.    Defendants intended that Plaintiffs and class members rely on these  
24 representations and Plaintiffs read and reasonably relied on them.

25           109.    Defendants' misrepresentations were a substantial factor and proximate cause in  
26 causing damages and losses to Plaintiffs and class members.

27           110.    Defendants' misrepresentations were a substantial factor in Plaintiffs' purchase  
28 decision and the purchase decisions of class members.

1           111. Plaintiffs and class members were injured as a direct and proximate result of  
2 Defendants' conduct because: (a) they would not have purchased Defendants' Products if they  
3 had known that the THC content listed on the product was inflated; (b) they overpaid for the  
4 products because the products are sold at a price premium due to Defendants' misleading  
5 labeling.

6                                   **Sixth Cause of Action: Intentional Misrepresentation**

7                                   **(on behalf of Plaintiffs and the class)**

8           112. Plaintiffs incorporate by reference the facts alleged above.

9           113. Plaintiffs allege this claim individually and on behalf of the class.

10          114. As alleged in detail above, Defendants' labeling represented to Plaintiffs and  
11 Class members that the Defendants' Products contained the THC content listed on the labels.

12          115. As alleged in detail above, these representations were false.

13          116. As alleged above, when Defendants made these misrepresentations, it knew that  
14 they were false.

15          117. In the alternative, Defendants was reckless or willfully blind to the truth.

16          118. Defendants intended that Plaintiffs and class members rely on these  
17 representations and Plaintiffs read and reasonably relied on them.

18          119. Defendants' misrepresentations and omissions were a substantial factor in  
19 Plaintiffs' purchase decision and the purchase decisions of class members.

20          120. Plaintiffs and class members were injured as a direct and proximate result of  
21 Defendants' conduct because: (a) they would not have purchased Defendants' Products if they  
22 had known that the THC content listed on the product was inflated; (b) they overpaid for the  
23 products because the products are sold at a price premium due to Defendants' misleading  
24 labeling.

25                                   **Seventh Cause of Action: Unjust Enrichment/Quasi-Contract**

26                                   **(on behalf of Plaintiffs and the class)**

27          121. Plaintiffs incorporate by reference the facts alleged above.

28

1           122. As alleged in detail above, Defendants' false and misleading labeling caused  
2 Plaintiffs and the class to purchase Defendants' Products and overpay for the Products.

3           123. In this way, Defendants received a direct and unjust benefit, at the expense of  
4 Plaintiffs and the class.

5           124. Plaintiffs and the class seek the equitable return of this unjust benefit.

6 **VII. Relief.**

7           125. Plaintiffs seek the following relief individually and for the proposed class and  
8 classes:

- 9           • An order certifying the asserted claims, or issues raised, as a class action;
- 10          • A judgment in favor of Plaintiffs and the proposed class;
- 11          • Damages;
- 12          • Restitution, disgorgement, and other just equitable relief;
- 13          • Punitive damages, as available by law;
- 14          • Attorney's fees, as available by law;
- 15          • An injunction;
- 16          • Pre- and post-judgment interest;
- 17          • Any additional relief that the Court deems reasonable and just.

18  
19  
20 Dated: October 20, 2022

Respectfully submitted,

21 By: 

22  
23 Christin Cho (Cal. Bar No. 238173)  
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**Demand for Jury Trial**

Plaintiffs demand the right to a jury trial on all claims so triable.

Dated: October 20, 2022

By: 

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**California Civil Code Section 1780(d) CLRA Venue Declaration**

I, Christin Cho, declare:


1. I am a partner in Dovel & Luner, LLP and an attorney licensed to practice in the State of California. I am counsel of record for Plaintiffs in this action.

2. This action was commenced in a county described in California Civil Code Section 1780(d) as a proper place for the trial of the action.

3. Plaintiff Jasper Centeno resides in Los Angeles County and purchased Defendants' products from a business in Los Angeles County.

4. Defendants are doing business in Los Angeles County.

I declare under penalty of perjury under the laws of the State of California and of the United States of America that the foregoing is true and correct to the best of my knowledge and that this declaration was signed on October 20, 2022 in Santa Monica, California.

  
\_\_\_\_\_  
Christin Cho

# ClassAction.org

This complaint is part of ClassAction.org's searchable class action lawsuit database and can be found in this post: ['Potency Inflation': 'Mislabeled' Jeeter Prerolls Contain Less THC Than Advertised, Class Action Alleges](#)

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