UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF GEORGIA ATLANTA DIVISION

	x : Civil Action No.:
Stephanie Roudaut, on behalf of herself and others similarly situated, Plaintiff,	: : : Class Action
VS.	Jury Trial Demanded
Detroit Trading Services, LLC,	:
Defendant.	: X

Nature of this Action

1. Stephanie Roudaut ("Plaintiff") brings this class action against Detroit

Trading Services, LLC ("Defendant") under the Telephone Consumer Protection Act

("TCPA"), 47 U.S.C. § 227.

2. Section 227(b)(1)(A)(iii) of the TCPA sets forth restrictions on the use of

automated telephone equipment, and provides in pertinent part:

It shall be unlawful for any person within the United States, or any person outside the United States if the recipient is within the United States—

(A) to make any call (other than a call made for emergency purposes or made with the prior express consent of the called party) using any automatic telephone dialing system or an artificial or prerecorded voice—

(iii) to any telephone number assigned to a paging service, cellular telephone service, specialized mobile radio service, or other radio common carrier service, or any service for which the called party is charged for the call, unless such call is made solely to collect a debt owed to or guaranteed by the United States[.]

3. The TCPA's "prohibition against auto dialed calls applies to text message calls as well as voice calls." *Murphy v. DCI Biologicals Orlando, LLC*, 797 F.3d

1302, 1305 (11th Cir. 2015).

4. Upon information and belief, Defendant violates the TCPA by sending unwanted text messages to consumers' cellular telephone numbers by using an automatic telephone dialing system, without the prior express consent of the consumers.

Jurisdiction

5. This Court has subject matter jurisdiction under 47 U.S.C. § 227(b)(3) and 28 U.S.C. § 1331.

6. Venue is proper before this Court under 28 U.S.C. § 1391(b), as Defendant transacts business in this district and as a substantial part of the events giving rise to this action occurred in this district.

Parties

Plaintiff is a natural person who at all relevant times resided in Lilburn,
 Georgia.

Case 1:18-cv-02315-LMM Document 1 Filed 05/21/18 Page 3 of 12

8. Defendant is an automotive marketing company with its principal office located in Detroit, Michigan.

9. Defendant "was founded by a group of executives from Car.com after it was sold to Autobytel in April of 2004."¹

10. Defendant states that it is "amongst the world's foremost aggregators of 'in-market' automotive shopper intelligence, providing data to original equipment manufacturers ("OEMs") and dealers that is responsible for more than 30,000 vehicle sales or \$1 billion in monthly car sales."²

11. Defendant's team "includes leadership from advertising agencies, original equipment manufacturers, leading digital media agencies and respected dataanalytics firms."³

12. Defendant touts that its "technology and digital marketing solutions serve the world's largest auto manufacturers, drives sales for the nation's top dealer groups and powers the nation's top online automotive shopping channels."⁴

13. As part of its marketing efforts, Defendant sends text messages to consumers.⁵

⁴ http://www.detroittrading.com/ (last visited May 14, 2018).

¹ http://www.detroittrading.com/ (last visited May 14, 2018).

² http://www.detroittrading.com/ (last visited May 14, 2018).

³ http://www.detroittrading.com/ (last visited May 14, 2018).

Factual Allegations

14. On or about May 21, 2017 and May 31, 2017, Defendant sent, or caused to be sent, text messages to Plaintiff's cellular telephone number (404) 444-xxxx—a number for which Plaintiff is the subscriber and customary user.

15. Defendant's first text messages to Plaintiff's cellular telephone number

stated: "Thank you for Subscribing to Our Auto Program. Get a Fast & Simple FREE

New Car Quote http://goo.gl/ekcnty. Text Help for Help or Stop to Stop".

16. The link provided in Defendant's text messages leads to a website

containing the following "Terms of Use" disclosures:

Thank you for your interest Car.Show and its related shopping tools and car shopping content channels (the "Site"), a leading online automotive information and communications platform powered by Detroit Trading Company ("Detroit Trading"). Detroit Trading is amongst the world's foremost aggregators of 'in-market' shopper intelligence, providing data to original equipment manufacturers and dealers that are responsible for more than 30,000 individual vehicle sales or \$1 billion in monthly car sales. We encourage you to read the following terms governing your use of and purchase of products from the Site. By using the Site or by providing personal information to us, you agree to be bound by these Terms of Service set forth below (the "Terms").

* * *

Your use of this Site establishes a business or other applicable relationship with us for purposes of CAN-SPAM, the Telephone

⁵ http://www.detroittrading.com/campaigns/modern-bdc-solution/ (last visited May 14, 2018) ("Pricing is a function of how many calls and texts we make to your customers.").

Consumer Protection Act and all other applicable law that addresses unsolicited commercial communications. By visiting this Site and using its features, you agree that we, our agents or third parties to whom we provide your information may call, e-mail, or otherwise communicate with you regarding the sale or lease of motor vehicles.

17. Upon information and good faith belief, Defendant's records will show additional text messages it sent, or caused to be sent, to Plaintiff's cellular telephone number by using an automatic telephone dialing system.

18. Plaintiff never signed up for Defendant's services, and never provided her cellular telephone number to Defendant.

19. Plaintiff never subscribed to Defendant's "Auto Program."

20. Upon information and good faith belief, and in light of the number, character and nature of the text messages, including their form, non-personalized nature, Defendant sent its text messages to Plaintiff's cellular telephone number using an automatic telephone dialing system, as defined by 47 U.S.C. § 227(a)(1).

21. Upon information and good faith belief, and in light of the number, character and nature of the text messages, including their form, non-personalized nature, Defendant sent its text messages to Plaintiff's cellular telephone number by using (a) equipment which has the capacity (i) to store or produce telephone numbers to be called, using a random or sequential number generator, and (ii) to dial such numbers, or (b) technology with the capacity to dial random or sequential numbers, or (c) hardware, software, or equipment that the Federal Communications Commission ("FCC") characterizes as an automatic telephone dialing system.

Case 1:18-cv-02315-LMM Document 1 Filed 05/21/18 Page 6 of 12

22. Upon information and good faith belief, and in light of the number, character and nature of the text messages, including their form, non-personalized nature, Defendant sent it text messages to Plaintiff's cellular telephone number by using (a) hardware, that when paired with certain software, has the capacity to store or produce numbers and text those numbers at random, in sequential order, or from a database of numbers, or (b) hardware, software, or equipment that the FCC characterizes as a predictive dialer through the following reports and orders, and declaratory rulings: In the Matter of Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991, 17 FCC Rcd 17459, 17474 (September 18, 2002); In the Matter of Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991, 18 FCC Rcd 14014, 14092-93 (July 3, 2003); In the Matter of Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991, 23 FCC Rcd 559, 566 (Jan. 4, 2008).

23. Defendant utilizes hardware and software with the capacity to store telephone numbers and to text such numbers sequentially, predictively, or randomly, and to text telephone numbers without human intervention.

24. Upon information and good faith belief, Defendant used such hardware and software to send the text messages at issue to Plaintiff's cellular telephone number.

Case 1:18-cv-02315-LMM Document 1 Filed 05/21/18 Page 7 of 12

25. Defendant did not have Plaintiff's prior express consent to send any text messages to her cellular telephone number.

26. Plaintiff never provided her cellular telephone number to Defendant.

27. Plaintiff never had any business relationship with Defendant.

28. Defendant did not send any text messages to Plaintiff's cellular telephone number for emergency purposes.

29. Defendant sent its text messages to Plaintiff's cellular telephone number under its own free will.

30. Upon information and good faith belief, Defendant sent the text messages at issue to Plaintiff willfully and knowingly in that it consciously and deliberately sent, or caused to be sent, the text messages referenced herein.

31. Upon information and good faith belief, Defendant had knowledge that it was using, and intended to use, an automatic telephone dialing system to send the text messages at issue to Plaintiff's cellular telephone number.

32. Plaintiff suffered harm as a result of Defendant's text messages to her cellular telephone number in that she suffered an invasion of her privacy, an intrusion into her life, and a private nuisance.

Class Action Allegations

33. Plaintiff brings this action as a class action under Federal Rule of Civil

Procedure 23(a) and (b) on behalf of herself and the following class of similarly situated individuals:

All persons and entities throughout the United States (1) to whom Detroit Trading Services, LLC sent, or caused to be sent, at least one text message to a non-customer of Detroit Trading Services, LLC, (2) directed to a number assigned to a cellular telephone service, (3) by using an automatic telephone dialing system, (4) from four years prior to the date of this complaint through and including the date of class certification.

Excluded from the class are Defendant, its officers and directors, members of their immediate families and their legal representatives, heirs, successors, or assigns, and any entity in which Defendant has or had a controlling interest.

34. The proposed class is so numerous that, upon information and belief, joinder of all members is impracticable.

35. The exact number of members of the class is unknown to Plaintiff at this

time and can only be determined through appropriate discovery.

36. The proposed class is ascertainable because it is defined by reference to objective criteria.

37. In addition, and upon information and belief, the cellular telephone numbers of all members of the class can be identified in business records maintained by Defendant and third parties.

Case 1:18-cv-02315-LMM Document 1 Filed 05/21/18 Page 9 of 12

38. Plaintiff's claims are typical of the claims of the members of the class because all of the class members' claims originate from the same conduct, practice and procedure on the part of Defendant, and Plaintiff possesses the same interests and has suffered the same injuries as each class member.

39. Like all members of the proposed class, Plaintiff received text messages from Defendant, without her consent, in violation of 47 U.S.C. § 227.

40. Plaintiff will fairly and adequately protect the interests of the members of the class and has retained counsel experienced and competent in class action litigation.

41. Plaintiff has no interests that are irrevocably contrary to or in conflict with the members of the class that she seeks to represent.

42. A class action is superior to all other available methods for the fair and efficient adjudication of this controversy, since joinder of all members is impracticable.

43. Furthermore, as the damages suffered by individual members of the class may be relatively small, the expense and burden of individual litigation make it impracticable for the members of the class to individually redress the wrongs done to them.

44. There will be little difficulty in the management of this action as a class action.

Case 1:18-cv-02315-LMM Document 1 Filed 05/21/18 Page 10 of 12

45. Issues of law and fact common to the members of the class predominate over any questions that may affect only individual members, in that Defendant has acted on grounds generally applicable to the class.

46. Among the issues of law and fact common to the class are:

- a. Defendant's violations of the TCPA;
- b. Defendant's use of an automatic telephone dialing system, as defined by the TCPA, to send text messages to cellular telephone numbers;
- c. Defendant's text messaging campaigns; and
- d. the availability of statutory damages.

47. Absent a class action, Defendant's violations of the law will be allowed to proceed without a full, fair, judicially supervised remedy.

Count I: Violations of 47 U.S.C. § 227(b)(1)(A)(iii)

48. Plaintiff repeats and re-alleges each and every factual allegation contained in paragraphs 1 - 47.

49. Defendant violated 47 U.S.C. § 227(b)(1)(A)(iii) by utilizing an automatic telephone dialing system to send, or cause to be sent, text messages to Plaintiff's cellular telephone number, without her consent.

50. As a result of Defendant's violations of 47 U.S.C. § 227(b)(1)(A)(iii), Plaintiff and the class are entitled to damages in an amount to be proven at trial.

Jury Trial Demanded

Plaintiff hereby demands a trial by jury.

WHEREFORE, Plaintiff prays for relief and judgment, as follows:

(a) Determining that this action is a proper class action and designating Plaintiff as class representative under Rule 23 of the Federal Rules of Civil Procedure;

(b) Adjudging that Defendant violated 47 U.S.C. § 227(b)(1)(A)(iii), and enjoining Defendant from continuing to send text messages to Plaintiff's cellular telephone number, and from sending text messages to consumers' cellular telephone numbers by using an automatic telephone dialing system without the prior express consent of the consumers, and from committing further violations of 47 U.S.C. § 227(b)(1)(A)(iii);

(c) Awarding Plaintiff and members of the class actual damages, or statutory damages under 47 U.S.C. § 227(b)(3) in an amount up to \$1,500.00 per violation;

(d) Awarding Plaintiff and members of the class their reasonable costs,
 expenses, including expert fees, and attorneys' fees incurred in this action, under Rule
 23 of the Federal Rules of Civil Procedure; and

(e) Awarding other and further relief as the Court may deem just and proper.

Date: May 21, 2018

<u>/s/ Shireen Hormozdi</u> Shireen Hormozdi 1770 Indian Trail Lilburn Road Suite 175 Norcross, GA 30093 Tel: 678-395-7795 Fax: 866-929-2434 shireen@norcrosslawfirm.com

Michael L. Greenwald* Greenwald Davidson Radbil PLLC 5550 Glades Road, Suite 500 Boca Raton, FL 33431 Telephone: 561.826.5477 Fax: 561.961.5684 mgreenwald@gdrlawfirm.com

Counsel for Plaintiff and the proposed class

*pro hac vice application to be filed

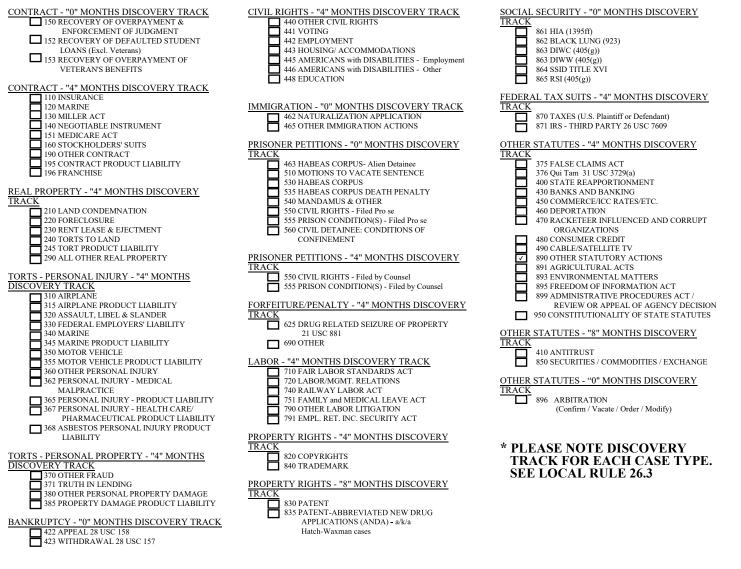
JS44 (Rev. 6/2017 NDGA) Case 1:18-cv-02315-LM MIVPOCOVERSIES 05/21/18 Page 1 of 2

The JS44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form is required for the use of the Clerk of Court for the purpose of initiating the civil docket record. (SEE INSTRUCTIONS ATTACHED)

I. (a) PLAINTIFF(S)	DEFENDANT(S)
Stephanie Roudaut, on behalf of herself and other situated	rs similarly Detroit Trading Services, LLC
(b) COUNTY OF RESIDENCE OF FIRST LISTED PLAINTIFF Gwinnett (EXCEPT IN U.S. PLAINTIFF CASES)	COUNTY OF RESIDENCE OF FIRST LISTED DEFENDANT (IN U.S. PLAINTIFF CASES ONLY) NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED
(c) ATTORNEYS (FIRM NAME, ADDRESS, TELEPHONE NUM E-MAIL ADDRESS) Shireen Hormozdi 1770 Indian Trail Lilburn Road Suite 175 Norcross, GA 30093	MBER, AND ATTORNEYS (IF KNOWN)
II. BASIS OF JURISDICTION (PLACE AN "X" IN ONE BOX ONLY)	III. CITIZENSHIP OF PRINCIPAL PARTIES (PLACE AN "X" IN ONE BOX FOR PLAINTIFF AND ONE BOX FOR DEFENDANT) (FOR DIVERSITY CASES ONLY)
1 U.S. GOVERNMENT PLAINTIFF 3 FEDERAL QUESTION (U.S. GOVERNMENT NOT A PARTY) 2 U.S. GOVERNMENT DEFENDANT 4 DIVERSITY (INDICATE CITIZENSHIP OF PARTIES IN ITEM III)	PLF DEF PLF DEF 1 1 CITIZEN OF THIS STATE 4 4 INCORPORATED OR PRINCIPAL PLACE OF BUSINESS IN THIS STATE 2 2 CITIZEN OF ANOTHER STATE 5 5 INCORPORATED AND PRINCIPAL PLACE OF BUSINESS IN ANOTHER STATE 3 3 CITIZEN OF SUBJECT OF A 6 6 FOREIGN NATION
IV. ORIGIN (PLACE AN "X "IN ONE BOX ONLY) I ORIGINAL PROCEEDING 2 REMOVED FROM 3 REMANDED FROM APPELLATE COURT	4 REINSTATED OR 5 ANOTHER DISTRICT 6 LITIGATION - 7 FROM MAGISTRATE JUDGE (Specify District) TRANSFER JUDGMENT
MULTIDISTRICT 8 LITIGATION - DIRECT FILE	
V. CAUSE OF ACTION (CITE THE U.S. CIVIL STATUTE O JURISDICTIONAL STATUTES UNI Violations of the Telephone Consumer Protection Ac	under which you are filing and write a brief statement of cause - do not cite less diversity) ct, 47 U.S.C. 227
(IF COMPLEX, CHECK REASON BELOW)	
\Box 1. Unusually large number of parties.	6. Problems locating or preserving evidence
\Box 2. Unusually large number of claims or defenses.	7. Pending parallel investigations or actions by government.
3. Factual issues are exceptionally complex	8. Multiple use of experts.
4. Greater than normal volume of evidence.	9. Need for discovery outside United States boundaries.
☐ 5. Extended discovery period is needed.	10. Existence of highly technical issues and proof.
CONTINUED ON REVERSE	
FOR OFFICE USE ONLY RECEIPT # AMOUNT \$	APPLYING IFP MAG. JUDGE (IFP)
JUDGE MAG. JUDGE (Referral)	NATURE OF SUIT CAUSE OF ACTION

Case 1:18-cv-02315-LMM Document 1-1 Filed 05/21/18 Page 2 of 2

VI. NATURE OF SUIT (PLACE AN "X" IN ONE BOX ONLY)



VII. REQUESTED IN COMPLAINT:

CHECK IF CLASS ACTION UNDER F.R.Civ.P. 23 DEMAND \$ JURY DEMAND VES NO (CHECK YES <u>ONLY</u> IF DEMANDED IN COMPLAINT)

VIII. RELATED/REFILED CASE(S) IF ANY

JUDGE

DOCKET NO.

CIVIL CASES ARE DEEMED RELATED IF THE PENDING CASE INVOLVES: (CHECK APPROPRIATE BOX)

- □ 1. PROPERTY INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
- □ 2. SAME ISSUE OF FACT OR ARISES OUT OF THE SAME EVENT OR TRANSACTION INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
- □ 3. VALIDITY OR INFRINGEMENT OF THE SAME PATENT, COPYRIGHT OR TRADEMARK INCLUDED IN AN EARLIER NUMBERED PENDING SUIT.
- 4. APPEALS ARISING OUT OF THE SAME BANKRUPTCY CASE AND ANY CASE RELATED THERETO WHICH HAVE BEEN DECIDED BY THE SAME BANKRUPTCY JUDGE.
- □ 5. REPETITIVE CASES FILED BY PRO SE LITIGANTS.
- 6. COMPANION OR RELATED CASE TO CASE(S) BEING SIMULTANEOUSLY FILED (INCLUDE ABBREVIATED STYLE OF OTHER CASE(S));

☐ 7. EITHER SAME OR ALL<u>O</u>F THE <u>PA</u>RTIES AND ISSUES IN THIS CASE WERE PREVIOUSLY INVOLVED IN CASE NO. DISMISSED. This case 🔲 IS 👘 IS NOT (check one box) SUBSTANTIALLY THE SAME CASE.

WHICH WAS

DATE

ClassAction.org

This complaint is part of ClassAction.org's searchable class action lawsuit database and can be found in this post: <u>Alleged Robo-Texts Come Back to Bite Detroit Trading Services in Class Action Suit</u>