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16 **UNITED STATES DISTRICT COURT**
17 **NORTHERN DISTRICT OF CALIFORNIA**

18 Case No.: 3:20-cv-03863-EMC

19 Assigned to the Hon. Edward M. Chen

20 SEAN D. RANDALL, on behalf of himself
21 and all others similarly situated,

22 Plaintiff,

23 vs.

24 CHANGE.ORG, PBC,

25 Defendant.

26 **DEFENDANT’S REPLY IN SUPPORT OF**
27 **ITS MOTION TO DISMISS OR STRIKE**
28 **CLASS ALLEGATIONS**

Hearing Date: November 19, 2020

Time: 1:30 p.m.

Pretrial Conference:

Trial Date:

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1 Change.org respectfully submits this reply in support of its motion to dismiss or, in the
2 alternative, to strike class allegations (ECF No. 28).

3 **PRELIMINARY STATEMENT**

4 In its opening brief (“Opening Br.”), Change.org showed that it did not breach the par-
5 ties’ contract; that, if it did, the 2AC fails to plead any resulting damages; and that in all events,
6 this case cannot proceed on a class-wide basis. Randall’s perfunctory opposition (“Opp. Br.”),
7 which offers just four pages of argument, does not rebut—or even respond meaningfully to—
8 any of these three showings.

9 As to breach, Randall now concedes that Change.org was within its rights to deliver the
10 promised advertising displays via its own website. However, he continues to maintain that
11 Change.org breached the contract by pledging some contributed funds to “laudable” racial jus-
12 tice causes, rather than spending every cent it received advertising the Floyd Petition. As
13 Change.org has shown, the parties’ agreement *did not require* Change.org to spend all contrib-
14 uted funds on advertising. Rather, it said the funds would allow Change.org to advertise the
15 Floyd Petition via billboards, social media, emails, and the Change.org website—and Randall
16 does not dispute that Change.org did all of these things. Change.org further promised to adver-
17 tise the Floyd Petition a specified number of times—and Randall does not dispute that it ex-
18 ceeded that number of advertisements. Tellingly, although Randall insists that “the [c]lear
19 [t]erms” of the agreement required Change.org to exhaust all contributed funds advertising the
20 petition, the argument section of his brief cites no contractual language whatsoever in support of
21 that construction. That is because no such language exists.

22 As to damages, Randall merely quotes the definition of “expectation damages” from the
23 Restatement (Second) of Contracts and asserts that it applies here. That is non-responsive.
24 Change.org agrees that expectation damages are generally available in contract cases; its point
25 is that nothing in the 2AC gives rise to a plausible inference that Randall *actually suffered* any
26 such damages. Perhaps seeing the writing on the wall, Randall then pivots and attempts to in-
27 ject a claim for contractual rescission into the case. But that is too little, too late: not only is
28 such a claim not pleaded, it would be futile for multiple reasons.

1 Finally, as to class certification, Randall argues that Change.org’s motion is premature,
 2 ignoring the bevy of authorities in Change.org’s opening brief holding that a pleadings-stage
 3 motion to strike class allegations is entirely proper in appropriate cases. And Randall’s single
 4 page of argument fails to refute Change.org’s showing that he is an atypical and inadequate
 5 class representative, or that individualized questions would inevitably predominate over com-
 6 mon ones in any class-wide proceeding.

7 The 2AC should be dismissed with prejudice. At minimum, its class allegations should
 8 be stricken and this case should proceed as a \$3 individual claim.

9 ARGUMENT

10 **I. RANDALL FAILS TO STATE A CLAIM FOR BREACH OF CONTRACT**

11 **A. Randall Fails To Plead That Change.org Breached the Contract**

12 **1. Change.org Did Not Breach the Contract by Advertising the Floyd** 13 **Petition on its Own Website**

14 In his 2AC, Randall alleged that the parties’ agreement forbade Change.org from deliv-
 15 ering any of the promised advertising via its own website, and that all of that advertising was
 16 required to be rendered via “billboards ..., social media ... and email[s].” *See* 2AC ¶¶ 3, 10, 11,
 17 13-15, 29. Randall has now abandoned that theory of breach, conceding that the Change.org
 18 website was among the places in which purchased advertising was permitted to appear. *See*,
 19 *e.g.*, Opp. Br. at 5 (“Defendant explicitly promised ... to purchase billboards, promote the peti-
 20 tion on social media, send emails, *and advertise on its own website.*” (emphasis added)). The
 21 2AC, therefore, must be dismissed to the extent it alleges that Change.org breached the contract
 22 by conducting advertising on its website.

23 **2. Change.org Did Not Breach the Contract by Spending Less Than All** 24 **Contributed Funds Advertising the Floyd Petition**

25 Randall continues to maintain that Change.org breached the contract because it did not
 26 expend every penny of the contributions it received on advertising for the Floyd Petition. As
 27 Change.org has shown, however, the only promises that Change.org made to Randall were
 28 (1) that it would advertise the Floyd Petition via billboards, social media, emails, or on the

1 Change.org website—all of which it undisputedly did; and (2) that it would advertise the peti-
 2 tion 38 additional times as a result of Randall’s \$3 contribution—a commitment that
 3 Change.org undisputedly exceeded. At no point did Change.org state that it would keep adver-
 4 tising the Floyd Petition until all contributions had been expended on advertising—*i.e.*, that it
 5 was providing the advertising at cost and there would be no “margin” left over once it rendered
 6 the promised performance.

7 Tellingly, the portion of Randall’s brief captioned “Defendant Breached the Clear Terms
 8 of the Written Contract” (Opp. Br. at 6-7) *quotes no actual contractual language whatsoever*.
 9 That is because there are no “terms”—clear or otherwise—that impose on Change.org an obli-
 10 gation to do what Randall claims it should have done. Randall’s conclusory insistence to the
 11 contrary, devoid of any reference to the words of the agreement, is woefully inadequate. *See In*
 12 *re Anthem Data Breach Litig.*, 162 F. Supp. 3d 953, 979 (N.D. Cal. 2016) (granting motion to
 13 dismiss where “Plaintiffs d[id] not refer to any contractual language” or “identify a specific con-
 14 tractual provision that [Defendants] breached,” but instead offered “conclusory statements” that
 15 a breach had occurred); *Young v. Facebook, Inc.*, 790 F. Supp. 2d 1110, 1117 (N.D. Cal. 2011)
 16 (granting motion to dismiss where plaintiff failed to “allege the specific provisions in the con-
 17 tract creating the obligation the defendant is said to have breached”).

18 **3. The Promoted Petitions Page and FAQ Page are Incorporated by** 19 **Reference into the Parties’ Contract**

20 Randall’s opposition fails to address the question the Court posed at the recent Case
 21 Management Conference: whether the Promoted Petitions Page and FAQ Page (*see* Opening Br.
 22 at 5-7) should be deemed part of the parties’ contract. Instead, for some reason, Randall ad-
 23 dresses the final confirmation screen (*see id.* at 8) that contributors were shown “*after* the dona-
 24 tion was consummated.” Opp. Br. at 10 (emphasis in original).

25 Change.org agrees that any text that users could have seen only after they finalized their
 26 contribution is not part of the contract. But Change.org has never argued for dismissal on the
 27 basis of such text. The two pages actually at issue were undisputedly made available for users
 28 to read *before* the “consummation” of their contributions. The FAQ Page was made available

1 via hyperlink from the Solicitation Screen (*i.e.*, the initial screen displayed to potential contribu-
 2 tors), and the Promoted Petitions Page was made available via hyperlink from the Contribution
 3 screen (*i.e.*, the screen where contributors enter their financial information and “consummate”
 4 their contribution). All of this is set forth explicitly in the Joffe-Walt Declaration, which Ran-
 5 dall has embraced and incorporated by reference into the 2AC.¹ *See* Declaration of Benjamin
 6 Joffe-Walt (“Joffe-Walt Decl.”) (ECF No. 15-1) ¶¶ 12, 15-16 & Exs. B, C at 1-2, D.

7 It is well-settled in California and elsewhere that hyperlinked pages containing addition-
 8 al terms are incorporated into the parties’ contract, whether or not the user actually clicks those
 9 links and reads those terms. *See Levin v. Caviar, Inc.*, 146 F. Supp. 3d 1146, 1157 (N.D. Cal.
 10 2015) (holding that plaintiff was bound to arbitration clause “which only became visible upon
 11 clicking a hyperlink” from main screen where contract was consummated, and collecting cases
 12 holding same). As the Second Circuit put it, “[c]licking [a] hyperlinked phrase is the twenty-
 13 first century equivalent of turning over the cruise ticket. In both cases, the consumer is prompt-
 14 ed to examine terms of sale that are located somewhere else.” *Meyer v. Uber Techs., Inc.*, 868
 15 F.3d 66, 78 (2d Cir. 2017) (applying California law). “While it may be the case that many users
 16 will not bother reading the additional terms, that is the choice the user makes; the user is still on
 17 inquiry notice” of them. *Id.* at 79.

18 The only requirement that California law imposes is that the hyperlink appear with suffi-
 19 cient prominence that a “reasonably prudent user” would notice it. *Nguyen v. Barnes & Noble*
 20 *Inc.*, 763 F.3d 1171, 1177 (9th Cir. 2014); *see also Meyer*, 868 F.3d at 79 (“As long as the hy-
 21 perlinked text was itself reasonably conspicuous ... a reasonably prudent smartphone user
 22 would have constructive notice of the [linked] terms.”). Here, there is no assertion that the hy-
 23 perlinks were “tucked away in [an] obscure corner[] of the website where users are unlikely to
 24 see [them].” *Nguyen*, 763 F.3d at 1177. To the contrary, the FAQ Page was accessible via a
 25 prominent, underlined link at the very top of the Solicitation Screen that read “More on how
 26

27 ¹ Randall does not dispute that the Joffe-Walt Declaration and its exhibits are “incorporate[d] ...
 28 by reference” into the 2AC, such that the Court “may consider” them for all purposes in ruling
 on Change.org’s motion. *See* Opening Br. at 4 n.3.

1 chipping in helps this petition,” which was accompanied by an attention-grabbing red icon of a
 2 question mark in a circle. Joffe-Walt Decl. ¶ 15 & Ex. C at 1. And the Promoted Petitions Page
 3 was accessible via a red underlined link, immediately beneath the “Chip in” button that a user
 4 had to click to finalize the contribution, clearly stating: “[I]f you have any questions, please visit
 5 our refund policy & FAQ for more information.” *Id.* ¶ 16 & Ex. C at 2.

6 As a matter of law, these links were noticeable to a “reasonably prudent user,” and Ran-
 7 dall has not argued otherwise, despite the Court’s express invitation to address the question.
 8 *See, e.g., Cordas v. Uber Techs., Inc.*, 228 F. Supp. 3d 985, 988-90 (N.D. Cal. 2017) (finding
 9 adequate notice of privacy policy linked to via a “clickable box” on “the same screen [that] re-
 10 quired the new registrant to click ‘DONE’ in order to create an account”); *Guadagno v.*
 11 *E*Trade Bank*, 592 F. Supp. 2d 1263, 1271 (C.D. Cal. 2008) (finding adequate notice of arbitra-
 12 tion clause linked to via a “highlighted, underlined link” that appeared “directly above the ac-
 13 knowledgment box” required to consummate the contract, along with text stating that the linked
 14 page “contain[ed] important information”); *Meyer*, 868 F.3d at 78 (finding adequate notice of
 15 terms of service and privacy policy linked to via underlined hyperlinks that “appear[ed] directly
 16 below the buttons for registration”).

17 Accordingly, the contract between Change.org and Randall included not only the Solici-
 18 tation Screen and Contribution Screen, but also the Promoted Petitions Page and FAQ Page—
 19 and all of the text that those pages contained. That text included: “The amount of money the
 20 supporter wants to give correlates to the number of times we’ll display the petition. For exam-
 21 ple, contributing \$8 will result in the petition being displayed to 100 people” (*i.e.*, 12.5 displays
 22 per dollar). Joffe-Walt Decl. ¶ 15 & Ex. D. Between this additional text and the Contribution
 23 Screen itself, which stated the same ratio, Randall was plainly on notice that his \$3 would pur-
 24 chase 38 advertising displays—no more and no less.

25 **B. Randall Fails to Plausibly Plead Damages**

26 As Change.org has shown, even if Randall had pleaded a breach, he fails to plead any
 27 “appreciable and actual damage” flowing from that breach. Opening Br. at 17-19. Randall re-
 28 sponds with mere legal boilerplate: an excerpt from the Restatement (Second) of Contracts’ def-

1 initiation of “expectation damages.” Opp. Br. at 8. Change.org does not dispute that expectation
2 damages are generally available in contract cases. *See* Opening Br. at 18. Its point is that the
3 2AC pleads no factual content plausibly demonstrating that Randall *actually suffered* such
4 damages here.

5 In other words, even if Randall had credibly alleged that Change.org’s performance was
6 *different* in some material respect from what was promised, he still must plead non-conclusory
7 facts establishing that there was a “difference between the value of what he should have re-
8 ceived and the value of what he got.” *S. M. Wilson & Co. v. Smith Int’l, Inc.*, 587 F.2d 1363,
9 1375 (9th Cir. 1978). That required Randall to plausibly plead that the “value” of Change.org’s
10 actual performance—39 ad displays on the Change.org website, millions of additional “offsite”
11 ad displays, and millions of dollars in racial justice commitments—falls short of the “value” of
12 what Change.org supposedly promised to do. Randall has altogether failed to meet this re-
13 quirement. To the contrary, his pleading makes clear that what Change.org actually did was
14 *more* valuable than what Randall claims Change.org should have done. *Cf. State ex rel. Dep’t*
15 *of Highways v. Lo Bue*, 611 P.2d 1077, 507-08 (Nev. 1980) (where plaintiff was promised con-
16 struction of two “country roads,” but received a freeway and an avenue instead, she failed to
17 “sustain[] damage” because she actually “received more than she had bargained for”).

18 The relevant question is not, as Randall asserts, whether some part of the performance
19 that Change.org rendered was “not spelled out in the written contract,” or what “proportion” of
20 the contributed funds Change.org spent rendering that part of the performance. Opp. Br. at 8.
21 Rather, the question is whether the total performance that Change.org rendered provided less
22 objective value than the total performance that Change.org ostensibly promised. On that key
23 question, both the 2AC and Randall’s opposition are silent. This, too, requires dismissal. *See*
24 *Svenson v. Google, Inc.*, 65 F. Supp. 3d 717, 724 (N.D. Cal. 2014) (dismissing breach-of-
25 contract claim where “Plaintiff d[id] not allege that what she received ... was worth less than
26 what she allegedly bargained for”).

1 **C. Randall Is Not Entitled to Rescission**

2 As a Hail Mary, Randall argues that, if he cannot show any damages, the Court should
 3 order “rescission of the contract pursuant to Cal. Civ. Code § 1689(b).” Opp. Br. at 8-9. He
 4 concedes that the operative 2AC fails to plead a rescission claim. *Id.*; see *Moser v. Encore Cap-*
 5 *ital Grp., Inc.*, 2011 U.S. App. LEXIS 23087, at *6 (9th Cir. Nov. 17, 2011) (rescission properly
 6 denied where plaintiff “did not seek rescission in his complaint”). However, he asks the Court’s
 7 permission to “amend [his] Complaint” to insert one. Opp. Br. at 9. Randall is not entitled to a
 8 *third* amendment to request a remedy that he could have sought from the outset—especially
 9 given that Change.org pointed out his failure to plead any damages in its original Motion to
 10 Dismiss, two amendments ago. See *Carvalho v. Equifax Info. Servs., LLC*, 629 F.3d 876, 892-
 11 93 (9th Cir. 2010) (district court may “deny leave to amend due to ... repeated failure to cure
 12 deficiencies by amendments previously allowed”).

13 In any event, amendment would be futile because the proposed rescission claim would
 14 fail for multiple reasons. First, Randall’s initial choice to affirm the contract and seek damages
 15 constitutes an “election of remedies” that bars him from changing tack and belatedly seeking to
 16 disavow the contract. See *LMNO Cable Grp., Inc. v. Discovery Commc’ns*, 2020 U.S. Dist.
 17 LEXIS 153747, at *45-46 (C.D. Cal. May 15, 2020) (party loses right to rescind if “he mani-
 18 fests ... his intention to affirm [the contract] or acts ... in a manner inconsistent with disaffir-
 19 mance” (quoting Restatement (Second) Contracts § 380)); *Price v. McConnell*, 184 Cal. App.
 20 2d 660, 666 (1960) (“[H]aving ratified the contract by suing upon it [for breach], appellant is
 21 now precluded from claiming a rescission.”).

22 Second, rescission is not available to a plaintiff who cannot prove any harm resulting
 23 from the alleged breach. “Wh[ether] damages or rescission is sought, it must be alleged and
 24 proved that the complainant has suffered material injury.” *Munson v. Fishburn*, 190 P. 808, 812
 25 (Cal. 1920); see also *Schramm v. JPMorgan Chase Bank, N.A.*, 2012 U.S. Dist. LEXIS 195896,
 26 at *9 (C.D. Cal. Dec. 21, 2012) (“A party seeking to rescind a contract must show that he has
 27 suffered material injury or prejudice....” (quoting *Guthrie v. Times-Mirror Co.*, 51 Cal. App. 3d
 28 879, 886 (1975))). For the reasons already discussed, Randall has failed to plead with plausibil-

1 ity that Change.org’s alleged breach caused him any injury. That being so, his eleventh-hour
2 pivot from a damages remedy to a rescission remedy cannot save his case.

3 Third, the only ground for rescission that Randall claims is failure of consideration. *See*
4 *Opp. Br.* at 9 (citing Cal. Civ. Code § 1689(b)(2)). But a “failure of consideration” requires a
5 breach so fundamental that it “go[es] to the ‘essence’ of the contract.” *Dorado v. Shea Homes*
6 *Ltd. P’ship*, 2011 U.S. Dist. LEXIS 97672, at *24 (E.D. Cal. Aug. 31, 2011) (quoting *Wylter v.*
7 *Feuer*, 85 Cal. App. 3d 392, 403-04 (1978)); *see also Rano v. Sipa Press, Inc.*, 987 F.2d 580,
8 586 (9th Cir. 1993) (“A breach will justify rescission ... only when it is ‘of so material and sub-
9 stantial a nature that [it] affect[s] the very essence of the contract and serve[s] to defeat the ob-
10 ject of the parties.’”). Here, the “object of the parties” was plain: to support the cause of justice
11 for George Floyd and the movement sparked by his tragic death. It is simply not plausible that
12 the parties’ fundamental “object” was to see the Floyd Petition advertised as many times as pos-
13 sible *for its own sake*. Thus, assuming Change.org breached the contract by directing some
14 funds to racial justice activism—rather than continuing to advertise the Petition even after it be-
15 came the largest online petition in history and its original goal (securing prosecution for Floyd’s
16 killers) had been accomplished—that breach did not “affect the very essence of the contract and
17 serve to defeat the object of the parties.” *Id.* At most, the breach “was subordinate and inci-
18 dental to [the contract’s] main purpose,” and “consequently d[oes] not warrant a rescission.”
19 *Karz v. Dep’t of Prof’l & Vocational Standards*, 11 Cal. App. 2d 554, 557 (1936); *see Dorado*,
20 2011 U.S. Dist. LEXIS 97672, at *24 (dismissing rescission claim where “Plaintiff’s Complaint
21 [did] not plead facts which demonstrate[d]” that the breach was “essential to the contract”).

22 Fourth, because rescission is an unwinding of the contract, it is a two-way street: a plain-
23 tiff seeking it must “return everything of value that he has received from the [defendant] under
24 the contract.” *Simulados Software, Ltd. v. Photon Infotech Private, Ltd.*, 771 F. App’x 732, 735
25 (9th Cir. 2019) (Bea, J., concurring); *see also Beckwith v. Sheldon*, 131 P. 1049, 1051 (Cal.
26 1913) (“[A]s a condition of rescission the rescinding party must first place the other [party] *in*
27 *statu quo*.”). Thus, if Randall desires rescission, he must first return the full benefit he has re-
28 ceived from Change.org’s website ad displays, “offsite” advertising, and racial justice contribu-

1 tions. He has not met that requirement, nor even offered to do so. That precludes a rescission
 2 claim. *See Moser*, 2011 U.S. App. LEXIS 23087, at *6 (district court properly dismissed rescis-
 3 sion claim where plaintiff “failed, upon discovering the facts which [allegedly] entitle[d] him to
 4 rescind, to ... restore” benefit defendant had conferred on him). Indeed, it is not even apparent
 5 how Randall *could* return that purely intangible benefit, and “rescission is not an appropriate
 6 remedy” where “the complete restoration of the parties to the *status quo ante* [is] difficult if not
 7 impossible.” *LMNO Cable*, 2020 U.S. Dist. LEXIS 153747, at *47-48.

8 Finally, “[i]t is ... fundamental that, where ... rescission may not be decreed without in-
 9 jury to [third] parties and their rights, rescission will be denied.” *Id.* (quoting *Beckwith*, 131 P.
 10 at 1051); *see also Angle v. U.S. Fid. & Guar. Co.*, 201 Cal. App. 2d 758, 763 (1962) (“[T]here
 11 can be no rescission where the rights of third parties would be prejudiced.”). Here, rescission
 12 would take millions of dollars away from the “laudable” organizations and causes to which
 13 Change.org has already pledged the disputed funds, thereby setting back the cause of racial jus-
 14 tice. Under such circumstances, rescission is unavailable as a matter of law. *See, e.g., Ku-*
 15 *charczyk v. Regents of Univ. of Cal.*, 946 F. Supp. 1419, 1433 (N.D. Cal. 1996) (denying rescis-
 16 sion where the rights of a third party and its sublicensees would be prejudiced by rescission of
 17 plaintiff’s contract assigning patent rights to defendant); *Conservatorship of O’Connor*, 48 Cal.
 18 App. 4th 1076, 1099 (1996) (denying rescission where it “would adversely and unfairly injure
 19 the beneficiaries of [decedent’s] estate”); *Beckwith*, 131 P. at 1051 (denying rescission where
 20 “innocent stockholders and bondholders” would be prejudiced thereby).

21 **II. THE COURT SHOULD STRIKE THE 2AC’S CLASS ALLEGATIONS**

22 As Change.org has shown, if the 2AC escapes dismissal, the Court should strike its class
 23 allegations, as it is clear that Randall will never be able to satisfy his class-certification burden
 24 under Rule 23. Randall’s perfunctory one-page argument in opposition is meritless.

25 As a threshold matter, Randall cites a single, unpublished district court decision for the
 26 proposition that motions to strike class allegations are “premature before the filing of a motion
 27 for class certification.” Opp. Br. at 9. Change.org agrees that in *most* cases, it is prudent to
 28 await the development of a factual record before ruling on class issues. At the same time, the

1 Supreme Court has stressed that “[s]ometimes the issues are plain enough from the pleadings”
2 to do so; the Ninth Circuit has endorsed pleadings-stage motions to strike class allegations; and
3 district courts in this circuit have granted such motions repeatedly. *See* Opening Br. at 19-21.
4 Randall fails to distinguish—or even address—any of these authorities. Nor could he: this is
5 precisely the type of case where early resolution is warranted.

6 For example, as Change.org showed in its opening brief, most members of the putative
7 class would not deem Change.org to be in material breach, let alone consider themselves “dam-
8 aged.” *Id.* at 19-20. Again, Change.org undisputedly provided every class member with the
9 promised number of website ad displays; provided millions of additional ad displays via bill-
10 boards, social media, and email; and then, *on top of that*, pledged millions of dollars to “lauda-
11 ble” racial justice efforts. A typical class member signing a racial justice petition would not
12 consider herself aggrieved by the fact that Change.org supported those efforts, rather than
13 spending every last cent of her contribution advertising a petition that had already recruited a
14 record-setting number of signatories and whose original goal had already been accomplished.

15 Additionally, as Change.org has shown, many (if not most) putative class members
16 would oppose the relief that Randall seeks in this action. Opening Br. at 20. Randall insists that
17 this “does not present a conflict” because Change.org can simply “return[]” all contributions
18 and let “each individual class member” decide whether to keep their money or “donate [it back]
19 to the same causes” to which Change.org has pledged it. Opp. Br. at 9-10. But it is not that
20 simple. Under Randall’s plan, much of the disputed funds would be lost to “[t]he transaction
21 costs of a class action,” such as delivering notice, mailing thousands of *de minimis* checks to
22 class members, and paying fees to Randall’s counsel. Opening Br. at 20. Randall does not ar-
23 gue otherwise; he simply ignores these costs. Moreover, because class members would not get
24 their checks until the very end of this case (including all appeals), those charities would not see
25 any money returned to them for years. Finally, transferring the money from class members
26 back to the charities would entail still further inefficiencies. Compared to simply leaving things
27 the way they are, this lengthy and wasteful process would plainly disserve the causes that most
28 Floyd Petition signers care deeply about. *Cf. In re Aqua Dots Prods. Liab. Litig.*, 654 F.3d 748,

1 752 (7th Cir. 2011) (“A [class] representative who proposes that high transaction costs ... be
2 incurred at the class members’ expense to obtain [something] already on offer is not adequately
3 protecting the class members’ interests.”).

4 Change.org has also shown that, if the Court decides that putative class members were
5 not on *inquiry* notice of the Promoted Petitions Page and FAQ Page, the key question of wheth-
6 er they had *actual* notice of those pages is inherently individualized. Opening Br. at 20-21.
7 Once again, Randall’s response confuses these pages with the final confirmation screen, which
8 “appeared [only] *after* the donation was consummated.” Opp. Br. at 10 (emphasis in original).
9 As discussed above, the hyperlinks to both the Promoted Petitions Page and FAQ Page appeared
10 *before* “the donation was consummated,” not after it. *See supra* at 3-4. Change.org’s argument
11 for striking the class allegations, therefore, is effectively unopposed.

12 Finally, now that Randall attempts to pivot to a rescission theory to save his case, the
13 impropriety of class treatment is even clearer. “Courts are in uniform agreement that rescission
14 may not be sought on a class-wide basis.” *Amparan v. Plaza Home Mortg.*, 678 F. Supp. 2d
15 961, 979 (N.D. Cal. 2008); *see also Schramm v. JPMorgan Chase Bank, N.A.*, 2011 U.S. Dist.
16 LEXIS 122440, at *34-36 (C.D. Cal. Oct. 19, 2011) (holding that “a class-wide rescission rem-
17 edy is not appropriate” because “the equitable nature of rescission” requires “consideration of
18 [each class member’s] individual circumstances”); *Andrews v. Chevy Chase Bank*, 545 F.3d
19 570, 574 (7th Cir. 2008) (stating that “[r]escission is a highly individualized remedy” and “an
20 extremely poor fit for the class-action mechanism”).

21 For instance, does each class member actually believe that Change.org’s alleged breach
22 is so fundamental that it justifies unwinding his or her contract? *See Feske v. MHC Thousand*
23 *Trails L.P.*, 2013 U.S. Dist. LEXIS 37232, at *37-48 (N.D. Cal. Mar. 28, 2013) (“Determining
24 which class members want rescission ... must be dealt with on a class-member-by-class-
25 member basis.”). Is each class member in a position to return the benefit he or she received
26 from Change.org’s performance, and how much must they return? *See Campion v. Old Repub-*
27 *lic Home Prot. Co.*, 272 F.R.D. 517, 531 (S.D. Cal. 2011) (denying class certification of rescis-
28 sion claim, which would “necessitat[e] an individualized inquiry ... to determine whether bene-

1 fits were received by class members” and what their “value” was). No discovery is needed to
2 see that these questions, among others, make class-wide adjudication impossible.

3 **CONCLUSION**

4 For the reasons stated, Change.org respectfully requests that the Court dismiss this ac-
5 tion in its entirety. Because Randall has already had multiple opportunities to plead a valid
6 claim, and because any further amendment would be futile, the dismissal should be with preju-
7 dice. *Salameh v. Tarsadia Hotel*, 726 F.3d 1124, 1133 (9th Cir. 2013). At minimum, however,
8 the Court should strike the 2AC’s class allegations and order that this suit be maintained as an
9 individual action only.

10 Dated: October 30, 2020

Respectfully submitted,

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