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FIRST BANK OF DELAWARE
8

9 UNITED STATES DISTRICT COURT
10 NORTHERN DISTRICT OF CALIFORNIA
11 SAN FRANCISCO DIVISION

12 AMBER KRISTI MARSH and STACIE EVANS,
13 individually and on behalf of a class of similarly situated
14 persons,

15 Plaintiffs,

16 v.

17 **ZAAZOOM SOLUTIONS, LLC**, a Delaware Limited
Liability Company; **ZAZA PAY LLC**, a Delaware
Limited Liability Company *dba* Discount Web Member
18 Sites, LLC, Unlimited Local Savings, LLC, Web
Discount Club, Web Credit Rpt. Co., MegaOnlineClub,
19 LLC, and RaiseMoneyForAnything; **MULTIECOM,**
LLC, a Colorado Limited Liability Company *dba* Online
20 Discount Membership, Web Discount Company, and
Liberty Discount Club; **ONLINE RESOURCE**
21 **CENTER, LLC**, a Delaware Limited Liability Company
dba Web Coupon Site, USave Coupon, and UClip;
22 **FIRST BANK OF DELAWARE**, a Delaware
Corporation; **FIRST NATIONAL BANK OF**
23 **CENTRAL TEXAS**, a Texas Corporation; **JACK**
HENRY & ASSOCIATES, INC., a Delaware
24 Corporation *dba* PROFITSTARS; **AUTOMATED**
ELECTRONIC CHECKING, INC., a Nevada
25 Corporation; **DATA PROCESSING SYSTEMS, LLC**,
a Delaware Limited Liability Company; and **DOES 1-**
26 **10**, inclusive,

27 Defendants.
28

CASE NO. 3:11-cv-05226-WHO

**NOTICE OF MOTION AND
MOTION FOR GOOD FAITH
SETTLEMENT
DETERMINATION AND
CONFIRMATION OF
CONTRIBUTION
PROTECTION TO FIRST
BANK OF DELAWARE**

Date: January 15, 2014
Time: 2:00 p.m.
Courtroom: 2

NOTICE OF MOTION AND MOTION**TO ALL PARTIES AND THEIR ATTORNEYS OF RECORD:**

PLEASE TAKE NOTICE THAT on January 15, 2014 at 2:00 p.m., or as soon thereafter as this matter may be heard before the Honorable William H. Orrick in Courtroom 2 of the above-entitled Court located at 450 Golden Gate Avenue, San Francisco, California, 94102, Defendant First Bank of Delaware (“FBD”) will and hereby does move the Court for an order determining that it has made a good faith settlement with Plaintiff Stacie Evans individually and on behalf of a putative Settlement Class of alleged similarly situated persons (“Plaintiffs”), and barring claims against FBD for contribution and/or equitable indemnity from non-settling defendants.

This motion is brought pursuant to California Code of Civil Procedure sections 877 and 877.6 (because the remaining negligence claim against FBD is a state law claim heard under this Court’s supplemental jurisdiction), and is brought concurrently with Plaintiffs’ Unopposed Motion For Preliminary Approval of Class Action Settlement, filed this same date.

The settlement between Plaintiffs and FBD seeks to resolve Plaintiffs’ claim against FBD as alleged in Plaintiffs’ Third Amended Complaint, filed on April 10, 2012. Currently, the sole remaining claim alleged against FBD is common law negligence. Through this Motion FBD seeks a determination that the settlement is made in good faith and that all potential claims of non-settling defendants for contribution and/or equitable indemnity against FBD based on the matters addressed in the settlement are barred. The non-settling defendants from which contribution protection is sought include ZaaZoom Solutions, LLC, ZaZa Pay LLC, MultiECom, LLC, Online Resource Center, LLC, Jack Henry & Associates, Inc., Data Processing Systems, LLC, Automated Electronic Checking, Inc., and First National Bank of Central Texas.

This Motion is based on this Notice of Motion, Memorandum of Points and Authorities in Support of Motion for Good Faith Settlement Determination and Confirmation of Contribution Protection to First Bank of Delaware, the declarations of Joseph J. Manion, Jr. and Paul J. Hall in support thereof, all pleadings and papers on file herein, and any other oral or documentary evidence presented to the Court at the time of the hearing.

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FIRST BANK OF DELAWARE

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9 UNITED STATES DISTRICT COURT
10 NORTHERN DISTRICT OF CALIFORNIA
11 SAN FRANCISCO DIVISION

12

13 AMBER KRISTI MARSH and STACIE EVANS,
individually and on behalf of a class of similarly situated
14 persons,

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Plaintiffs,

16

v.

17

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Liability Company; **ZAZA PAY LLC**, a Delaware
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18 Sites, LLC, Unlimited Local Savings, LLC, Web
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19 LLC, and RaiseMoneyForAnything; **MULTIECOM,**
LLC, a Colorado Limited Liability Company *dba* Online
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22 **FIRST BANK OF DELAWARE**, a Delaware
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23 **CENTRAL TEXAS**, a Texas Corporation; **JACK**
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24 Corporation *dba* PROFITSTARS; **AUTOMATED**
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26 **10**, inclusive,

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Defendants.

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MEMORANDUM OF POINTS AND AUTHORITIES

I. INTRODUCTION

First Bank of Delaware (“FBD”) is a tertiary actor in this case, having no customer or contractual relationship with Plaintiffs or the putative class they seek to represent. Pending settlement, Plaintiffs assert only one remaining claim against FBD for common law negligence. That claim hangs by a thin thread, weathered by FBD’s procedural, factual and legal defenses and the likelihood that FBD would prevail on summary judgment and in its opposition to certification of a class for purposes of discovery, litigation and trial on the merits. In this context and after protracted, adversarial, and mediator-assisted negotiations, culminating in acceptance of the mediator’s proposal, Plaintiff Stacie Evans and FBD agreed to a non-reversionary, all-in payment to Plaintiff and the Settlement Class by FBD of \$527,750, subject to the approval of this Court.

FBD now seeks an order pursuant to California Code of Civil Procedure sections 877 and 877.6 determining good faith settlement and confirming contribution protection against non-settling defendants. The settlement meets California’s good faith requirement because it is within “the ballpark” of reasonableness in light of (i) FBD’s proportional liability as a tertiary actor in the alleged misconduct, and robust procedural, factual and legal defenses, (ii) FBD’s operational status and insurance coverage, and (iii) the nature of the settlement as an adversarial, mediator-facilitated process demonstrating lack of collusion, fraud or other bad faith conduct. *See Tech-Bilt, Inc. v. Woodward-Clyde Associates*, 38 Cal.3d 488, 499-500 (1985).

FBD’s attenuated role, if any, in the alleged misconduct, along with robust factual, legal and procedural defenses, supports a finding of good faith settlement. In the Third Amended Complaint (“TAC”), Plaintiffs aver a scheme in which allegedly unscrupulous internet merchants obtain consumers’ personal information from payday loan websites in order to enroll consumers in discount coupon services without their consent. Plaintiffs allege that these internet merchants collected payment for the coupon service memberships using the consumers’ personal information to generate remotely created checks (“RCCs”)¹, drawn on consumers’ bank accounts

¹ A RCC is a financial transaction in which a person with a checking account authorizes a merchant or other company to create a RCC drawn on that person’s bank account for the purpose of paying for a purchase of goods or services. RCCs are commonly used to pay for purchases

1 without their consent. These internet merchants, defendants ZaaZoom Solutions, LLC
2 (“ZaaZoom”), ZaZa Pay LLC (“ZaZa Pay”), MultiECom, LLC (“MultiECom”) and Online
3 Resource Center, LLC (“ORC”) (collectively, the “ZaaZoom Defendants”), are the primary actors,
4 and indeed the architects, of the alleged misconduct.

5 Plaintiffs allege that check processing defendants Jack Henry & Associates, Inc. (“Jack
6 Henry”), Data Processing Systems, LLC (“DPS”), and Automated Electronic Checking, Inc.
7 (“AEC”) (collectively “Payment Processor Defendants”) contracted with ZaaZoom Defendants to
8 generate, process and deposit the RCCs into Payment Processor Defendants’ accounts for the
9 benefit of the ZaaZoom Defendants. Payment Processor Defendants are in privity with the
10 ZaaZoom Defendants and thus are “secondary” actors in the alleged misconduct.

11 FBD, along with Defendant First National Bank of Central Texas (“FNBOCT”)
12 (collectively, “Depository Banks”), are tertiary actors. The Depository Banks have no link of
13 privity or other legal duty to Plaintiffs or even to the ZaaZoom Defendants. Rather, the Payment
14 Processor Defendants maintained business accounts at the Depository Banks in which they
15 deposited the RCCs for the benefit of the ZaaZoom Defendants.

16 Furthermore, FBD advances factual, legal and procedural defenses that confirm the
17 reasonableness of the settlement in light of FBD’s exceedingly attenuated potential liability
18 exposure in this case. *First*, evidence demonstrates that consumers affirmatively consented to
19 enrollment in coupon memberships and payment by RCC. *Second*, even if there was some
20 misunderstanding about the terms of enrollment, consumers had a complete and efficacious
21 statutory remedy to seek refund of unauthorized RCCs, without litigation. *Third*, Plaintiffs
22 cannot prevail on their negligence claim, because FBD owes no duty of care to them as third-
23 party non-depositors. *Finally*, Plaintiffs will not be able satisfy the requirements of Rule 23(a)
24 and 23(b)(3) to certify a class for purposes of discovery, litigation and trial on the merits. The
25 strength of these defenses, as demonstrated below, and the likelihood of FBD prevailing on
26 summary judgment and/or in its opposition to class certification supports a finding that the
27 settlement is reasonable in light of FBD’s potential liability exposure.

28 from internet merchants, or for recurring monthly bills such as club or magazine subscriptions.

1 FBD's operational and financial status also support a good faith settlement determination.
 2 On October 23, 2012, FBD's stockholders approved a plan whereby FBD was dissolved, it
 3 surrendered its bank charter, sold certain assets, and its remaining assets and liabilities were
 4 transferred to a liquidating trust. FBD has been funding its defense of this lawsuit from an
 5 insurance policy with a \$3 million limit for Bankers' Professional Liability ("BPL") coverage,
 6 potentially applicable to this case. This is a "wasting limits" insurance policy, meaning that
 7 attorneys' fees and costs of defense, as well as loss or settlement payments, are charged against
 8 the Policy, thus reducing its available coverage as the defense of a case progresses. This action is
 9 not the only case covered under this policy. The BPL coverage limits of the Policy are now
 10 exhausted by virtue of the defense fees and settlement costs in this action and two other matters.
 11 Declaration of Joseph J. Manion, Jr. ("Manion Decl."), ¶¶ 1-9² (Dkt. 201). The availability of
 12 potential excess insurance coverage is disputed, uncertain, and even if confirmed would be
 13 exhausted by the same three claims and other claims already noticed to the insurer. (*Id.* at ¶¶ 10-
 14 13.)

15 Taking into account all of these factors, Plaintiff Evans and FBD reached a settlement
 16 after many months of arms-length negotiations facilitated by the Honorable James L. Warren
 17 (Ret.) of JAMS and culminating in the Parties' acceptance of his mediator's proposal. FBD
 18 respectfully requests this Court to enter an order determining that the settlement was in good faith
 19 and barring contribution and indemnification claims from non-settling defendants.

20 **II. CALIFORNIA LAW GOVERNS DETERMINATION OF GOOD FAITH FOR**
 21 **SETTLEMENT OF PLAINTIFFS' NEGLIGENCE CLAIM.**

22 California Code of Civil Procedure section 877, rather than federal common law, governs
 23 determination of good faith settlement of Plaintiffs' negligence claim. Where, as here, "a district
 24 court sits in diversity, or hears state law claims based on supplemental jurisdiction, the court
 25 applies state substantive law to the state law claims." *Mason & Dixon Intermodal, Inc. v.*
 26 *Lapmaster Int'l*, 632 F.3d 1056, 1060 (9th Cir. 2011); *Galam v. Carmel (In re Larry's*

27 _____
 28 ² The Manion Declaration was previously filed by Plaintiff Evans in support of the Motion for Preliminary Approval. (Dkt. 201).

1 *Apartment*), 249 F.3d 832, 837 (9th Cir. 2001) (“It is well established that [u]nder the Erie
 2 doctrine, federal courts sitting in diversity apply state substantive law” (internal quotations and
 3 citations omitted)); *Bass v. First Pac. Networks, Inc.*, 219 F.3d 1052, 1055 n. 2 (9th Cir. 2000)
 4 (federal court exercising supplemental jurisdiction over state law claim is bound to apply state
 5 substantive law). “California Code of Civil Procedure section 877 constitutes state substantive
 6 law.” *Mason & Dixon Intermodal, Inc.*, 632 F.3d at 1060 (holding the district court correctly
 7 applied Section 877 as state substantive law to resolve motion to dismiss pursuant to good faith
 8 settlement); *Fed. Savings & Loan Ins. Corp. v. Butler*, 904 F.2d 505, 511 (9th Cir. 1990) (holding
 9 Section 877 constitutes substantive law). Additionally, because the procedural provisions of
 10 section 877.6 are outcome-determinative, governing the determination of good faith, they also are
 11 applicable. *Holmes v. Home Depot USA, Inc.*, 1:06-CV-01527-SMS, 2009 WL 2030898 (E.D.
 12 Cal. July 9, 2009) (“in the absence of a conflict with federal procedures or other factors giving
 13 rise to federal concerns, state settlement procedures are to be applied by federal courts to state
 14 causes of action where they are outcome-determinative”). Here, the Court has diversity
 15 jurisdiction under Class Action Fairness Act of 2005, 28 U.S.C. § 1332(d), over Plaintiffs’
 16 California common law negligence claim. Therefore, Sections 877 and 877.6 govern the
 17 determination of good faith settlement.

18 **III. STATEMENT OF FACTS**

19 **A. The Settling Parties**

20 **1. Plaintiff Stacie Evans**

21 Plaintiff Stacie Evans is the only Named Plaintiff signatory to the class action settlement
 22 agreement. While Plaintiff Kristi Marsh supports the settlement, she does not claim FBD was the
 23 depository bank for any allegedly unauthorized RCC debit from her account, and thus does not
 24 personally make a claim against FBD, so only Ms. Evans is an appropriate class representative of
 25 the proposed Settlement Class.

26 **2. The Putative Class As Alleged**

27 Plaintiffs bring this action “on their own behalves and as representatives of all persons:
 28 “a) whose checking accounts were drawn on by way of remotely created checks created by the

1 ZaaZoom Defendants for the Liberty Website and/or U-Clip Website and/or other online coupon
 2 or discount service operated by the ZaaZoom Defendants after May 6, 2007, and b) who never
 3 consented to the creation of a remotely created check to pay for the ZaaZoom Defendants’
 4 services on the Liberty Website and/or U-Clip Website and/or other online coupon or discount
 5 service operated by the ZaaZoom Defendants (the “Class”).” (TAC, filed on April 10, 2012 (Dkt.
 6 100), ¶ 238.) Plaintiffs also bring this action on behalf of a subclass composed of all similarly
 7 affected California residents (the “California Subclass”). (*Id.* at ¶ 239.) Class certification has
 8 yet to be adjudicated, but Plaintiff Evans and FBD seek certification of a class for purposes of
 9 settlement only (“Settlement Class”).³

10 3. First Bank of Delaware

11 FBD, now dissolved and winding up, was a Delaware state chartered bank with branch
 12 locations in Delaware. FBD offered traditional consumer and business banking services that are
 13 not the subject of this dispute. Additionally, FBD served as a depository bank for certain check
 14 processors (the “Processors”), which in turn processed RCCs for internet merchants (the
 15 “Merchants”). FBD accepted for deposit into Processors’ accounts RCCs the Processors
 16 generated, at the request of Merchants, as payment for products or services purchased by
 17 consumers on Merchants’ websites. FBD engaged in this line of business for a very limited time
 18 period during part of 2010-2011, and ultimately eliminated the line of business in mid-2011.
 19 (Manion Decl. ¶¶ 1-3.)

20 The claims at issue in this lawsuit, arise from FBD’s RCC line of business. In this
 21 lawsuit, Plaintiffs contend that FBD negligently allowed RCCs that were drawn on consumer
 22 bank accounts without their consent to be deposited with the bank into the accounts of the
 23 Payment Processor Defendants for the benefit of the ZaaZoom Defendants. Only one claim for
 24 common law negligence remains against FBD. (*Id.*, ¶ 4.)

25 ³ FBD notes that whether class certification for settlement is appropriate, where there is an agreed
 26 compromise remedy, no need to decide a case on the merits, and no need to evaluate the
 27 manageability and superiority of a class action for trial, is a completely different question than
 28 whether class certification would be appropriate in the context of discovery and trial. *See e.g.*,
Amchem Products, Inc. v. Windsor, 521 U.S. 591, 620 (1997) (“with a request for settlement-only
 class certification, a district court need not inquire whether the case, if tried, would present
 intractable management problems, [citation] for the proposal is that there be no trial”).

1 On October 23, 2012, FBD's stockholders approved a plan whereby FBD was dissolved,
2 it surrendered its bank charter, sold certain assets to another bank (but not the assets or alleged
3 liabilities involved in this case), and transferred its remaining assets and liabilities to a liquidating
4 trust. (*Id.* at ¶ 2.) Pursuant to Delaware law, the liquidating trust retains the right to defend this
5 action and effectuate the dissolution and winding up of FBD. (*Id.* at ¶ 2.)

6 FBD has a Continental Casualty insurance policy, policy no. 425362605 ("the Policy").
7 The Policy includes various types of coverage, including Bankers' Professional Liability (BPL)
8 coverage potentially applicable here. It has a \$3,000,000 limit, subject to a \$100,000 self-insured
9 retention. It is a "wasting limits" policy, with defense fees charged against the Policy limits. (*Id.*
10 at ¶¶ 6-7.) This action is not the only case covered under FBD's Policy. Two other lawsuits are
11 also covered under the same Policy, the same BPL coverage, and the same Policy coverage year,
12 and thus the same \$3,000,000 wasting limits Policy limit. The BPL coverage limits of the Policy
13 are now exhausted by virtue of the defense fees and settlement costs in this action and two other
14 matters. (*Id.* at ¶¶ 8-9.)

15 FBD has potential excess coverage for BPL liability, but the excess carrier has reserved
16 rights, has not acknowledged coverage, and coverage is uncertain. Further, if there were excess
17 coverage, it would also be exhausted by the same three claims that have exhausted the primary
18 Policy, as well as several potential claims recently noticed to the insurer. (*Id.* at ¶¶ 10-12.)

19 Additionally, FBD faces potential contingent liability for other unfiled claims which
20 would also be covered under this same Policy and excess insurance, if applicable. They include
21 claims for RCCs originated and processed by non-party internet merchants and processors (which
22 are not at issue in this case). FBD estimates that the present action involves only about 25% of its
23 former RCC line of business. Therefore, this case involves only about 25% of the dollar volume
24 of claims which potentially could be asserted as "copy-cat" claims. While FBD believes that it
25 has meritorious statute of limitations, procedural, factual and legal defenses to the claims in this
26 or similar potential actions, it is a fact that (subject to Court approval), the proposed settlement
27 with Plaintiffs resolves only a small portion of potential claims arising from FBD's former RCC
28 line of business. (*Id.* at ¶ 13.)

1 **B. The Non-Settling Parties**

2 **1. The ZaaZoom Defendants**

3 The ZaaZoom Defendants were in the business of providing online coupon services to
4 consumers through various Internet websites. Each of these defendants now claims to be defunct.
5 Plaintiffs contend that the ZaaZoom Defendants registered consumers for coupon services
6 without their knowledge or consent, after obtaining their personal information from payday loan
7 websites. Plaintiffs allege that the ZaaZoom Defendants, with the assistance of check processors,
8 drafted RRCs from the applicants' checking accounts payable to the ZaaZoom Defendants,
9 without the applicants' knowledge or consent.

10 **2. Payment Processor Defendants and Non-Party CheckSite, Inc.**

11 Check processors act as agents for internet merchants, creating the RCCs and submitting
12 them for deposit to a bank on behalf of the merchants. Plaintiff Evans alleges that Payment
13 Processor Defendants helped create and deposit the RCCs in the Payment Processors' bank
14 accounts with Depository Banks for the benefit of the ZaaZoom Defendants. AEC and DPS
15 claim to be defunct.

16 CheckSite, Inc. ("CSI") is the only check processor relevant to the Evans RCCs deposited
17 at FBD. Landmark Clearing, Inc. ("Landmark") was a check processor responsible for
18 processing Settlement Class Members' RCCs deposited at FBD. CSI and Landmark are not
19 defendants, but operated in the same manner as the Payment Processor Defendants. ZaaZoom
20 Defendants used AEC, CSI and Landmark to create and deposit Settlement Class Members RCCs
21 (including the Evans' RCCs) with FBD.

22 **3. First National Bank of Central Texas**

23 Defendant FNBOCT is a Texas corporation and a national bank based in Waco, Texas.
24 Plaintiffs allege that the Payment Processor Defendants deposited RCCs in their accounts at
25 FNBOCT for the benefit of the ZaaZoom Defendants.

26 **C. Procedural History and Settlement**

27 Plaintiffs originally filed this case against the ZaaZoom Defendants, on May 9, 2011, in
28 the San Francisco Superior Court, Case No. CGC-11-510815. Plaintiffs amended their complaint

1 twice, adding all of the current Defendants in their Second Amended Complaint on August 30,
 2 2011. On October 28, 2011, the case was removed to this Court. The Court has subject matter
 3 jurisdiction under the Class Action Fairness Act of 2005, 28 U.S.C. Sections 1332(d). After
 4 several rounds of motions to dismiss, the sole remaining claim against the Depository Banks was
 5 for common law negligence. Defendants all answered Plaintiffs' Third Amended Complaint.

6 On March 8, 2013, Plaintiffs and all the Defendants attended private mediation before the
 7 Honorable James L. Warren (Ret.) of JAMS. After a full day of mediation, the parties did not
 8 settle. Facilitated by Judge Warren, Plaintiffs and FBD only continued settlement discussions.
 9 After many months and half-a-dozen rounds of lengthy conference calls with Judge Warren, on
 10 June 20, 2013 Plaintiff Evans and FBD accepted Judge Warren's Mediator's Proposal to settle the
 11 case for a non-reversionary, all-in payment to the proposed Settlement Class by FBD of
 12 \$527,750, subject to the approval of this Court. (Hall Decl. ¶¶ 1-4; Manion Decl., ¶ 5.)

13 **IV. THE COURT SHOULD APPROVE THE SETTLEMENT TO BE IN GOOD**
 14 **FAITH AND CONFIRM CONTRIBUTION PROTECTION TO FBD.**

15 In the wake of its settlement with Plaintiff Evans for the putative Settlement Class, FBD
 16 now seeks contribution protection from non-settling defendants. California Code of Civil
 17 Procedure section 877 provides such protection in a partial settlement to settlors where, as here,
 18 the settlement is made in good faith. Section 877 is applicable here because state law, rather than
 19 federal common law, governs determination of good faith for settlement of Plaintiffs' state law
 20 claims. *See* Section II, *supra*. The settlement meets California's good faith requirement because
 21 it is within "the ballpark" of reasonableness in light of (i) FBD's proportional liability as a tertiary
 22 actor in the alleged misconduct, and robust procedural, factual and legal defenses; (ii) FBD's
 23 operational status and insurance coverage; and (iii) the nature of the settlement as an adversarial,
 24 mediator-facilitated process demonstrating lack of collusion, fraud or other bad faith conduct.
 25 *See* Section III(A), *infra*. Thus, this Court should confirm contribution protection to FBD.

26 **A. The Court Should Confirm Contribution Protection Under Section 877.**

27 FBD is entitled to a determination that its settlement with Plaintiff Evans was entered into
 28 in good faith, warranting protection from any contribution or indemnification claims brought by

1 non-settling defendants. Section 877 provides that, where partial settlements are entered into
2 before trial and “in good faith,” the settling defendants are discharged from “all liability for any
3 contribution to any other parties.” Cal. Code Civ. Proc. §§ 877, 877(b). Section 877.6 and the
4 California Supreme Court’s *Tech-Bilt* decision guide the determination of whether a settlement
5 meets the “good faith” requirement stated in Section 877. Parties opposing a settlement “have the
6 burden of proof” to establish any “lack of good faith.” Cal. Code Civ. Proc. § 877.6(d). To meet
7 that burden, a party opposing settlement must establish that the settlement is “so far out of the
8 ballpark” of reasonableness as to be inequitable. *Tech-Bilt, Inc.*, 38 Cal.3d at 499-500.

9 In *Tech-Bilt*, the California Supreme Court explained that “the ballpark” of good faith is
10 determined by assessing a range of values based on the information available at the time of
11 settlement, encompassed by the following six factors: (1) a rough approximation of plaintiffs’
12 total recovery and the settlor’s proportionate liability; (2) the amount paid in settlement; (3) the
13 allocation of settlement proceeds among plaintiffs; (4) a recognition that a settlor should pay less
14 in settlement than he would if he were found liable after a trial; (5) the financial conditions and
15 insurance policy limits of settling defendants; and, (6) the existence of collusion, fraud or tortious
16 conduct aimed to injure the interests of non-settling defendants. *Id.* at 499. The California
17 Supreme Court explained further that “bad faith is [not] established by a showing that a settling
18 defendant paid less than his theoretical proportionate or fair share” because such a rule would
19 unduly discourage settlements. *Id.*

20 As discussed below, under the *Tech-Bilt* factors, the settlement now before the Court is a
21 good faith settlement that fully justifies contribution protection. *First*, with respect to factors 1 -
22 4, the settlement amount is not unreasonable in light of FBD’s proportional liability, as a tertiary
23 actor with strong procedural, factual and legal defenses to the one pending claim. *Second*,
24 regarding factor 5, FBD is dissolved and winding up its business; drawing upon an exhausted
25 insurance policy to fund its defense to this lawsuit. *Finally*, with respect to factor 6, there are no
26 allegations of collusion or bad faith conduct and the settlement emerged from lengthy, arms-
27 length, mediator-facilitated negotiations, in which all other defendants initially participated.

1 **1. The Settlement Is Reasonable and Representative of FBD’s**
 2 **Proportional Liability.**

3 Plaintiff Evans and FBD settled the sole remaining claim of common law negligence for
 4 \$527,750.⁴ (Hall Decl., ¶ 4, Ex. 1.) This is a great result for the Settlement Class in light of the
 5 parties’ reasonable assessment of FBD’s potential liability during mediation. The ultimate
 6 yardstick of good faith is whether the settlement is *grossly disproportionate* to what a reasonable
 7 person at the time of settlement would estimate the settlor's liability to be:

8 A settlement does not lack good faith solely because the settling tortfeasor pays
 9 less than his or her theoretical proportional or fair share. Discounting a settling
 10 tortfeasor's proportional share is appropriate because a plaintiff's damages are
 11 often speculative, and the probability of legal liability therefor is often uncertain
 12 or remote.... Practical considerations obviously require that the evaluation be
 13 made on the basis of information available at the time of settlement.

14 In the end, the ultimate determinant of good faith is whether the settlement is
 15 *grossly disproportionate* to what a reasonable person at the time of settlement
 16 would estimate the settlor's liability to be. A ‘good faith’ settlement does not call
 17 for perfect or even nearly perfect apportionment of liability. In order to encourage
 18 settlement, it is quite proper for a settling defendant to pay less than his
 19 proportionate share of the anticipated damages. What is required is simply that
 20 the settlement not be *grossly disproportionate* to the settlor's fair share.

21 *PacifiCare of Cal. v. Bright Med. Associates, Inc.*, 198 Cal. App. 4th 1451, 1464-65 (2011)
 22 (emphasis added and internal quotations and citations omitted); *Cahill v. San Diego Gas & Elec.*
 23 *Co.*, 194 Cal. App. 4th 939, 968 (2011), (settlement of 1/2 of 1% of potential damages was within
 24 ballpark based on facts known at time of settlement). The strength of FBD’s defenses informs
 25 evaluation of liability. Not only is FBD a tertiary actor in the alleged misconduct, but it possesses
 26 complete procedural, factual and legal defenses and, in the absence of settlement, would likely
 27 prevail on summary judgment and in its opposition to class certification.

28 ⁴ Regarding *Tech-Bilt* factor 1, at settlement, Plaintiff’s total recovery was the same as its
 settlement with FBD, *e.g.*, \$527,750. To date, Plaintiffs has not recovered from any other
 defendants. Regarding *Tech-Bilt* factor 3 (*e.g.*, the allocation of proceeds among plaintiffs), the
 settlement proceeds will be distributed among Settlement Class as follows: “The Settlement
 Administrator shall make a single Cash Payment from the Settlement Fund of the lesser of up to
 three monthly Membership Fees or sixty dollars (\$60) to each Settlement Class Member who
 submits a completed Claim Form to the Settlement Administrator during the Claim Period. If
 Cash Payments exceed the Net Settlement Amount then Cash Payments, calculated using the
 above formula, will be reduced pro rata such that total Cash Payments equals the Net Settlement
 Amount. The precise Cash Payment shall depend on the claims rate.” (Hall Decl., Ex. 1, ¶ 44.)

1 If approved by the Court, the putative Settlement Class will receive certification for
 2 settlement purposes only without adversary class certification procedures. Class Members will
 3 receive, upon submission of a proof of claim, payment of three months of Membership Fees paid
 4 to the ZaaZoom Defendants, or \$60, whichever is less. Since most of the Membership Fees at
 5 issue were at the level of \$19.99 per month or less, this would give Settlement Class Members
 6 reimbursement in most cases for up to three months of Membership Fees. The strength of FBD's
 7 defenses, discussed below, shows the reasonableness of the settlement in light of the risk-adjusted
 8 value of the case against FBD. *See* Sections III(B)(1)(a)-(d), *infra*.

9 a. **The Evans Internet Transactions Show Clear Contracts,
 10 Disclosed Charges, and Intentional Purchase.**

11 Plaintiffs claim that FBD was negligent in preventing unauthorized RCC withdrawals
 12 from Ms. Evans' account because FBD knew or should have known of suspicious circumstances
 13 surrounding the business activities of the ZaaZoom Defendants and CSI. However, the Evans
 14 transactions reveal that the terms of the offers were clearly disclosed, Ms. Evans intentionally
 15 selected the offers and agreed to payment. (See Hall Decl., Ex. 2 [Evans RCCs dated 10/22/10,
 16 11/3/2010, and 12/3/10].) FBD cannot be negligent for failing to prevent legitimate transactions.

17 i. The October 22, 2010 Last Chance Cash Advance
 18 Transaction

19 On October 22, 2010, Ms. Evans visited the Last Chance Cash Advance website and
 20 accepted an offer from Liberty Discount Club ("Liberty") to subscribe to a coupon service. The
 21 Liberty offer ***required Ms. Evans to affirmatively check the box to accept***. The offer expressly
 22 stated that Ms. Evans' banking information had been pre-populated from the payday lending
 23 website and that, by accepting the offer, she authorized debits from her account to pay Liberty.
 24 (Hall Decl., Ex. 3, p. 27 [ZaaZoom Solutions' Motion to Dismiss in *Marsh et al. v. Moe*
 25 *Tassoudji, et al.*, District of Arizona, Case No. 2:12-cv-00915-DKD ("ZaaZoom MTD")].) The
 26 offer authorized by the ZaaZoom Defendants to be posted on the Last Chance Cash Advance
 27 website in October 2010 stated as follows:
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Up to \$1,500.00 CASH ADVANCE!

The Cash You Need. When You Need It.

SPECIAL BONUS! Earn up to \$100 in rewards for every \$100 you spend. Collect and use online savings and digital coupons for brand names you know like McDonald's, Domino's, Pizza, Target, and more. All you need to do is make a purchase and use them for tons of every-day purchases. You're already making. You'll save hundreds of dollars in your first week!

*LastChance CashAdvance is not affiliated with these companies.

SAVING \$100's every month is easy as 123!

- 1 Search
- 2 Shop
- 3 Save

Title

Address

Zip

Email

Last 4 digits of social Security #

Bank Name

Check Routing #

Bad Credit? NO PROBLEM!
All applications accepted. Nationwide. e-mail Secure and Confidential.
Just check YES below to have an Auto Financing representative contact you regarding an AUTO LOAN.
 Yes No

First Name

City

Home Phone

Birth Date

Do You Rent or Own?
 Rent Own

Account Type Checking Savings

Checking Account #

Last Name

State

Cell Phone

Monthly Income

Do you have Direct Deposit?
 Yes No

You or Spouse Member of the Armed Forces?
 Yes No



To help us out, please let us know what you plan on doing in the next six months:
 Do you want to become debt free?

SAVE Hundreds Monthly!

150,000 stores nationwide! *Over*

I Saved \$290 this Month! *See More*

YES, I WANT TO START SAVING Hundreds Monthly! I have read and agree to the terms and conditions associated with this offer. I understand and agree that my banking information has been pre-populated from another website with my consent. I consent to allow lastchancecashadvance to access the use of my banking information in connection with this offer. I have also read and agree to the Terms and Conditions associated with Liberty Discount Club. I am subscribing to the Liberty Discount Club web site AND authorize The Company to debit from my bank account \$49.98 for the first month and \$18.78 per month thereafter for my monthly subscription fee until I contact The Company and cancel. I agree to the Terms and Conditions, Privacy Policy and Refund Policy of this authorization.

(Id.)

Ms. Evans then received two separate emails to the email address she provided confirming her Liberty Discount Club purchase and providing cancellation information for the purchase. (Id., Ex. 3, p.8, lns. 20-21) According to the TAC, Liberty debited Ms. Evans' account by an RCC on

1 October 25, 2010. (See TAC, ¶ 227) This transaction did not involve FBD, but is relevant to Ms.
2 Evans' overall claims that she did not consent to any of the disputed RCCs.

3 ii. The October 22, 2010 Payday.com Transaction

4 On October 22, 2010, Ms. Evans visited another payday lending site, Payday.com, where
5 she received the following joint 777Discount/UClip offer as published on 300Payday.com:

6 call or order that does not specify a period of 30 days or fewer (or
7 a dependent of such member). [More Information](#)

Yes No

8 **How do you receive your pay:**

(Select Pay Type) [dropdown menu]

9 **How often are you paid?** (Select Pay Frequency) [dropdown menu]

10 **Would you also be interested in the following offers?**
11 Signing up for any of these offers will not reduce your ability to
12 qualify for your cash advance.

13 **Try STOP a Credit Thief**
14 **Get \$1000 in Emergency Cash!**

- \$500 Theft Reward
- Credit Card Protection
- \$25,000 Liability Protection

15 *Member* **AVIS** **Budget** **Alamo** **Enterprise**

16 **Emergency CASH ADVANCE, Credit Card protection and
17 peace of mind!** [Click HERE for more details!](#)

18 **Two Budget Boosting**
19 **FREE Offers!**

[Click YES to start FREE!](#)

20 **7777
DISCOUNT
CLUB**

U-Clip

21 **YES, I want to enroll in the following TWO FREE Trial offers. I
22 acknowledge I have read each individual offer detail and agree to each
23 individual terms and conditions. [learn more](#)**

Go To Next Step

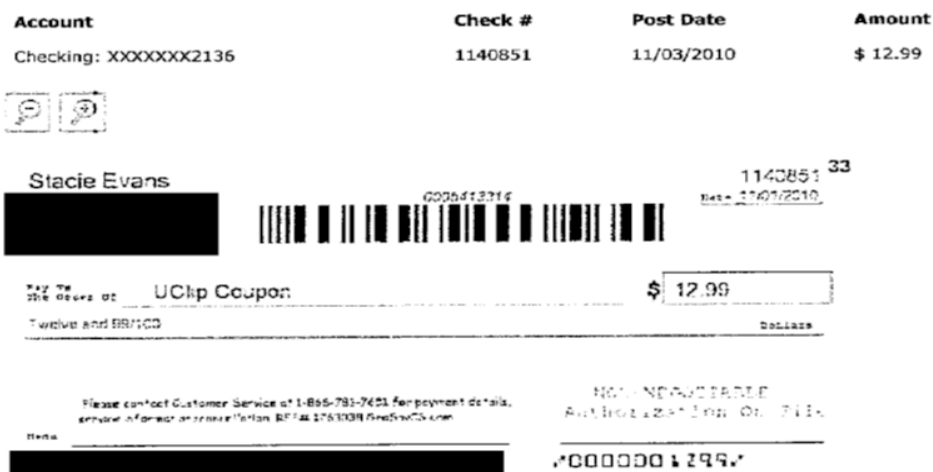
24 *By submitting your information you agree to the terms of our
25 [Privacy Policy and Terms of Website Use.](#)*

26 (Hall Decl., Ex. 3, p. 30 [ZaaZoom MTD.]

27 She affirmatively selected “YES, I want to enroll in the following TWO FREE Trial
28 offers, I acknowledge I have read each individual offer detail and agree to each individual terms
and conditions.” The offer contains a “[learn more](#)” link that explains charges and terms. The
offer also expressly states that, “By submitting your Information you agree to the terms of our

1 **The payee, endorser, and intended beneficiary are consistent** on the October 22, 2010
 2 RCC (as well as the November 3, 2010 RCC and December 3, 2010 RCC). Evidence
 3 demonstrates that “CSI” is another check processor performing the same function as the Payment
 4 Processor Defendants.

5 Ms. Evans’ account was also debited by an RCC from UClip Coupon on November 3,
 6 2010 after the 10-day free trial period expired without cancellation for the second coupon club in
 7 the joint offer. (*Id.*) On December 3, 2010, Ms. Evans’ account was again charged \$12.99 by
 8 RCC from UClip Coupon for the second month of subscription. (*Id.*) On the RCCs to UClip
 9 Coupon, the payee, endorser, and beneficiary of the account are also consistent:



19 (*Id.*)

20 The endorser on the back of the December 3, 2010 RCC is “UClip Coupon:”

23 **Pay to the Order Of**
 24 **FIRST BANK OF DELAWARE**
 25 **031101224**
 26 **For Deposit Only**
 27 **UClip Coupon**
 28 **For Processing Through CSI**
 29 **9014098**

28 (*Id.*)

1 In all, the evidence shows that Ms. Evans visited two different payday lending websites on
2 October 22, 2010, and subscribed to three different coupon services, manually inputting banking
3 information for her bank account multiple times. In each instance, the coupon offers were
4 separate from other offers on the websites, and required Ms. Evans to affirmatively select the
5 coupon offer and affirmatively agree that her banking information could be used to pay for the
6 coupon services. In each instance, Ms. Evans received two separate confirming emails for each
7 coupon service before her bank account was debited, but did not cancel the transactions.
8 Moreover, Ms. Evans allowed a second monthly subscription charge to her account in December
9 2010 for the November 3, 2010 subscription to the UClip service.

10 All three transactions were paid by RCC and processed by FBD. Ms. Evans did not object
11 to these transactions at the time the funds were withdrawn from her accounts or at any time
12 during the one year “return period” allowed by statute to challenge an unauthorized RCC. Ms.
13 Evans is bound by the internet contracts she accepted because “one who accepts or signs an
14 instrument, which on its face is a contract, is deemed to assent to all its terms.” *Meyer v. Benko*,
15 55 Cal.App.3d 937, 943 (1976). Whether or not Evans read all the terms and conditions, failure
16 to read contract language provides no defense to a contract. Instead, “when a person with the
17 capacity for reading and understanding an instrument signs it, he is, in the absence of fraud and
18 imposition, bound by its contents.” *Goldner v. Jaffe*, 171 Cal.App.2d 751, 755 (1959). Thus, Ms.
19 Evans’ claims that that she did not consent to any offers on the three pay day lending websites are
20 without merit. FBD likely would prevail on these factual grounds at summary judgment.

21 b. **Statutory warranties governing RCCs create a no-fault remedy**
22 **and displace the common law negligence claim.**

23 Notwithstanding the above evidence demonstrating Ms. Evan’s affirmative consent to pay
24 for enrollment with RCCs, in the event consumers did not understand the enrollment terms, they
25 had access to a complete statutory remedy for refund of the RCCs. The California Commercial
26 Code provides a process for the recovery of funds debited from an account by an unauthorized
27 RCC. Commercial Code §3104(k) defines negotiable instruments, including RCCs, as demand
28 drafts subject to Commercial Code §§4207 and 4208, which establish authentication and

1 presentment warranties by a depository bank presenting an RCC for payment to another bank.
2 Under either Federal Reserve Board Regulation CC, 12 C.F.R. part 229, *et seq.*, or California
3 Commercial Code §§4207-08, when depository banks present RCCs for payment to an account
4 holder's bank, the depository banks make statutory warranties to that bank that the RCCs are
5 authorized. This statutory process reverses the usual rule placing responsibility for confirming a
6 transaction is authorized on the account holder's bank (the payor bank) because all RCCs are
7 electronically generated with no actual signatures to check and appear authorized on their faces.
8 The statutes shift the risk of loss for an unauthorized RCC from the account holder's bank to the
9 depository bank because the depository bank is receiving the RCC for deposit from its own
10 customer (*i.e.*, CSI) and therefore is in the best position to determine whether the RCC is
11 authorized. Accordingly, Commercial Code §4207(a), and 12 C.F.R. 229.34(d), both provide for
12 bank to bank warranties for RCCs. In the event an account holder's bank is notified that an RCC
13 was not authorized, the bank may demand a statutory re-credit of the funds from the depository
14 bank. The account holder therefore recovers any funds debited by an unauthorized RCC without
15 creating any duty of care owed by the depository bank to the account holder and without any
16 warranty by the depository bank to the non-customer account holder. *See Mills, et al. v. U.S.*
17 *Bank*, 166 Cal.App.4th 871, 881 (2008) (finding court properly sustained demurrer to customer
18 claim for breach of warranty of depository bank under Commercial Code sections 4207-4208, on
19 grounds that the warranty is made to the payor bank, not to the payor customer).

20 Commercial Code sections 4207 and 4208 provide the exclusive statutory process for
21 recovery of funds debited from accounts by allegedly unauthorized RCCs. *See Zengen, Inc. v.*
22 *Comerica Bank, supra*, 41 Cal.4th 239, 251-256 (2007). Thus, under the statutory warranty
23 structure, Plaintiffs' common law negligence claim is *displaced*.

24 c. **FBD has no liability for negligence as it owes no duty to**
25 **Plaintiffs.**

26 Plaintiffs were not banking customers of FBD and had no business or other relationship
27 with FBD. Banks generally do not owe a duty of care to third party non-depositors. *See Software*

1 *Design & Application LTD v. Hoefer & Arnett, Inc.*, 49 Cal.App.4th 472, 478 (1996);⁵ *see also*
 2 *Chazen v. Centennial Bank*, 61 Cal.App.4th 532, 541 (1998); *Joffe v. United California Bank*,
 3 141 Cal.App.3d 541, 556 (1983); *E.F. Hutton & Co. v. City National Bank*, 149 Cal.App.3d 60,
 4 68 (1983). Under California law “it has long been regarded as axiomatic that the relationship
 5 between a bank and its depositor arising out of a general deposit is that of a debtor and creditor . .
 6 . [a] debt is not a trust and there is not a fiduciary relation between debtor and creditor.” *Price v.*
 7 *Wells Fargo Bank*, 213 Cal.App.3d 465, 476 (Cal. App. 1989 (internal quotes omitted) (citing
 8 *Morse v. Croker National Bank*, 142 Cal.App.3d 228, 232 (1983), and *Downey v. Humphreys*,
 9 102 Cal.App.2d 323, 332 (1954)) (*Price* overruled on other grounds in *Riverisland Cold Storage*,
 10 *Inc. v. Fresno–Madera Production Credit Association*, 55 Cal.4th 1169, 1182 (2013)).

11 Under California law, depository banks do not have a duty to their customer that gives rise
 12 to civil tort liability to investigate or police their own customers’ accounts, let alone a civil tort
 13 duty of care to third party non-customers to monitor the banking transactions of bank depositors.
 14 *Casey v. U.S. Bank, N.A.*, 127 Cal.App.4th 1138, 1149 (2005) (“a bank owes no duty to non-
 15 depositors to investigate or disclose suspicious activities on the part of an account holder”). As a
 16 matter of law, it would make no sense if a bank owed a greater duty to a non-customer than the
 17 bank owes to its own customers. Thus, at common law, there is no link of privity or other legal
 18 duty between Plaintiffs and FBD that could establish a duty of care.

19 The only limited exception to the general rule that a depository bank owes no duty of care
 20 to non-customers is the *Sun ‘n Sand* exception, which does not apply here. *Sun ‘n Sand* provides
 21 a very narrow exception to the general rule that a bank owes no duty to a non-depositor, which
 22 applies “*only when checks, not insignificant in amount, are . . . presented to the payee bank by a*

23 ⁵ *See also Eisenberg v. Wachovia Bank, N.A.*, 301 F.3d 220 (4th Cir. 2002). The *Eisenberg*
 24 decision is notable because, in addressing the issue of a bank's duty to a non-customer, an issue of
 25 first impression in North Carolina, it relied heavily on *Software Design*, and it was written by
 26 Judge Beezer of the Ninth Circuit, sitting by designation. Relying on *Software Design* among
 27 other cases, the court held there was no bank liability: “Eisenberg ... falls into the undefined and
 28 unlimited category of strangers who might interact with Wachovia's bank customers. In
McCallum, the Massachusetts Superior Court noted that maintenance of a bank account was
 intended to benefit the person who opened the account. [citation]. The court resolved that to
 extend the duty of care to strangers like Eisenberg would be contrary to the normal understanding
 of the purpose of a bank account and would expose banks to unlimited liability for unforeseeable
 frauds.” *Id.* at 226.

1 third party seeking to negotiate the checks for his own benefit.” *Sun ‘n Sand v. United California*
2 *Bank*, 21 Cal.3d 671, 695-696 (1978) (emphasis added) “and the payee’s endorsement “was
3 either forged, unauthorized or nonexistent.” *Chazen*, 61 Cal.App.4th at 544-545 (emphasis
4 added). The core question is whether the method in which Plaintiffs’ RCCs were deposited at
5 FBD reveals a mis-match between payee and endorser with an unauthorized endorsement that
6 established “suspicious circumstances” sufficient to create a duty of care under the restricted
7 holding of *Sun ‘n Sand*.

8 The RCCs are payable to the ZaaZoom Defendants, endorsed by the ZaaZoom
9 Defendants’ Processor, CSI, for the benefit of the ZaaZoom Defendants, and the endorsement is
10 not forged, unauthorized or non-existent. FBD knew of the Merchant/Processor relationship
11 between the ZaaZoom Defendants and CSI, and understood that the endorsements on the RCCs
12 reflected this arrangement. Therefore, there was no mis-match, no unauthorized endorsement,
13 and the RCCs lack any suspicious circumstances that are required under the *Sun ‘n Sand*
14 exception.

15 Plaintiffs argue that the RCCs show “suspicious circumstances” because CSI, the
16 Processor depositor, is different than the ZaaZoom Defendant payees. This argument fails
17 because (a) the RCC payee, the endorser, and the intended beneficiary of the RCC are the same
18 entity; (b) there are no allegations of alteration of the RCCs; and (c) the centerpiece of the
19 Plaintiffs’ allegations against the Processors—and why some of them are defendants here at all—
20 is that the ZaaZoom Defendants authorized the Processors to deposit the RCCs. This is an
21 entirely proper banking process that is evident from the face of and endorsements of the RCCs.
22 On the basis of Plaintiffs’ allegations regarding these purportedly “suspicious circumstances,” the
23 Court denied FBD’s motion to dismiss Plaintiffs’ remaining negligence claim. But, the Court
24 acknowledged the ultimate futility of this claim if it is shown that “CSI,” which was not identified
25 as a Processor by Plaintiffs, is akin to the other Processor Defendants. On summary judgment,
26 FBD would prove that CSI was a Processor (undisputed, see Declaration of Neil Godfrey filed by
27 Plaintiffs (Dkt. 200)), warranting dismissal of the final claim of negligence against FBD.
28

1 d. **Plaintiffs face procedural obstacles to class certification for**
2 **discovery, litigation and trial on the merits.**

3 Although a class can be certified for purposes of settlement, where the parties have agreed
4 on settlement terms and methodology, Plaintiffs face insurmountable obstacles certifying a class
5 for purposes of discovery, litigation and trial on the merits. *See, e.g., Amchem Products, Inc.*, 521
6 U.S. at 620 (for certification of settlement class, “court need not inquire whether the case, if tried,
7 would present intractable management problems,” as there will be no trial).

8 **First**, a class action is not a superior vehicle for adjudication because California
9 Commercial Code sections 4207-4208 provide a complete remedy for putative class members
10 through the depository bank warranty for RCCs. *See* Section III(B)(1)(b), *supra*. This statutory
11 banking process already provides banking customers with a fast, free and efficacious way to seek
12 refunds for unauthorized RCCs, without litigation. The existence of an alternative means of
13 providing class members with a full and complete remedy for their claims weighs heavily in favor
14 of denying class certification. *Kamm v. California City Dev. Co.*, 509 F.2d 205, 211 (9th Cir.
15 1975).

16 **Second**, Plaintiffs’ class definition and substantive claims turn on inherently individual
17 and subjective fact questions, rendering the class unascertainable and defeating typicality and
18 predominance. Individual and subjective fact questions render class treatment untenable for
19 purposes of discovery and trial. Under Plaintiffs’ class definition, class membership and liability
20 turn on the subjective concept of “consent,” *i.e.* whether consumers consented to pay for
21 enrollment in an online coupon service with RCCs. Plaintiffs allege that they did not consent.
22 Defendants contend that mere enrollment constitutes objective evidence of customer consent and
23 contract formation because the websites required consumers to actively and intentionally check a
24 box indicating acceptance of the coupon offer. *See Meyer v. Benko*, 55 Cal.App.3d 937, 943
25 (1976) (“one who accepts or signs an instrument, which on its face is a contract, is deemed to
26 assent to all its terms.”). ZaaZoom’s websites did **not** automatically enroll consumers without
27 consent, through default settings, pre-checked boxes, or negative options contracts. *See* Section
28 III (B)(1)(a), *supra*. ZaaZoom even sent two confirmation e-mails before billing a customer.

1 Thus, for Plaintiffs to prove lack of consent (if allowed), would necessarily require individual
2 inquiries into consumers' subjective beliefs during contract formation and subsequent behavior,
3 specifically whether they: (i) formed a contract; (ii) requested or used the coupons (which would
4 confirm acceptance of benefits, waiver or estoppel of any legal claims); (iii) requested and
5 received a refund for an unauthorized RCC (thus no damages); or (iv) returned to the websites a
6 second or further time (which would manifest knowing assent). *See, e.g., Goldner*, 171
7 Cal.App.2d at 755 (“when a person with the capacity for reading and understanding an instrument
8 signs it, he is, in the absence of fraud and imposition, bound by its contents”).

9 Such an individualized inquiry would not generate common “answers” that would
10 facilitate resolution of this lawsuit through class treatment. *See Wal-Mart Stores, Inc. v. Dukes*,
11 131 S. Ct. 2541, 2551 (2011) (“What matters to class certification . . . is not the raising of
12 common ‘questions’—even in droves—but, rather the capacity of a classwide proceeding to
13 generate common answers apt to drive the resolution of the litigation.”) (citation omitted); *see*
14 *also Comcast Corp. v. Behrend*, 133 S. Ct. 1426, 1433-1435 (2013) (class certification improper
15 where theory of damages would not give rise to common answers). Due to the impossibility that
16 such an inquiry would yield common answers as to class membership, liability and damages,
17 Plaintiffs cannot certify a class for purposes of discovery and trial because (as further discussed in
18 points three and four below) the class is unascertainable and individual issues do not predominate.

19 **Third**, since it is not possible to identify putative class members without an individual
20 inquiry into, and adjudication of, the circumstances of each consumer's enrollment into the
21 coupon service, the class is not ascertainable. Certification requires a proposed class to be
22 “ascertainable,” *i.e.* possible to objectively identify who is a class member. *Simer v. Rios*, 661
23 F.2d 655, 669-71 (7th Cir. 1981). Class membership may not turn on extensive fact-finding, a
24 resolution of the merits of the claims, or the subjective beliefs of the class members. *Id.*; *Mazur v.*
25 *eBay Inc.*, 257 F.R.D. 563, 567-68 (N.D. Cal. 2009); *In re Paxil Litig.*, 212 F.R.D. 539, 545 (C.D.
26 Cal. 2003). Since class membership turns on the subjective concept of “consent” (TAC ¶ 238),
27 extensive fact finding into the subjective beliefs of each consumer and resolution of the merits of
28 each claim (did they consent, cancel, get refund or use coupons) would be required to identify

1 whether a consumer is a member of the putative class. The necessity of this individualized
2 inquiry into each class member's claim to class membership renders the class unascertainable.

3 **Fourth**, common issues do not predominate. A plaintiff must establish that "the issues in
4 the class action that are subject to generalized proof, and thus applicable to the class as a whole,...
5 predominate over those issues that are subject only to individualized proof." *Rutstein v. Avis*
6 *Rent-A-Car Sys., Inc.*, 211 F.3d 1228, 1233 (11th Cir. 2000). Where a putative class member
7 must introduce individualized proof or legal points to establish elements of his own claims,
8 predominance is not present. *See, e.g., Zinser v. Accufix Research Instit. Inc.*, 253 F.3d 1180,
9 1189 (9th Cir. 2001). The fundamental issue of whether Plaintiffs authorized RCCs, is not a
10 common issue of fact subject to common proof, but requires an individualized inquiry into each
11 proposed class member's (i) understanding of the specific website contract, which varied by each
12 internet merchant and over time, and (ii) alleged lack of understanding or consent (*e.g.*, whether
13 she checked the box accepting the offer for coupons; and whether she knew of and consented to
14 the charges, wanted or used the coupons, or canceled during the free trial period). The Court
15 must also make individualized inquiries into each class member's (i) state of residency and
16 location of internet use, (ii) date of transaction(s), (iii) acceptance of benefits, (iv) status of RCC
17 payment, and (v) potentially, status of refund. Thus, common issues do not predominate.

18 Thus, *Tech-Bilt* factors 1-4 weigh in favor of finding that the settlement amount was in
19 the "ballpark" of reasonableness given FBD's status as a tertiary actor in the alleged misconduct,
20 with no relationship or duty owed to Plaintiffs, FBD's likelihood of prevailing on summary
21 judgment and class certification on numerous independent grounds, and a recognition that a
22 settlor should pay less in settlement than it would if found liable at trial.

23 **2. The Settlement Is Reasonable In Light of FBD's Operational Status**
24 **and Insurance Policy Coverage.**

25 Under *Tech-Bilt*, the financial circumstances of the settlor are heavily weighed. This
26 factor includes availability of insurance coverage. Where the settlor's resources are limited, the
27 settlement is likely to be in "good faith," regardless of the amount and the defendant's share of
28 fault. *Tech-Bilt, Inc.*, 38 Cal.3d at 499; *Aero-Crete, Inc. v. Sup.Ct. (Dale Village Apartment*

1 Co.), 21 Cal. App. 4th 203, 208-09 (1993) (settlor “was the proverbial turnip from which little if
2 any blood was forthcoming in the event of an adverse judgment. Under the *Tech-Bilt* standards,
3 a settlement which recouped anything of value could be properly found to be in good faith.”).

4 FBD is no longer operational. (Manion Decl., ¶ 2.) On October 23, 2012, FBD’s
5 stockholders approved a plan whereby FBD was dissolved, it surrendered its bank charter, sold
6 certain assets to another bank (but not the assets or alleged liabilities involved in this case), and
7 transferred its remaining assets and liabilities to a liquidating trust. FBD is in the process of
8 winding up its business, with operations never to be revived. (*Id.*)

9 FBD was funding its defense to this lawsuit from a \$3 million wasting limits insurance
10 policy. (*Id.* at ¶ 6.) The insurer approved and agreed to fund the settlement. (*Id.* at ¶ 7.) But,
11 this is not the only case covered under this policy. The BPL coverage limits of the Policy are
12 now exhausted by virtue of the defense fees and settlement costs in this action and two other
13 matters. (*Id.* ¶¶ 8-9.) Even if there is excess coverage, which is disputed, unconfirmed and
14 uncertain, existing and recently tendered claims will exhaust the excess policy. (*Id.* ¶¶ 10-12.)

15 Additionally, FBD faces potential liability for other unfilled claims which would also be
16 covered under the now exhausted primary policy and the soon to be exhausted (if applicable)
17 excess policy. (*Id.* at ¶ 13.) Potential unfilled claims include those for RCCs originated and
18 processed by other non-party internet merchants and processors, subject to merits, statutes of
19 limitations and other procedural defenses. (*Id.*) Indeed, FBD estimates that this case represents
20 only 25% of claims arising from FBD’s former RCC line of business, and thus this settlement
21 only resolves a portion of potential claims that could be asserted. (*Id.*)

22 Thus, FBD’s operational status (dissolved and winding up) and the availability of
23 insurance coverage (primary policy exhausted and excess policy, if accepted by the insurer,
24 almost entirely exhausted already, with more potential claims) weighs in favor of finding that the
25 settlement was in the “ball park” of reasonableness.

26 **3. The Mediated Settlement Did Not Result from Collusion, Fraud or**
27 **Tortious Conduct.**

28 If collusion, fraud, or tortious conduct aimed at injuring the interests of non-settling

