

1 **NEWMAN & NEWMAN, ATTORNEYS AT LAW, LLP**

2 Derek A. Newman (190467)
3 S. Christopher Winter (190474)
4 Venkat Balasubramani (189192)
5 505 Fifth Avenue South, Suite 610
6 Seattle, WA 98104
7 Telephone: (206) 274-2800
8 Facsimile: (206) 274-2801

9 Attorneys for Plaintiffs

10
11 **UNITED STATES DISTRICT COURT**
12 **FOR THE CENTRAL DISTRICT OF CALIFORNIA**

13 **REGISTERSITE.COM, an Assumed**
14 **Name of ABR PRODUCTS INC., a**
15 **New York Corporation, *et al.*,**

16 Plaintiffs,

17 v.

18 **INTERNET CORPORATION FOR**
19 **ASSIGNED NAMES AND**
20 **NUMBERS, a California corporation,**
21 ***et al.*,**

22 Defendants.

Case No. CV 04-1368 ABC (CWx)

Hon. Audrey B. Collins

[CORRECTED] PLAINTIFFS'
OPPOSITION TO MOTION BY
DEFENDANTS VERISIGN, INC.
AND NETWORK SOLUTIONS,
INC. TO DISMISS FIRST
AMENDED COMPLAINT FOR
FAILURE TO STATE A CLAIM
PURSUANT TO FED. R. CIV. P.
12(b)(6)

DATE: July 12, 2004
TIME: 10:00 a.m.
COURTROOM: Room 680 –
Roybal Bldg.

TABLE OF CONTENTS

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

I. INTRODUCTION 1

II. FACTS 2

 A. Alleged Facts Relevant to Defendants’ Motion 2

 B. Factual Inaccuracies Alleged in Defendants’ Motion 4

III. ARGUMENT 5

 A. Plaintiffs Have Standing under Article III 6

 B. Plaintiffs Allege Facts Sufficient to State Seven UCL Claims 9

 1. Plaintiffs State a Claim for Violation of B&P 17200
 predicated on Illegal Lottery 10

 a. There Are Multiple Participants in the WLS Lottery .. 11

 b. The WLS Lottery Relies on Chance from the
 Perspective of the Consumer 12

 2. Plaintiffs State a Claim for Violation of B&P 17200
 Predicated on the Consumers Legal Remedies Act 13

 a. Plaintiffs Need Not Be Consumers but Are 14

 b. Plaintiffs Suffered Damages and Alleged
 Accordingly 14

 c. Plaintiffs Allege a Representation by Verisign 15

 d. Defendants’ Representations Are Deceptive 16

 3. Plaintiffs State a Claim for Deception re Likelihood of
 Success 17

 4. Plaintiffs State a Claim for Deception re Expiration Dates ... 19

 5. Plaintiffs State a UCL Claim Based on Defendants’
 Marketing of WLS as “Protection” 19

 6. Plaintiffs State a UCL Claim Based on Defendants’ Sales
 of Property They Do Not Own 20

 7. Plaintiffs State a UCL Claim Based on FTC Act
 Violations 21

 a. Plaintiffs May Allege the FTC Act as a Predicate to
 a UCL Claim 21

 b. Plaintiffs Properly Alleged an FTC Act Violation 22

 C. Plaintiffs State a Claim for Tying 23

 1. Plaintiffs Have Standing to Allege the Tying Claim 23

 2. Plaintiffs Properly Allege the Elements of a Tying Claim 23

 D. Plaintiffs State a Claim for Tortious Interference 24

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

E. Plaintiffs Are Entitled to Declaratory Relief on the Eleventh Claim 25

IV. CONCLUSION 25

TABLE OF AUTHORITIES

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

SUPREME COURT CASES

Babbitt v. United Farm Workers Nat'l Union,
442 U.S. 289 (1979) 9

Bennett v. Spear,
520 U.S. 154 (1997) 7

Conley v. Gibson,
355 U.S. 41 (1957) 5, 6

Gladstone, Realtors v. Village of Bellwood,
441 U.S. 91 (1979) 7

L.A. v. Lyons,
461 U.S. 95 (1983) 7

Leatherman v. Tarrant County Narcotics Intelligence & Coordination Unit,
507 U.S. 163 (1993) 6

Lujan v. Defenders of Wildlife,
504 U.S. 555 (1992) 7

Moore v. N.Y. Cotton Exch.,
270 U.S. 593 (1926) 21

Northern Pacific Railway Co. v. United States,
356 U.S. 1 (1958) 23

Public Clearing House v. Coyne,
194 U.S. 497 (1904) 13

Swierkiewicz v. Sorema N.A.,
534 U.S. 506 (2002) 6

Warth v. Seldin,
422 U.S. 490 (1975) 8

Wyoming v. Oklahoma,
502 U.S. 437 (1992) 7

Zenith Radio Corp. v. Hazeltine Research, Inc.,
395 U.S. 100 (1969) 23

///
///
///
///

1	NINTH CIRCUIT CASES	
2	Balistreri v. Pacifica Police Dep't, 901 F.2d 696 (9th Cir. 1988)	6
3		
4	Branch v. Tunnell, 14 F.3d 449 (9th Cir. 1994)	6
5	Branch v. Tunnell, 14 F.3d 449 (9th Cir. 1994)	6
6		
7	Cahill v. Liberty Mut. Ins. Co., 80 F.3d 336 (9th Cir. 1996)	6
8	Carlson v. Coca-Cola Co., 483 F. 2d 279 (9 th Cir. 1973)	21
9		
10	Churchill County v. Babbitt, 150 F.3d 1072 (9 th Cir. 1998)	7
11	Freeman v. Time, Inc., 68 F.3d 285 (9th Cir. 1995)	14
12		
13	Haddock v. Bd. of Dental Exam'rs, 777 F.2d 462 (9th Cir. 1985)	5
14	Hall v. Norton, 266 F.3d 969 (9th Cir. 2001)	7
15		
16	Kremen v. Network Solutions, Inc., 337 F.3d 1024 (9th Cir. 2003)	20
17	Lee v. Am. Nat'l Ins. Co., 260 F.3d 997 (9th Cir., 2001)	9
18		
19	Mier v. Owens, 57 F.3d 747 (9th Cir. 1995)	6
20	Moore v. City of Costa Mesa, 886 F.2d 260 (9th Cir. 1989)	5
21		
22	CENTRAL DISTRICT OF CALIFORNIA CASES	
23		
24	Braco v. MCI Worldcom Communs., Inc., 138 F. Supp. 2d 1260 (C.D. Cal 2001)	6
25	Dotster, Inc. v. Internet Corp., 296 F. Supp. 2d 1159 (C.D. Cal. 2003)	25
26		
27	Summit Tech, Inc. v. High-line Med. Instruments Co., 933 F. Supp 918 (C.D. Cal. 1996)	21
28	Vongrabe v. Sprint PCS,	

1 2004 U.S. Dist. LEXIS 5438 (C.D. Cal 2004) 7

2

3 **CALIFORNIA STATE CASES**

4 Bank of the West v. Superior Court,
 2 Cal. 4th 1254 (1992) 10, 14

5 Barquis v. Merchants Collection Assn.,
 7 Cal. 3d 94 (1972) 9

6

7 California Gasoline Retailers v. Regal Petroleum Corporation,
 50 Cal.2d 844 (1950) 10

8 Cel-Tech Communications, Inc. v. Los Angeles Cellular Telephone Co.,
 20 Cal. 4th 163 (1999) 10

9

10 Chern v. Bank of America,
 15 Cal. 3d 866 (1976) 14

11 Committee on Children's Television, Inc. v. General Foods Corp.,
 35 Cal. 3d 197 (1983) 10, 21

12

13 Diodes, Inc. v. Franzen,
 260 Cal. App. 2d 244 (Ct. App., 1968) 24

14 Kasky v. Nike, Inc.,
 27 Cal. 4th 939 (2002) 9

15

16 People v. Dollar Rent-A-Car Systems, Inc.,
 211 Cal. App. 3d 119 (1989) 18, 22

17 People v. Hecht,
 119 Cal. App. Supp. 778 (1931) 12, 13

18

19 People v. Toomey,
 157 Cal. App. 3d 1 (1984) 15, 16

20 Podolsky v. First Healthcare Corp.,
 50 Cal. App. 4th 632 (1996) 18, 20, 22

21

22 Saunders v. Superior Court,
 27 Cal. App. 4th 832 (1994) 21

23 Smiley v. Internet Corporation for Assigned Names and Numbers et al.,
 Los Angeles Superior Court Case No. BC 254659 (2001) 8

24

25 Stop Youth Addiction, Inc. v. Lucky Stores, Inc.,
 17 Cal. 4th 553 (1998) 10

26 Western Telcon, Inc. v. California State Lottery,
 13 Cal.4th 475 (1996) 10, 11

27

28 Westside Center Associates v. Safeway Stores 23, Inc.,
 42 Cal. App. 4th 507 (1996) 24

1	Williams Constr. Co. v. Standard-Pacific Corp., 254 Cal. App. 2d 442 (1967)	19
2		
3	OTHER FEDERAL CASES	
4	Holloway v. Bristol-Myers Corp., 485 F. 2d 986 (D.C. Cir. 1973)	21
5		
6	Wolf v. F.T.C., 135 F.2d 564 (7th Cir. 1943)	13
7		
8	STATUTES AND RULES	
9	15 U.S.C. § 26	23
10	15 U.S.C. §§ 41, <i>et seq.</i>	21
11	21 U.S.C. § 337	21
12	23 Op. Atty. Gen. Cal. 260 (1900)	13
13	71 Op. Atty. Gen. Cal. 139 (1988)	11
14	72 Op. Atty. Gen. Cal. 143 (1989)	11
15	76 Op. Atty. Gen. Cal. 266 (1993)	12
16	CAL. BUS. & Prof. Code §§ 17200, <i>et seq.</i>	8-10, 13-16, 21
17	CAL. BUS. & Prof. Code § 17500	15
18	CAL. CIV. CODE § 1605	19
19	CAL. CIV. CODE § 1780	14
20	CAL. CIV. CODE §§ 1750, <i>et seq.</i>	14, 15
21	CAL. GOV. CODE §§ 8880, <i>et seq.</i>	10, 11
22	CAL. PENAL CODE § 319, <i>et seq.</i>	10, 13
23	FED. R. CIV. P. 8(a)	6
24	FED. R. CIV. P. 12(b)(6)	5, 6, 18
25		
26		
27		
28		

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

I. INTRODUCTION

Defendants Verisign, Inc. and Network Solutions, Inc. (together “Defendants”) are currently offering to consumers what they call the *Wait Listing Service* (“WLS”). Though they have not fully deployed the WLS, they are now accepting pre-orders, for which they are taking consumer credit card numbers pursuant to a binding contract. In marketing the WLS, Defendants are making false and deceptive representations to consumers and causing damages to Plaintiffs and consumers.

In their Motion to Dismiss First Amended Complaint For Failure to State a Claim (the “Motion”), Defendants contend Plaintiffs did not allege actual injury to themselves in the First Amended Complaint (the “FAC”) and, as a result, lack Article III standing. However, Plaintiffs allege, among other things, that:

- (i) Plaintiffs’ domain name registration businesses are likely to be harmed, if not destroyed, unless the WLS is enjoined (FAC ¶ 4.5.3);
- (ii) Defendants’ unfair business practices are currently diverting customers from Plaintiffs’ businesses to Defendants’ businesses, and unless enjoined will prevent Plaintiffs from competing for certain domain registrations (FAC ¶ 13.6-13.13); and
- (iii) Defendants’ misleading representations and/or omissions concerning the WLS have caused, and continue to cause, harm to Plaintiffs including loss of goodwill (FAC ¶ 13.6-13.13).

Simply put, Defendants are now making unfair and deceptive representations to consumers, upon which the consumers are relying, and damaging Plaintiffs’ lawful business interests. Additionally, Plaintiffs’ harm will increase substantially upon the deployment of the WLS service.

Defendants also contend Plaintiffs have not alleged facts sufficient to plead any of their causes of action. Defendants arguments for failure to state a claim rely on disputed questions of fact under the pretense that they are questions of law. For example, Defendants rely on their theory that there is no evidence that consumers are misled and that all the material terms and conditions of the WLS can be

1 discovered by consumers. At this pleading stage, however, such factual arguments
2 must be construed against Defendants. Plaintiffs need only allege facts sufficient to
3 constitute a cause of action, which they have done in the FAC.

4 II. FACTS

5 A. ALLEGED FACTS RELEVANT TO DEFENDANTS' MOTION

6 Defendants have already launched the WLS and are accepting good and
7 valuable consideration from consumers for the worthless WLS service.

8 (FAC ¶¶ 1.1, 4.68.) The WLS purports to give consumers, for an annual fee, the
9 right to be “first in line” on the “waiting list” for currently-registered <.com> and
10 <.net> domain names. (FAC ¶ 1.1.) However, WLS consumers will receive no
11 benefit from purchasing a WLS “subscription” *unless and until* the current domain
12 name owner abandons it, which is unlikely. (FAC ¶ 1.1.)

13 By offering WLS subscriptions pre-orders, Defendants are now selling
14 contingent future interests in property that Defendants do not own. (FAC ¶ 1.5.)
15 Additionally, because the decision of the current domain name owner to abandon its
16 property is beyond Defendants' control, the WLS is an illegal lottery. (FAC ¶ 1.1.)
17 Specifically, Defendants require consideration (*i.e.*, payment of money), for the
18 chance (*i.e.*, whether the current domain name owner abandons its property) to win
19 the valuable domain name prize (currently owned by a party unrelated to
20 Defendants). (FAC ¶¶ 5.11-5.13.)

21 Consumers who sign-up for Defendants' WLS are unaware that they are
22 unlikely to ever win the domain names they hope to register through the WLS.
23 (FAC ¶ 8.13.) Rather, consumers are likely to pay Defendants money for several
24 years for the WLS, but never receive anything in return for those payments.
25 (FAC ¶¶ 8.11-8.14.) Consumers will fall for this scheme because Defendants do not
26 disclose the likelihood of “winning” (*i.e.*, of obtaining the desired domain name).
27 (FAC ¶¶ 1.2, 8.6.) Defendants likewise do not disclose that domain names
28 registration terms are for up to 100 years, and therefore most domain names will not

1 be available through the WLS for several years and potentially not even in this
2 Century. (FAC ¶¶ 4.25, 9.25.)

3 Defendants are also advertising WLS subscriptions to consumers as a form of
4 “insurance” that will “protect” already registered domain names. (FAC ¶ 1.3.)
5 Current domain name registrants are likely to purchase WLS subscriptions in the
6 face of this “offer” because it lacks disclosure about how consumers can *already*
7 redeem inadvertently lost domain names without this insurance. (FAC ¶ 4.32.)

8 Defendants have already begun selling WLS subscriptions (FAC ¶ 1.4), but
9 have not yet finalized the WLS system. (FAC ¶¶ 4.66-4.67.) In the event
10 Defendants complete deployment of WLS, which is expected soon, several of the
11 Plaintiffs will literally be put out of business. (FAC ¶ 4.53.) Accordingly, Plaintiffs
12 are suffering injury now as a result of Defendants’ WLS offering (FAC ¶ 8.17), and
13 Plaintiffs will suffer even greater injury when the WLS is fully deployed¹.
14 (FAC ¶ 4.53.)

15 Plaintiffs compete against Defendants in the retail domain name sales
16 business. (FAC ¶ 13.17.) Plaintiffs each offer a service to assist consumers in
17 registering expired domain names. (FAC ¶ 1.4.) None of the plaintiffs charges a
18 fee for its service unless and until it actually registers a domain name on behalf of its
19 customer. (FAC ¶ 1.4.)

20 Plaintiffs allege that a WLS subscription provides no value to consumers
21 (FAC ¶ 4.54, 12.17, FAC § L) and effectively destroys Plaintiffs’ legitimate
22

23 ¹Taking Defendants’ argument that consumers providing consideration (*i.e.*, entering into binding
24 agreements) for the WLS does not constitute launch of the WLS to its logical conclusion would require that
25 Defendants provide value before the WLS can be challenged. Under this theory, Defendants could
26 maintain that the WLS is not ripe for judicial review until and unless a domain name is transferred to a
27 consumer pursuant to the WLS. The problem with this argument, of course, is that Plaintiffs allege most
28 consumers are unlikely to ever obtain domain name registrations as a result of the WLS. Accordingly,
Defendants could avoid judicial review of the WLS service by never conferring value to consumers.
Rather, Defendants could continue to require binding contracts of consumers, without ever providing
anything of value to them. Under Defendants’ theory, any consumer scam could avoid scrutiny by never
offering any value to the consumers.

1 businesses (FAC ¶¶ 4.53, 16.20). A current registrant, having the option to renew a
2 domain (and a grace period if the renewal is inadvertently abandoned), gains no
3 advantage from the purchase of a WLS subscription. (FAC ¶ 4.31.) Similarly, most
4 WLS subscribers gain no value from the WLS. (FAC ¶ 4.54.) The WLS consumer
5 would unwittingly purchase “for a one-year period” the right to obtain a domain
6 name if it expires in that year. (FAC ¶ 4.46.) However, the domain name may not
7 become available for decades because it is registered to someone else for such a
8 term. (FAC ¶ 4.25.) Accordingly, the prospective registrant is waiting in a line that
9 may never end. (FAC ¶ 12.17.)

10 **B. FACTUAL INACCURACIES ALLEGED IN DEFENDANTS’ MOTION**

11 Defendants motion includes a purported “Summary of the Complaint’s
12 Allegations” which includes several material inaccuracies and improper citations to
13 the FAC. (Motion at 3-5.) Defendants state that “Plaintiffs allege that domain
14 names can be registered for periods from one to ten years.” (Motion at 3:16-17.) In
15 truth, Plaintiffs allege that “[d]omain names are registered for fixed periods . . . up
16 to 100 years”. (FAC ¶ 4.25.) The difference between “one to ten” years and “up to
17 100 years” is significant because no reasonable consumer would purchase a
18 “waiting list” position for a domain name not scheduled to expire for another
19 century. (FAC ¶ 9.7.) For this reason, Plaintiffs allege in the FAC that Defendants
20 should disclose this material registration term to consumers, and that failure to do so
21 constitutes an unfair business practice. (FAC ¶ 9.9.)

22 Defendants misrepresent that “Plaintiffs have failed to allege, and cannot
23 allege, that WLS involves the necessary element of chance.” (Motion at 8:13-
24 8:14.) In truth, Plaintiffs allege that “Defendants’ WLS distribution of domain
25 names is by chance.” (FAC ¶ 5.11.)

26 Defendants prevaricate that “Plaintiffs reference a \$60 price point for their
27 services, compared with \$24 for Verisign’s.” (Motion at 4:14.) In truth, Plaintiffs
28 reference a one-time \$60 (retail) charge for their services, compared with a \$24 *per*

1 year wholesale charge for Verisign's services, which consumers are required to pay
2 year-after-year indefinitely. (FAC ¶¶ 4.40; 4.46-4.47.) Plaintiffs also allege that
3 consumers will always receive a domain name by paying the fee to Plaintiffs, but
4 that Defendants' WLS is a scheme "in which most consumers will receive nothing
5 for their money." (FAC ¶ 1.1.)

6 Defendants contend "[t]he Complaint admits that WLS has not been
7 implemented and is not available for registrars to sell to their customers at this
8 time." (Motion at 5:2-5:3.) In truth, Plaintiffs allege that "Defendants eNom and
9 NSI are currently advertising the WLS and are accepting 'pre-orders' for WLS
10 subscriptions on their Web sites." (FAC ¶ 4.68.)

11 Defendants misstate that "[f]or domain names with a WLS subscription, upon
12 cancellation of the domain name registration and deletion of the domain name, the
13 recently deleted domain name would automatically be registered through the
14 registrar that sold the WLS subscription...". (Motion at 4:26-5:1.) In support of this
15 allegation, Defendants cite paragraph FAC ¶ 4.48. (Motion at 5:1.) In truth, FAC
16 ¶ 4.48 alleges the opposite: that Verisign will *not* delete domain names with a WLS
17 subscription. (FAC ¶ 4.48.) That allegation is fundamental to Plaintiffs'
18 Declaratory Relief and Breach of Contract claims (against Verisign and ICANN,
19 respectively).

20 III. ARGUMENT

21 A court may not dismiss a complaint for failure to state a claim "unless it
22 appears beyond doubt that the plaintiff can prove no set of facts in support of his
23 claim which would entitle him to relief." Conley v. Gibson, 355 U.S. 41, 45-46
24 (1957); *see also* Moore v. City of Costa Mesa, 886 F.2d 260, 262 (9th Cir. 1989);
25 Haddock v. Bd. of Dental Exam'rs, 777 F.2d 462, 464 (9th Cir. 1985) (court should
26 not dismiss a complaint if it states a claim under any legal theory, even if plaintiff
27 erroneously relies on a different theory). Dismissal is proper under FED. R. CIV. P.
28 12(b)(6) only where there is either a "lack of a cognizable legal theory" or "the

1 absence of sufficient facts alleged under a cognizable legal theory.” Balistreri v.
2 Pacifica Police Dep't, 901 F.2d 696, 699 (9th Cir. 1988).

3 FED. R. CIV. P. 8(a) guides determination of whether a complaint states a
4 claim. It provides that a complaint need only contain “a short and plain statement”
5 of the pleader's claim showing that the pleader is entitled to relief. FED. R. CIV. P.
6 8(a). The facts upon which the claim is based need not be set out in detail. Conley,
7 355 U.S. at 47. “[A]ll the Rules require is ‘a short and plain statement of the claim’
8 that will give the defendant fair notice of what the plaintiff's claim is and the grounds
9 upon which it rests.” Id.; see Swierkiewicz v. Sorema N.A., 534 U.S. 506 (2002);
10 Leatherman v. Tarrant County Narcotics Intelligence & Coordination Unit, 507 U.S.
11 163, 168 (1993).

12 In ruling on a FED. R. CIV. P. 12(b)(6) motion, the court must accept all
13 factual allegations pleaded in the complaint as true, and must construe them and
14 draw all reasonable inferences from them in favor of the nonmoving party. Cahill v.
15 Liberty Mut. Ins. Co., 80 F.3d 336, 337-38 (9th Cir. 1996); Mier v. Owens, 57 F.3d
16 747, 750 (9th Cir. 1995). Moreover, and particularly relevant in the matter at bar, a
17 court generally cannot consider material outside of the complaint (*e.g.*, facts
18 presented in briefs, affidavits, or discovery materials). Branch v. Tunnell, 14 F.3d
19 449, 453 (9th Cir. 1994); Braco v. MCI Worldcom Communs., Inc., 138 F. Supp.
20 2d 1260, 1267 (C.D. Cal 2001). A court may, however, consider exhibits submitted
21 with the complaint. Branch v. Tunnell, 14 F.3d 449, 454 (9th Cir. 1994). A court
22 may also consider documents that are not physically attached to the complaint but
23 “whose contents are alleged in [the] complaint and whose authenticity no party
24 questions.” Id.

25 In this matter, Plaintiffs have easily met the standards of FED. R. CIV. P. 8(a)
26 by pleading at least a short and plain statement of each claim alleged in the FAC.

27 **A. PLAINTIFFS HAVE STANDING UNDER ARTICLE III**

28 Article III of the Constitution limits the power of federal courts to deciding

1 “cases” and “controversies”. To meet the “cases and controversies” standard, a
2 plaintiff seeking relief in federal court must show (1) he has suffered an “injury in
3 fact” or is immediately in danger of sustaining such an injury, (2) that the injury is
4 “fairly traceable” to the actions of the defendant, and (3) the injury will likely be
5 redressed by a favorable decision. *See Bennett v. Spear*, 520 U.S. 154, 162 (1997);
6 *see also Vongrave v. Sprint PCS*, 2004 U.S. Dist. LEXIS 5438 (C.D. Cal. 2004);
7 *L.A. v. Lyons*, 461 U.S. 95, 102 (1983). Defendants’ Motion challenges only the
8 first element of standing (*i.e.*, whether Plaintiffs alleged a particularized injury).

9 In *Lujan v. Defenders of Wildlife*, 504 U.S. 555, 560 (1992), the Supreme
10 Court ruled that a plaintiff meets the injury-in-fact requirement by alleging an
11 “invasion of a legally protected interest which is (a) concrete and particularized ...
12 and (b) actual or imminent, not conjectural or hypothetical . . .” (internal quotation
13 marks and citations omitted). “A plaintiff may survive a motion to dismiss for lack
14 of injury in fact by merely alleging that a string of occurrences commencing with the
15 challenged act has caused him injury; at that stage we presume that ‘general
16 allegations embrace those specific facts that are necessary to support the claim.’”
17 *Wyoming v. Oklahoma*, 502 U.S. 437, 464 (1992) (citations omitted). Article III
18 does *not* require a Plaintiff to prove the case on the merits in order to establish
19 standing. “The purpose of the standing doctrine is to ensure that the plaintiff has a
20 concrete dispute with the defendant, not that the plaintiff will ultimately prevail
21 against the defendant.” *Hall v. Norton*, 266 F.3d 969, 976-977 (9th Cir. 2001).
22 Thus, a plaintiff “need not establish causation with the degree of certainty that
23 would be required for him to succeed on the merits, say, of a tort claim.” *Churchill*
24 *County v. Babbitt*, 150 F.3d 1072, 1078 (9th Cir. 1998). Rather, he need only
25 establish “the ‘reasonable probability’ of the challenged action’s threat to [his]
26 concrete interest.” *Id.* A plaintiff satisfies the requirements of Article III if he can
27 “show that he personally has suffered some actual or threatened injury as a result of
28 the putatively illegal conduct” of the other party. *Gladstone, Realtors v. Village of*

1 Bellwood, 441 U.S. 91, 99 (1979); *see also* Warth v. Seldin, 422 U.S. 490, 501
2 (1975).

3 Defendants contend Plaintiffs failed to allege injury to themselves under
4 California's Unfair Competition Law, CAL. BUS. & PROF. CODE §§ 17200 - 17210
5 (the "UCL"), and consequently lack standing to pursue their UCL claims². (Motion
6 at 5:18-5:21.) However, Plaintiffs allege Defendants "are currently advertising the
7 WLS and are accepting 'pre-orders' for WLS subscriptions on their Web sites."
8 (FAC ¶ 4.68.) Defendants' "pre-orders cannot be cancelled, and by placing an
9 order the customer authorizes [Defendants] to charge its credit card if the WLS
10 subscription sought is available." (FAC ¶ 8.7.) Plaintiffs allege due to this activity
11 Defendants are now "caus[ing] harm to plaintiffs including loss of goodwill"
12 (FAC ¶ 8.12), "Plaintiffs have suffered damages in an amount to be determined at
13 trial" (FAC ¶ 14.7), and "consumers and Plaintiffs have been and will continue to be
14 harmed as a result" of Defendants' conduct. (FAC ¶ 8.17.)

15 Additionally, Plaintiffs allege impending harm, and specifically that "[s]everal
16 of the Plaintiffs derive their entire revenue from services relating to expired domain
17 names, and will be put out of business if the WLS is implemented." (FAC ¶ 4.53.)
18 "Other[] [Plaintiffs], if not put out of business, will lose their primary source of
19 revenue and the entire goodwill associated with their businesses and business

20
21 ²Curiously, Defendants argue Plaintiffs lack Article III standing to bring a CAL. BUS. & PROF.
22 CODE §17200 claim based on Defendants' creation and operation of an illegal lottery because Plaintiffs
23 cannot be harmed by such a lottery if they have not participated in it. (Motion, 6:5-9.) The same
24 Defendants (through the same legal counsel), however, argued in an earlier case against all defendants to
25 this action that plaintiffs' participation in an illegal lottery *barred* them from making a §17200 claim for
26 that lottery due to unclean hands from participating in it. (*See* Corrected Memorandum of Points and
27 Authorities in Support of Defendants Network Solutions, Inc.'s and Verisign, Inc.'s Demurrer to the First
28 Amended Complaint in Smiley v. Internet Corporation for Assigned Names and Numbers et al., Los
Angeles Superior Court Case No. BC 254659 (2001), a true and correct copy of which is attached as
Exhibit A to Plaintiffs' Request for Judicial Notice in Connection with Motion by Defendants Verisign,
Inc. and Network Solutions, Inc. to Dismiss First Amended Complaint for Failure to State a Claim, filed
herewith.) Defendants have taken inconsistent positions on this issue and, taken together, Defendants'
arguments lead to the illogical conclusion that a party harmed by an illegal lottery may *never* sue the
operators of that lottery under CAL. BUS. & PROF. CODE §17200.

1 models.” (Id.) This threatened injury is alleged as harm that will imminently result
2 if the WLS is formally launched, which Plaintiffs seek to *avoid* by this lawsuit. As
3 the United States Supreme Court has noted, “[one] does not have to await the
4 consummation of threatened injury to obtain preventive relief. If the injury is
5 certainly impending that is enough.” (citations) Babbitt v. United Farm Workers
6 Nat'l Union, 442 U.S. 289, 298 (1979).

7 This case is distinguished from those Defendants cite in which plaintiffs
8 “suffered no individualized injury as a result of the defendant's challenged conduct”,
9 but rely solely upon third party harm. See Lee v. Am. Nat'l Ins. Co., 260 F.3d 997,
10 1001 (9th Cir., 2001). Here, Plaintiffs alleged in the FAC (i) both actual and
11 threatened harm to themselves (ii) directly traceable to Defendants, (iii) which will
12 be redressed by an injunction from this Court. The harm alleged is concrete and
13 particularized, and a combination of both actual and imminent. Plaintiffs do not
14 allege conjectural or hypothetical harm, but allege the injuries they are currently
15 suffering and are sure to suffer after Defendants complete WLS deployment.
16 Plaintiffs have suffered harm as a result of Defendants’ unfair methods of
17 competition. Therefore, Plaintiffs’ allegations plead a “short and plain statement”
18 sufficient to establish standing.

19 **B. PLAINTIFFS ALLEGE FACTS SUFFICIENT TO STATE SEVEN UCL CLAIMS**

20 California's unfair competition law defines “unfair competition” to mean and
21 include “any unlawful, unfair or fraudulent business act or practice and unfair,
22 deceptive, untrue or misleading advertising and any act prohibited by [the false
23 advertising law].” BUS. & PROF. CODE § 17200. The UCL's purpose is to protect
24 both consumers and competitors by promoting fair competition in commercial
25 markets for goods and services. Barquis v. Merchants Collection Assn., 7 Cal. 3d
26 94, 110 (1972).

27 The UCL's scope is broad. Kasky v. Nike, Inc., 27 Cal. 4th 939, 950 (2002).
28 By defining unfair competition to include any "*unlawful . . . business act or*

1 practice", the UCL permits violations of other laws to be treated as unfair
2 competition that is independently actionable. Id., citing Cel-Tech Communications,
3 Inc. v. Los Angeles Cellular Telephone Co., 20 Cal. 4th 163, 180 (1999). By
4 defining unfair competition to include also any "*unfair or fraudulent* business act or
5 practice", the UCL sweeps within its scope acts and practices not specifically
6 proscribed by any other law. Id. A private plaintiff may bring a UCL action even
7 when "the conduct alleged to constitute unfair competition violates a statute for the
8 direct enforcement of which there is no private right of action." Stop Youth
9 Addiction, Inc. v. Lucky Stores, Inc., 17 Cal. 4th 553, 565 (1998). To state a claim
10 under the UCL based on false advertising or promotional practices, "it is necessary
11 only to show that 'members of the public are likely to be deceived.'" Committee on
12 Children's Television, Inc. v. General Foods Corp., 35 Cal. 3d 197, 211 (1983);
13 accord, Bank of the West v. Superior Court, 2 Cal. 4th 1254, 1267 (1992).

14
15 **1. Plaintiffs State a Claim for Violation of B&P 17200 predicated
on Illegal Lottery**

16 Plaintiffs allege Defendants committed unfair competition by violating CAL.
17 PENAL CODE § 319, *et seq.* proscribing lotteries. Specifically, Defendants require
18 consideration (*i.e.* payment of money) for the chance (*i.e.*, whether a current domain
19 name owner abandons its property) to win the valuable domain name prize. Under
20 California law, a lottery has three essential elements: (1) a prize; (2) chance; and (3)
21 consideration. California Gasoline Retailers v. Regal Petroleum Corporation, 50
22 Cal.2d 844, 851 (1950). The California Supreme Court held the Penal Code
23 definition of a "lottery" is materially indistinguishable from the definition of a
24 "lottery game" under the California State Lottery Act of 1984 (CAL. GOV.
25 CODE §§ 8880-8880.68). Western Telcon, Inc. v. California State Lottery, 13
26 Cal.4th 475, 484 (1996).

27 Defendants seek to dismiss Plaintiffs' First Cause of Action under two
28 theories: 1) the WLS does not distribute prizes among multiple competing

1 participants, and 2) Plaintiffs fail to allege that WLS involves the necessary element
2 of chance. (Motion at 8:10-8:14.)

3 a. There Are Multiple Participants in the WLS Lottery

4 Defendants claim their lottery is not unlawful because only one person may
5 enter to win each particular domain name prize. (Motion at 8:8-8:11.) To the
6 contrary, the chance of one participant winning a single prize within the context of a
7 larger scheme effecting multiple participants can constitute an illegal lottery. *See*
8 *e.g.*, Western Telcon, Inc., 13 Cal.4th at 484.

9 The Lottery Act defines a “lottery game” as “any procedure authorized by the
10 Commission whereby *prizes* are distributed among persons who have paid, or
11 unconditionally agreed to pay, for tickets or shares which provide the opportunity to
12 win such prizes.” CAL. GOV. CODE § 8880.12 (emphasis added). There is no
13 requirement that the prize come from a particular source such as the consideration
14 paid by the participants. *See* 71 Op.Atty.Gen.Cal. 139 (1988). Schemes ranging
15 from “Scratchers” (a variety of off-line “instant ticket games” in which players win
16 prizes ranging from a free ticket to several thousand dollars) to a raffle in which
17 winners won haircuts have been held to constitute lottery games. *See* Western
18 Telcon, Inc., 13 Cal.4th at 484; *see also* 72 Op.Atty.Gen.Cal. 143 (1989).

19 In the present matter, Defendants plan to sell multiple WLS subscriptions and
20 award multiple domain name prizes. The WLS is akin to a scratch-and-win where
21 the participant must scratch the card to see if it has won a prize. Like the
22 Defendants’ WLS scheme, there is only one participant for each scratch card. Some
23 participants in the scratch game will be successful and win a cash prize. The fact
24 that each scratch game has only one participant does not constitute a defense to an
25 illegal lottery charge. Similarly, some WLS subscribers will be successful and win a
26 domain name prize. In both the scratch game and WLS, the vast majority of players
27 will pay for the chance but win nothing. The scratch-and-win game is the same as
28 Defendants’ WLS for purposes of California’s lottery law. Both have many

1 participants, but just one participant per prize.

2
3 b. The WLS Lottery Relies on Chance from the Perspective
4 of the Consumer

5 Defendants' claim that the WLS is not a lottery because domain names are
6 not awarded by "mathematical" chance is similarly unfounded.³ Defendants assert
7 "uncertainty over whether a person will allow his domain name registration to
8 lapse...does not constitute chance". (Motion at 8:21-8:24.) In support of that
9 proposition, Defendants cite only a century-old opinion from a Massachusetts state
10 court. However, California law is to the contrary: "whether a prize is distributed by
11 chance is determined from the perspective of the players." 76 Op.Atty.Gen.Cal.
12 266 (1993). The fact that the success or failure of a WLS subscription may turn on
13 a third party domain name owner's decision to allow a registration to lapse is
14 irrelevant because it is *not within the control of the WLS subscriber*. The "chance"
15 element is present because "as to the purchaser it is uncertain, it is chance that luck
16 and good fortune will give a large return for a small outlay." People v. Hecht, 119
17 Cal. App. Supp. 778, 787 (1931).

18 In People v. Hecht, a defendant clothing store owner sold memberships in a
19 "suit club" at a price of two dollars per week. The suit club membership contract
20 was ostensibly a standard agreement for the purchase of a tailor-made suit for the
21 sum of \$60. The contract obligated the seller to deliver a tailored garment upon
22 payment of the difference between the amount paid in membership fees and \$60 at
23 any time during the life of the contract. In contrast to a standard purchase
24 agreement, however, the contract provided that each week, one member of the club
25 would be selected by defendant to receive a free suit.

26 The Hecht Defendant was convicted of setting up and proposing a lottery.

27
28

³As noted above, Plaintiffs expressly allege that the WLS involves the distribution of prizes by chance (FAC ¶ 5.11), which is sufficient to defeat Defendants' Motion under Rule 12(b)(6).

1 The court rejected defendant’s argument that the choice of persons to receive the
2 suit was not by lot or chance noting that:

3 With the purchaser, what prize he might obtain was a mere matter of lot
4 and chance. The scheme involved substantially the same sort of gambling
5 upon chances as in any other kind of lottery. It appealed to the same
6 disposition for engaging in hazards and chances with the hope that luck
and good fortune may give a great return for a small outlay, and as we
think within the general meaning of the word “lottery”, and clearly within
the mischief against which the statute is aimed.

7 Id. The Court recognized that “[t]he vice of the whole scheme . . . is found in the
8 ‘chance’ which the customer takes when he pays his money under the terms of the
9 contract . . . if he fails once or twice, or more times, to win the prize, and
10 discontinues paying, he loses all that he has paid.” Id.

11 The WLS is similar to the Hecht scheme. Just as whether the Hecht
12 defendant distributed suits was based upon a decision by someone other than the
13 suit club member, whether Defendants distribute the domain name is based upon a
14 decision by someone other than the WLS subscriber. Both schemes involve a
15 decision rather than a random drawing. But, both are lotteries because they involve
16 “chance” – that is, the subscriber is not responsible for whether she wins the prize.
17 The WLS subscriber’s likelihood of actually registering the domain name is
18 “entirely upon others over whom and whose actions the beneficiary has no control.”
19 23 Op.Atty.Gen.Cal. 260 (1900); *see also* Public Clearing House v. Coyne, 194
20 U.S. 497 (1904); Wolf v. F.T.C., 135 F.2d 564 (7th Cir. 1943). Also, like the Hecht
21 scheme, if the WLS customer “fails once or twice, or more times, to win the prize,
22 and discontinues paying, he loses all that he has paid” and consequently will pay the
23 WLS fee year-after-year. *See Hecht*, 119 Cal. App. Supp. at 787. Therefore,
24 Defendants’ WLS scheme is an illegal lottery pursuant to CAL. PENAL CODE § 319
25 and a commensurate violation of the UCL.

26 **2. Plaintiffs State a Claim for Violation of B&P 17200 Predicated**
27 **on the Consumers Legal Remedies Act**

28 Plaintiffs allege Defendants violated the UCL by violating the Consumers

1 Legal Remedies Act, CAL. CIV. CODE §§ 1750-1784 (the “CLRA”). Defendants
2 contend Plaintiffs fail to state a claim under the UCL because Plaintiffs allegedly do
3 not qualify for protection under the CLRA. In particular, Defendants contend
4 Plaintiffs have not alleged they sought or acquired any WLS subscriptions, or that
5 they did so for “personal, family or household purposes”. (Motion at 9:15-9:18.)
6 Defendants’ objection, however, misconstrues the nature of a claim under CAL.
7 BUS. & PROF. CODE § 17200.

8 a. Plaintiffs Need Not Be Consumers but Are

9 Plaintiffs are *not* asserting a claim under the Consumers Legal Remedies Act;
10 they are asserting a claim under the Unfair Competition Law. “To state a claim
11 under the [UCL] one need not plead and prove the elements of a tort [in this case,
12 the CLRA]. Instead, one need only show that ‘members of the public are likely to
13 be deceived.’” Freeman v. Time, Inc., 68 F.3d 285, 289 (9th Cir. 1995), *citing*
14 Bank of the West, 2 Cal. 4th at 1267, Chern v. Bank of America, 15 Cal. 3d 866,
15 876 (1976). Plaintiffs properly pled that consumers are likely to be deceived by
16 Defendants’ representations. (*e.g.*, FAC ¶ 8.12 (“The representations and omissions
17 as alleged herein are likely to deceive consumers and cause harm to plaintiffs
18 including loss of goodwill.”).) In any event, Plaintiffs also allege they are
19 themselves consumers: “Each Plaintiff owns at least one domain name in <.com> or
20 <.net>, and is a consumer of domain names to that extent.” (FAC ¶ 2.15.)

21 b. Plaintiffs Suffered Damages and Alleged Accordingly

22 Defendants contend Plaintiffs must allege damage to themselves specific to
23 CAL. CIV. CODE § 1780. However, Plaintiffs do not sue under the CLRA and are
24 not subject to CAL. CIV. CODE § 1780. Rather, they sue under the UCL, and have
25 properly alleged a *competitive* injury arising from Defendants’ violation of the
26
27
28

1 CLRA.⁴

2 c. Plaintiffs Allege a Representation by Verisign

3 The Motion falsely claims “Plaintiffs . . . have pleaded no facts that Verisign
4 made any . . . representation” that violates the CLRA. In truth, Plaintiffs allege that
5 “Defendant Verisign, both itself and acting by and through the Participating
6 Registrars, is representing to consumers that they will receive an economic
7 benefit . . . the earning of which is contingent on an event to occur subsequent to the
8 consummation of the transaction . . .” (FAC ¶ 6.5.) Moreover, Defendants do not
9 cite any authority for the proposition that the only violation of the CRLA could be
10 by *express* representations. In any event, the FAC alleges Defendants are making
11 express and implied representations that consumers will receive an economic
12 benefit, the earning of which is contingent upon events to occur subsequent to the
13 consummation of the transaction. Accordingly, Plaintiffs’ allegations provide fair
14 notice to Defendants of the alleged claims and the grounds upon which they rest.

15 Finally, Defendants aver Verisign cannot be liable for eNom’s and NSI’s
16 representations, because “the UCL does not permit vicarious liability”. People v.
17 Toomey, 157 Cal. App. 3d 1, 14 (1984). In Toomey, the primary case upon which
18 Defendants rely, the defendant owned a company that sold coupon books
19 purportedly worth thousands of dollars in discounts at Las Vegas casinos and
20 businesses. Toomey was charged with unfair business practices (CAL. BUS. &
21 PROF. CODE § 17200) and false advertising. (CAL. BUS. & PROF. CODE § 17500).
22 The trial court found that the disclosure of certain terms, conditions and restrictions
23 placed on the coupons was unavailing. The Court of Appeal held that

24 “if the evidence establishes defendant's participation in the
25 unlawful practices, either directly or by aiding and abetting the

26 ⁴This critical distinction does not, however, render Plaintiffs’ claims representative in nature. Just
27 as a plaintiff asserting a Lanham Act (*i.e.*, trademark infringement) claim is presumed to suffer irreparable
28 injury if consumers (not plaintiff herself) are likely to be deceived, Plaintiffs will suffer competitive injury
as a consequence of Defendants’ deceptive practices proscribed by the CLRA.

1 principal, liability under sections 17200 and 17500 can be
2 imposed . . . All parties to a conspiracy to defraud are directly
3 liable for all misrepresentations made pursuant to such conspiracy
4 and anyone who knowingly aids and abets fraud or furnishes the
means for its accomplishment is liable equally with those who
actually make the misrepresentations.”

5 Toomey, 157 Cal. App. 3d at 15 (internal citations omitted). Because Toomey was
6 “the moving force behind the entire coupon sales program and a joint participant
7 with the other distributors in their business operations,” he was responsible for the
8 misleading and unfair practices of the distributors which sold the coupons. Id. at
9 15-16.

10 The FAC clearly alleges that Verisign is “the moving force behind the entire”
11 WLS program, and that it “knowingly aids and abets fraud or furnishes the means
12 for its accomplishment” of the scheme to defraud. *See Id.* Verisign acted in concert
13 with eNom and NSI and, accordingly, is responsible for eNom and NSI’s
14 misleading and unfair actions in selling WLS subscriptions. Verisign is therefore
15 liable under CAL. BUS. & PROF. CODE § 17200.

16 d. Defendants’ Representations Are Deceptive

17 Plaintiffs allege in the FAC that Defendants’ representations and omissions
18 “renders their sale of WLS subscriptions misleading and deceptive to consumers.”
19 (FAC ¶ 1.2.) Defendants contend their representations are not deceptive in the
20 same way that representations about the purpose in LoJack vehicle recovery
21 systems are not deceptive. Defendants’ LoJack analogy is inapposite. Defendants
22 proffer that the value of LoJack is not really the LoJack vehicle monitoring service,
23 but rather the recovery of a vehicle itself (which may never occur). LoJack provides
24 a service independent of whether a vehicle is stolen. Moreover, LoJack, like other
25 legitimate insurance products, are sold to consumers who already own property they
26 wish to protect or monitor.

27 In the present matter, consumers who purchase WLS subscriptions do not
28 already own the domain name they hope to obtain. A WLS subscription provides

1 no service and protects no property interest. The current registrant already has a
2 “Redemption Grace Period” in the event the domain name is inadvertently lost and
3 the WLS subscriber will only obtain the domain name if the current registrant elects
4 to abandon the domain name – an opportunity that the subscriber has regardless of
5 the WLS. (FAC ¶ 4.31.) Defendants’ threat of deletion and request for a payment
6 to “protect” a name is, therefore, unfair, misleading, deceptive, and a violation of
7 the UCL. Unbeknownst to the consumer, any benefit derived from the WLS
8 subscription is contingent upon an event which may occur subsequent to the
9 consummation of the transaction. Unlike LoJack, where consumers are buying a
10 vehicle recovery system to monitor cars already owned in the event of theft, WLS
11 consumers are buying a subscription that Defendants deceived them into believing
12 will result in a domain name. Defendants fail to disclose that the WLS subscription
13 will probably never result in a domain name or anything else of value. Accordingly,
14 the comparison to LoJack is misplaced. Defendants are liable under the UCL for
15 their violation of the CLRA because they confer no value to consumers.

16 **3. Plaintiffs State a Claim for Deception re Likelihood of**
17 **Success**

18 Defendants ask this Court to rule as a matter of law that Defendants’
19 representations and omissions are not deceptive about the likelihood that a WLS
20 subscriber will actually register its desired domain name. The Court should reject
21 this theory for two reasons. First, Defendants based their entire argument on the
22 equivocation that “the Complaint concedes that potential domain name registrants
23 already understand that few registrants of desirable domain names allow their
24 domain name registrations to be cancelled and their domain names to be deleted.”
25 (Motion at 12:1 - 12:5.) To the contrary, Plaintiffs allege several times that the
26 “representations and omissions [alleged in the FAC] are likely to deceive consumers
27 [and] defendants’ failure to disclose the likelihood that a WLS subscription will be
28 successful creates a false assumption in the mind of consumers that WLS

1 subscriptions will result in actual domain name registrations” (FAC ¶¶ 8.12-8.13.)
2 Defendants characterization of the FAC is plainly false and is, therefore, either
3 disingenuous or negligent.

4 Second, Defendants’ requested relief would be improper in the context of a
5 motion under FED. R. CIV. P. 12(b)(6), which tests only the sufficiency of Plaintiffs’
6 allegations. Triable issues of fact remain as to whether Defendants’ representations
7 and omissions are misleading and deceptive notwithstanding Defendants’ contention
8 that the risk a domain name will not be deleted is disclosed. *See Podolsky v. First*
9 *Healthcare Corp.*, 50 Cal. App. 4th 632 (1996).

10 In *People v. Dollar Rent-A-Car Systems, Inc.*, 211 Cal. App. 3d 119 (1989),
11 the court affirmed a judgment finding that Dollar Rent-A-Car violated the UCL.
12 There, Dollar sold collision damage waivers (CDWs) to its customers and billed
13 repair charges for rental car damages. Dollar argued that its contract adequately
14 disclosed the terms and conditions of the CDW. The court found substantial
15 evidence of a UCL violation based, in part, upon the context of false and misleading
16 statements and business practices which confused consumers regardless of
17 disclaimers included in the contracts. *Dollar*, 211 Cal. App. 3d at 129. Even
18 though the revised contract advised customers they would be charged the “retail
19 value” of all repairs, the court held that language did not resolve the ambiguity
20 because Dollar failed to disclose it paid a discount for repairs. *Id.* The *Dollar* court
21 made clear that reliance on disclosures is insufficient in the face of allegations that
22 representations and omissions are likely to mislead consumers.

23 Defendants’ theory of adequate disclosure relies on, amongst other things, a
24 thorough understanding of the terms of the WLS, an understanding of the current
25 registrant’s grace period, and a working familiarity with the “WHOIS” database and
26 its limitations. Accordingly, it is merely a theory and is insufficient to prevail on a
27 motion to dismiss.

28 ///

1 **4. Plaintiffs State a Claim for Deception re Expiration Dates**

2 The FAC alleges domain names registration terms are for up to 100 years,
3 and therefore most domain names will not be available through the WLS for several
4 years and potentially not even for a century. (FAC ¶¶ 4.25, 9.25.) Defendants fail
5 to advise consumers to check the expiration date on domain names. (FAC ¶ 9.5.)
6 Consequently, “[b]y selling WLS subscriptions that *cannot* result in a domain name
7 (because the expiration date of the domain name falls later than the trial subscription
8 period), [Defendants] are defrauding consumers.” (FAC ¶ 9.7.)

9 In their Motion, Defendants allege expiration dates are publically accessible,
10 and that consumers should just know to check them. On that basis, Defendants
11 request the Court to rule as a matter of law that the failure to disclose expiration
12 dates is not deceptive. However, the evidence will show that expiration dates are
13 not always public, and most consumers have no knowledge of any public database
14 of expiration dates. At this stage, presenting such evidence would be premature.
15 Rather, Plaintiffs’ mere allegation in a “short and plain statement” that consumers
16 are likely to be deceived is sufficient to defeat Defendants’ Motion. Therefore,
17 Plaintiffs adequately stated a cause of action under the UCL concerning Defendants’
18 failure to disclose expiration date information to consumers.

19 **5. Plaintiffs State a UCL Claim Based on Defendants’ Marketing**
20 **of WLS as “Protection”**

21 Defendants assert the offering of WLS subscriptions does not constitute
22 “protection” because “a threat is not unlawful ‘where that which is threatened is
23 only what the party has a legal right to do.’” (Motion at 16:7-16:9.) The corollary to
24 the rule cited by Defendants, and the basis for Plaintiffs’ claim in this regard, is that
25 when recited consideration consists of nothing more than a preexisting obligation or
26 duty, it cannot be consideration of a promise. CAL. CIV. CODE § 1605 (consideration
27 consists of “[a]ny benefit conferred, or agreed to be conferred, upon the promisor,
28 by any other person, to which the promisor is not lawfully entitled . . .”); Williams

1 Constr. Co. v. Standard-Pacific Corp., 254 Cal. App. 2d 442, 453 (1967); Podolsky
2 v. First Healthcare Corp., 50 Cal. App. 4th at 655.

3 Plaintiffs allege “Defendants are impliedly representing that there is a benefit
4 to be obtained” from purchasing a WLS subscription on one’s own domain names”
5 and that such representation is false. (FAC ¶ 10.12.) The reason it is false is
6 inherent in the nature of the WLS: a subscription gives the subscriber the right to
7 register a domain name if the current registrant declines to do so. The current
8 registrant, having the option to renew a domain, gains no rights by the purchase of a
9 WLS subscription. The current registrant already has a “Redemption Grace Period”
10 in the event the domain name is inadvertently lost. (FAC ¶ 4.31.) Defendants’
11 threat of deletion and request for a payment to “protect” a name is, therefore, unfair,
12 misleading, deceptive, and a violation of the UCL.

13
14 **6. Plaintiffs State a UCL Claim Based on Defendants’ Sales of
Property They Do Not Own**

15 Domain names are property, and “like other forms of property, domain names
16 are valued, bought and sold, often for millions of dollars”. Kremen v. Network
17 Solutions, Inc., 337 F.3d 1024, 1030 (9th Cir. 2003). The Ninth Circuit found that
18 Defendant and movant Network Solutions, Inc. could be liable for “handing [a]
19 domain name over to” someone before it has been duly deleted. Id.

20 Defendants assert that Plaintiffs’ UCL claim based on Defendants’ sales of
21 property they do not own fails because “a deleted domain name...does not exist and
22 thus belongs to no one.” (Motion at 17:16-17:17.) Defendants misrepresent that
23 Plaintiffs “admit that a WLS subscription will only be activated if and when the
24 current registrant ‘abandons’ the domain name registration . . . in which event the
25 domain name registration is cancelled, and the domain name is deleted.” (Motion at
26 17:20-17:24.) In truth, Plaintiffs repeatedly allege domain names subject to WLS
27 subscriptions will *not* be deleted. Rather, Defendants will wrongfully refuse to
28 delete domain names and instead wrongfully hand them over to a WLS subscriber.

1 (FAC ¶ 4.48.) Moreover, even if Defendants were correct that the names they are
2 selling (which are currently registered to third parties) are actually deleted and
3 belong to no one, then Defendants have no right to preclude Plaintiffs from
4 competing to register them. In either event, Plaintiffs have properly alleged an
5 unfair competition claim based on Defendants' purported sales of domain names
6 they do not own.

7 **7. Plaintiffs State a UCL Claim Based on FTC Act Violations**

8 a. Plaintiffs May Allege the FTC Act as a Predicate to a UCL
9 Claim

10 Under California law, any unlawful business practice, including violations of
11 laws for which there is no direct private right of action, may be redressed by a
12 private action under BUS. & PROF. CODE § 17200. Committee on Children's
13 Television, Inc. v. General Foods Corp., 35 Cal. 3d 197, 210-11 (1983). It is not
14 necessary that the predicate law provide for private civil enforcement. Saunders v.
15 Superior Court, 27 Cal. App. 4th 832, 838-39 (1994). Defendants assert that
16 Plaintiffs' Eighth Cause of Action constitutes an impermissible attempt to indirectly
17 enforce the Federal Trade Commission Act, 15 U.S.C. §§ 41-58 (the "FTC Act").
18 None of the cases cited, however, conclude as Defendants argue. Moore v. N.Y.
19 Cotton Exch., 270 U.S. 593 (1926), Holloway v. Bristol-Myers Corp., 485 F. 2d
20 986 (D.C. Cir. 1973), and Carlson v. Coca-Cola Co., 483 F. 2d 279 (9th Cir. 1973)
21 all address attempts by private plaintiffs to enforce the FTC Act directly (*i.e.*, to
22 state a cause of action for violation of the FTC Act, and not a cause of action under
23 the UCL). Those attempts were rejected because the FTC Act does not provide for
24 private enforcement.

25 Summit Tech, Inc. v. High-line Med. Instruments Co., 933 F. Supp 918 (C.D.
26 Cal. 1996) addresses an attempt by a private plaintiff to enforce the federal Food,
27 Drug and Cosmetic Act (the "FDCA"), and not the FTC Act, via the UCL. The
28 court held that such indirect enforcement is expressly *preempted* by 21 U.S.C. §

1 337. The FTC Act, on the other hand, does not preempt state law and enforcement
2 through the UCL. Rather, Defendants' violation of the FTC Act is no different than
3 any other violation of law which private citizens cannot directly assert but can use
4 as the basis for a UCL claim⁵. Accordingly, Plaintiffs may assert a claim under the
5 UCL predicated upon Defendants' violation of the FTC Act.

6 b. Plaintiffs Properly Alleged an FTC Act Violation

7 Defendants claim that Plaintiffs have not alleged an FTC violation is similarly
8 unfounded. As Defendants note, an act or practice is "deceptive" under the FTC
9 Act if it is likely to mislead consumers acting reasonably under the circumstances.

10 Defendants ask this Court to rule as a matter of law that consumers are not likely to
11 be deceived by a service that "may not result in a domain name registration,"

12 (Motion at 11:3) because consumers supposedly already "understand that few

13 registrants of desirable domain names allow their domain name registrations to be
14 cancelled and their domain names to be deleted." (Motion at 12:1-12:3.).

15 Defendants' assertion that all the risks associated with WLS subscriptions are
16 disclosed and known is a question of fact, not amenable to resolution on a motion
17 under Rule 12(b)(6). Moreover, even if such risks are disclosed, triable issues of
18 fact remain as to whether Defendants' representations and omissions are deceptive.

19 See Podolsky v. First Healthcare Corp., 50 Cal. App. 4th at 650 (absence of
20 information about relevant protections under federal and state law renders otherwise
21 accurate agreement potentially deceptive and therefore in violation of the UCL);

22 People v. Dollar Rent-A-Car Systems, Inc., 211 Cal. App. 3d 129. Accordingly,
23

24 ⁵*E.g.*, Consumers Union of United States, Inc. v. Fisher Development, Inc., 208 Cal. App. 3d
25 1433, 1444 (1989) (anti-discrimination laws); B.W.I. Custom Kitchen v. Owens-Illinois, Inc., 191 Cal.
26 App. 3d 1341, 1348 (1987) (antitrust laws); People v. E.W.A.P., Inc., 106 Cal. App. 3d 315, 318 (1980)
27 (criminal laws); People v. K. Sakai Co., 56 Cal. App. 3d 531, (1976) (environmental protection laws);
28 People ex rel. Van de Kamp v. Cappuccio, Inc., 204 Cal. App. 3d 750, 759 (1988) (fish and game laws);
Hernandez v. Stabach, 145 Cal. App. 3d 309, 314-315 (1983) (housing laws); People v. Los Angeles
Palm, Inc., 121 Cal. App. 3d 25, 32-33 (1981) (labor laws); People v. James, 122 Cal. App. 3d 25, 35-36
(1981) (vehicle laws); Webster v. Omnitrition Int'l, 79 F.3d 776 (1996) (criminal fraud laws).

1 Plaintiffs have alleged facts sufficient to state a cause of action for violation of the
2 UCL claim predicated on violation of the FTC Act.

3 **C. PLAINTIFFS STATE A CLAIM FOR TYING**

4 **1. Plaintiffs Have Standing to Allege the Tying Claim**

5 Defendants allege that Plaintiffs lack standing to bring their antitrust claim
6 because, Defendants claim, the threatened injury “does not constitute a significant
7 threat.” This claim goes to the merits of Plaintiffs’ claims, and not to the sufficiency
8 of their factual allegations. As Defendants acknowledge, Section 16 of the Clayton
9 Act authorizes injunctive relief in reasonable anticipation of threatened as well as
10 actual injury. 15 U.S.C. § 26; Zenith Radio Corp. v. Hazeltine Research, Inc., 395
11 U.S. 100, 130 (1969). Defendants claim Plaintiffs have failed to “quantify the
12 purported impact from Verisign’s proposed launch of WLS”. (Motion at 19:24-25.)
13 However, Plaintiffs are not required at this stage to present evidence of the quantity
14 of the impact. Instead, Plaintiffs need only allege, and did allege, “[a] not
15 insubstantial volume of commerce in the tied product market will be affected by
16 [Defendants’] tying agreement”. (FAC ¶ 13.16.)

17 **2. Plaintiffs Properly Allege the Elements of a Tying Claim**

18 A tying arrangement is an agreement by a party to sell one product on the
19 condition that a buyer also purchase a second product, or at least that the buyer will
20 not purchase the second product from any other supplier. Northern Pacific Railway
21 Co. v. United States, 356 U.S. 1, 5-6 (1958). Tying arrangements are unreasonable
22 if a party has sufficient market power with respect to the tying product to restrain
23 appreciably competition for the tied product and a not insubstantial amount of
24 interstate commerce is affected. Id. Plaintiffs allege that Verisign exercises
25 dominant market power with respect to WLS subscriptions (FAC ¶ 13.9); that every
26 consumer who purchases a WLS subscription will be required to purchase a domain
27 name registration from the same registrar (Id.); that the tying arrangement will
28 unreasonably restrain commerce in domain name registrations (FAC ¶ 13.11); and

1 that a not insubstantial volume of commerce in the tied product market will be
2 affected (FAC ¶ 13.16). Plaintiffs have therefore pled the “short and plain
3 statement” for each element of a tying claim, and Defendants’ Motion is without
4 merit as to Plaintiffs’ Ninth Cause of Action.

5 **D. PLAINTIFFS STATE A CLAIM FOR TORTIOUS INTERFERENCE**

6 Defendants assert that Plaintiffs’ claim for Tortious Interference fails because
7 Plaintiffs allege interference with “beneficial economic relationships with
8 [Plaintiffs’] respective customers,” whereas in the original complaint, Plaintiffs
9 alleged that they were seeking business from “prospective customers.” On the basis
10 of this change, Defendants contend that Plaintiffs “admitted in their original
11 complaint that these customer relationships had not yet developed at the time of
12 Verisign’s allegedly tortious conduct.” (Motion at 24:10-24:11.) Of course, the
13 change to which Defendants refer is hardly an admission; the tort of intentional
14 interference does not require that the relationships interfered with be with current
15 customers. *See Westside Center Associates v. Safeway Stores 23, Inc.*, 42 Cal.
16 App. 4th 507, 520-521 (1996) (tort of interference with prospective economic
17 advantage protects the expectation of an advantageous business relation even in the
18 absence of an existing, legally binding agreement). Because Plaintiffs may base a
19 claim of interference with prospective economic advantage on relations with current
20 and/or prospective customers, the allegations are not inconsistent and Defendants’
21 objection is unfounded.

22 Similarly, Defendants’ contention that Plaintiffs fail to allege facts supporting
23 their claim for tortious interference relies entirely on authority from California state
24 courts, and is therefore inapposite: federal courts do apply California’s fact-pleading
25 standard. *Diodes, Inc. v. Franzen*, 260 Cal. App. 2d 244, 250 (Ct. App., 1968)
26 (noting “[t]he federal cases since the adoption of the federal rules are not helpful on
27 the pleading questions in an action brought in a state court in California, because
28 federal cases use ‘notice pleading,’ whereas California uses ‘fact pleading.’”).

1 Plaintiffs allege each of the elements of a cause of action for tortious interference
2 with prospective economic advantage. Accordingly, the FAC is sufficient under the
3 federal notice pleading standard, and Defendants' motion should be denied.

4 **E. PLAINTIFFS ARE ENTITLED TO DECLARATORY RELIEF ON THE ELEVENTH**
5 **CLAIM**

6 Defendants assert that Plaintiffs are not entitled to Declaratory Relief because
7 "the Complaint itself unequivocally demonstrates that WLS would have no effect on
8 a sponsoring registrar's ability to delete domain names they have registered."

9 (Motion at 25:9-25:11.) The FAC does no such thing. To the contrary, it expressly
10 and repeatedly asserts that after the the WLS is fully deployed, Verisign will *ignore*
11 "delete" commands sent by registrars. (FAC ¶¶ 4.48, 15.2, 15.10-15.12.) For the
12 purpose of this motion, the Court must accept all factual allegations in the FAC as
13 true, and Defendants' (unsupported) contention that WLS would "not affect a
14 registrar's ability to delete registrations of domain names they have registered"
15 (Motion at 25:13-25:14) must be ignored. Indeed, one court has already made the
16 factual finding that "[c]ontrary to the current system, domain names that are subject
17 to a WLS subscription would never be deleted from the registry when the original
18 registration expired." Dotster, Inc. v. Internet Corp., 296 F. Supp. 2d 1159, 1161
19 (C.D. Cal. 2003). Plaintiffs properly pled a declaratory relief cause of action
20 against Verisign.

21 **IV. CONCLUSION**

22 For the foregoing reasons, Defendants' motion should be denied.

23 Dated this 17th day of June, 2004.

24 Respectfully Submitted,

25 **NEWMAN & NEWMAN, ATTORNEYS AT LAW, LLP**

26
27 By:


28 _____
Derek A. Newman (190467)
S. Christopher Winter (190474)

Attorneys for Plaintiffs

1 **PROOF OF SERVICE**

2
3 I hereby certify that on this 17th day of June, 2004, I served the foregoing document described
4 as:

5 - [CORRECTED] PLAINTIFFS' OPPOSITION TO MOTION BY DEFENDANTS VERISIGN,
6 INC. AND NETWORK SOLUTIONS, INC. TO DISMISS FIRST AMENDED COMPLAINT FOR
7 FAILURE TO STATE A CLAIM PURSUANT TO FED.R.CIV.P. 12(b)(6) and
8 -PROOF OF SERVICE

9 to be served on all interested parties in this action by transmitting a true copy thereof by Email, and by
10 Federal Express addressed as follows:

11 Laurence J. Hutt, Esq.
12 Arnold & Porter LLP
13 1900 Avenue of the Stars, 17th Floor
14 Los Angeles, CA 90067- 4408

15 Email: Laurence.Hutt@aporter.com

16 Jeffrey A. LeVee, Esq.
17 Jones Day
18 555 West Fifth Street, Suite 4600
19 Los Angeles, CA 90013 - 1025

20 Email: jlevee@jonesday.com

21 Frederick F. Mumm, Esq.
22 Davis Wright Tremaine LLP
23 865 S. Figueroa Street, Suite 2400
24 Los Angeles, CA 90017 - 2566

25 Email: fredmumm@dwt.com

26 I declare that I am employed in the office of a member of the bar of this court at whose direction
27 the service was made.

28 Executed on June 17th , 2004 at Seattle, Washington.

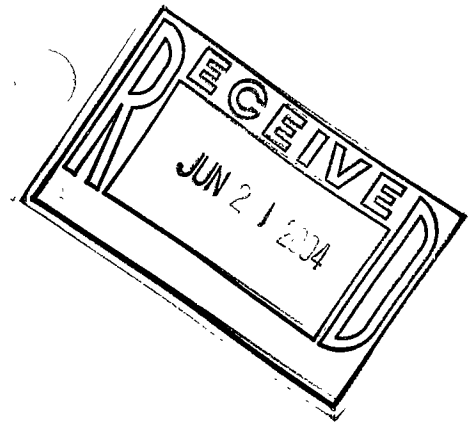
Diana Au

Diana Au

505 Fifth Avenue South
Suite 610
Seattle, Washington
98104

phone 206.274.2800
fax 206.274.2801

www.newmanlaw.com
info@newmanlaw.com



SENT VIA EMAIL AND FEDERAL EXPRESS

June 17, 2004

Laurence J. Hutt, Esq.
Arnold & Porter LLP
1900 Avenue of the Stars, 17th Floor
Los Angeles, CA 90067

Jeffrey A. LeVee, Esq.
Jones Day
555 West Fifth Street, Suite 4600
Los Angeles, CA 90013

Federick F. Mumm, Esq.
Davis Wright Tremaine LLP
865 S. Figueroa Street, Suite 2400
Los Angeles, CA 90017

Re: Registersite.com, et al v. Ican, et al

Dear Counsel:

Today, we served on you and attempted to file *Plaintiffs' Opposition to Motion by Defendants Verisign, Inc. and Network Solutions, Inc. to Dismiss First Amended Complaint for Failure to State a Claim Pursuant to FED. R. CIV. P. 12(b)(6)*. However, the court did not accept the document as "filed" because it was 26 pages in length, but instead held the document as a "discrepancy".

In order to correct the issue, we struck from the brief footnote 6 and most of the conclusion. Then, we delivered a *[Corrected] Plaintiffs' Opposition to Motion by Defendants Verisign, Inc. and Network Solutions, Inc. to Dismiss First Amended Complaint for Failure to State a Claim Pursuant to FED. R. CIV. P. 12(b)(6)* to our service for filing. We understand the service may not have made today's deadline, in which event it will be filed tomorrow morning.

Attached, and served today, please find the *[Corrected] Plaintiffs' Opposition to Motion by Defendants Verisign, Inc. and Network Solutions, Inc. to Dismiss First Amended Complaint for Failure to State a Claim Pursuant to FED. R. CIV. P. 12(b)(6)*.

Laurence J. Hutt, Esq.
Jeffrey A. LeVee, Esq.
Federick F. Mumm, Esq.
June 17, 2004
Page 2 of 2

We apologize for any confusion or inconvenience. Please call me with any questions or concerns.

Very Truly Yours,

NEWMAN & NEWMAN,
ATTORNEYS AT LAW, LLP

A handwritten signature in black ink, appearing to read 'D. Newman', with a long horizontal flourish extending to the right.

Derek A. Newman

encl.