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14	MICHAEL LAVIGNE, et al.,	CASE NO. 2:18-cv-07480-JAK (MRWx)		
15	Plaintiffs,	HERBALIFE'S SUPPLEMENTAL BRIEF RE: PLAINTIFFS' MOTION		
16	VS.	TO COMPEL DISCOVERY		
17	HERBALIFE LTD., et al.,	Filed concurrently with Declarations of Gopi K. Panchapakesan and Mauricio		
18	Defendants.	Domingo		
19		Assigned to Hon. Michael R. Wilner Courtroom 550		
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	3605405.2			

1		TABLE OF CONTENTS Page					
2	I.	INTRODUCTION					
3	II.						
4	11.	RELEVANT BACKGROUND					
5		A.	Factual Background				
6			1.		Herbalife Business Opportunity		
7			2.		tiffs' Complaint		
8		В.	Procedural Background			4	
9			1.	The Claims Against Herbalife Were Transferred to This Court.			
10			2.		alife Moves to Dismiss Based on a Prior Class Action ement Release.	5	
11		\mathbf{C}	T1 D				
12		C.			' Discovery Disputes		
13	III.	ARG	ARGUMENT				
14		A.	Legal Standard				
15 16		B.	Plaintiffs' Motion Seeks Discovery That Is Neither Relevant nor Proportional to the Needs of the Case			9	
17			1.	Requ Infor	est No. 5 Impermissibly Seeks Compensation mation Pertaining to the Florida Defendants	9	
18				a.	The Request Seeks Irrelevant and Private		
19				1	Information.		
20			_	b.	The Request Is Not Proportional	10	
21			2.	Requ the F	est No. 6 Impermissibly Seeks Documents Regarding lorida Defendants' Product Purchases	12	
22				a.	The Request Seeks Irrelevant Information	12	
23				b.	The Request Is Not Proportional		
24			3.		est No. 14 Improperly Seeks Documents That Are	12	
25			<i>J</i> .	Unre	lated to Events	13	
26				a.	The Request Seeks Irrelevant Information	13	
27				b.	The Request Is Not Proportional.	13	
28	IV.	CONCLUSION14			14		
	3605405.2				i		

1	TABLE OF AUTHORITIES				
2	Page(s)				
3	Cases				
4	Appel v. Bos. Nat'l Title Agency, LLC,				
5	No. 18-CV-0873-BAS-MDD, 2019 WL 183504 (S.D. Cal. Jan. 14, 2019)				
6					
7 8	Bostick v. Herbalife Int'l of America, Inc., et al., Case No. 2:13-cv-02488-BRO-RZ (C.D. Cal.). Dkt. 142				
9	Frieri v. Sysco Corp., No. 316CV01432JLSNLS, 2017 WL 2908777 (S.D. Cal. July 7,				
10	2017)11, 12, 13				
11 12	Pincay v. Andrews, 238 F.3d 1106 (9th Cir. 2001)12, 13				
13 14	Rodriguez v. Barrita, Inc., No. 09-04057 RS-PSG, 2011 WL 5854397, at *2 (N.D. Cal. Nov.				
15	21, 2011)9				
16 17	Sherman v. CLP Res., Inc., 2015 WL 13543541 (C.D. Cal. July 17, 2015)				
18	Valley Outdoor, Inc. v. Regency Outdoor Advert., Inc., No. CV-05-2901-RSWL(CTX), 2006 WL 8432058 (C.D. Cal. July 7, 2006)				
20	Statutes				
21	Florida's Deceptive and Unfair Trade Practices Act				
22	RICO				
23 24	Other Authorities				
25	Fed. R. Civ. Proc. 23 cmt				
26	Fed. R. Civ. Proc. 26(b)(1)				
27					
28					

MEMORANDUM OF POINTS AND AUTHORITIES

INTRODUCTION

Despite repeatedly representing to the Court that their claims deal only with Herbalife training events—and not a broader "standard attack" on Herbalife's business model—Plaintiffs now seek discovery that has nothing to do with their purportedly narrow claims. Dkt. 151 at 1. Plaintiffs expressly narrowed their claims in this case in order to avoid the release contained in a prior class action settlement approved by this Court, concerning the viability of Herbalife's underlying business opportunity. Plaintiffs cannot have it both ways. If, as they assert, their current claims deal only with events that are "separate and distinct from Herbalife's core business," then the discovery they seek must be limited accordingly. Id. at 4. Herbalife paid over \$15 million to settle the prior class action to avoid the expense and burden of just this type of discovery.

Further, the additional discovery Plaintiffs seek concerns the activities of no less than 44 third-party distributors (the "Florida Defendants"). Those distributors were originally named as defendants, but following Herbalife's motions to compel arbitration and transfer venue, the claims that are now before this Court are against only Herbalife. The Florida Defendants are not employees of Herbalife, the direct claims against them are not before this Court, and therefore they are true third parties to this action. As such, discovery concerning these third parties is relevant to Plaintiffs' claims against Herbalife *only* if it relates to an alleged conspiracy between Herbalife and those third parties regarding the promotion of events or their content.

Plaintiffs nevertheless indiscriminately seek broad discovery regarding, among other things, the amounts these third parties earned pursuing the Herbalife business opportunity, the amounts they have paid Herbalife to purchase product, and any investigations or enforcement actions undertaken by the company against them on matters unrelated to events. None of these things are the proper subject of

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discovery in this case. Some of these materials also implicate the privacy interests of the Florida Defendants, interests that they have refused to waive. Because Plaintiffs' additional requests seek irrelevant, private information, the Court's inquiry should end there.

To the extent the Court is inclined to evaluate the proportionality of the discovery sought by Plaintiffs, it should deny additional discovery on that basis as well. First, this case is at the pre-certification stage. While some "merits" discovery is appropriate, it must be "limited to those aspects relevant to making the certification decision on an informed basis." Fed. R. Civ. Proc. 23 cmt. Plaintiffs' requests ignore the Federal Rules' guidance on this issue.

Second, Plaintiffs' requests seek discovery over a ten-year time period, which is facially unreasonable given that the longest statute of limitations applicable to their claims is four years.

Third, Herbalife would incur a substantial incremental burden were it required to respond to Plaintiffs' requests. For example, producing documents reflecting "all payments" made by the Florida Defendants to Herbalife "for any reason" would require Herbalife to search for and review all purchase orders, email confirmations, and receipts in connection with any product purchases made by the Florida Defendants, a process that could potentially take hundreds of hours.

Fourth, Herbalife already has produced a significant number of documents that fairly relate to the alleged conspiracy between it and the Florida Defendants, including nearly 14,000 pages of emails regarding efforts Herbalife undertook to substantiate earnings claims made by speakers at events; Herbalife's policies and guidelines regarding earnings claims made at events; a summary of the fees it has paid any distributor to speak at an event; and its policies regarding the payment of such fees. Plaintiffs cannot justify why they are entitled to additional discovery to attempt to substantiate their class allegations.

II. <u>RELEVANT BACKGROUND</u>

A. Factual Background

1. The Herbalife Business Opportunity

Herbalife is a global nutrition and weight management company. Herbalife offers a business opportunity through which individuals can purchase Herbalife nutritional product from the company at a discount and sell it to customers, and also recruit others to do the same. Declaration of Sacha Mauricio Domingo Donovan ("Domingo Decl.") at \P 2. Those who pursue this opportunity are called Herbalife "distributors." *Id.* The individuals whom a given distributor recruits into the opportunity are referred to collectively as their "downline." Distributors can earn retail profit from the direct sale of products to customers, as well as commissions and royalties tied to the sales of one's downline. *Id.* at \P 3, Exh. 1.

Herbalife sponsors a number of training events each year, including the Extravaganza, Leadership Development Weekend ("LDW"), Kickoff, and Future President's Team Retreat events. Dkt. 178-6 at \P 3 (Declaration of Bob Bogard). There also are a large number of local events generally run by distributors, including Success Training Seminars ("STS") and Herbalife Opportunity Meetings ("HOM"). *Id.* at \P 6.

2. Plaintiffs' Complaint

Plaintiffs originally sued Herbalife and the Florida Defendants in the Southern District of Florida, alleging claims under the federal civil RICO statute, Florida's Deceptive and Unfair Trade Practices Act, and common law claims for unjust enrichment and negligent misrepresentation. Three of the Plaintiffs are Herbalife distributors; one is the spouse of a distributor. Dkt. 1 (Complaint) at ¶¶ 150, 163, 182, 193. Plaintiffs allege that they attended numerous Herbalife events, both those sponsored by the company and those organized by individual distributors. *Id.* at ¶¶ 156, 188, 201. They contend that such events are falsely "pitched as the guaranteed pathway to attaining life changing financial success" and

that they were told that they must "attend every event' if they want to be successful." Id. at ¶¶ 2-3. Plaintiffs allege that if they had known that "there is no correlation between financial success and event attendance," then they would not have attended such events or incurred the expenses required to do so. Id. at ¶ 10.

Plaintiffs' claims against the Florida Defendants (which are not before this Court) center around the allegations that the Florida Defendants are "primarily responsible for the marketing and promotion of the events." *Id.* at ¶ 100. Plaintiffs allege that STS events are "effectively owned by top distributors" and that tickets for such events are purchased directly from the distributors who run those events or their respective companies. *Id.* at ¶¶ 71-74. Plaintiffs also allege that Herbalife often compensates distributors, including some of the Florida Defendants, to speak at corporate events. *Id.* at ¶¶ at 78, 139.

B. Procedural Background

1. The Claims Against Herbalife Were Transferred to This Court.

While the case was pending before Judge Cooke in the Southern District of Florida, Herbalife and the Florida Defendants moved to compel arbitration of Plaintiffs' claims, and in the alternative, to transfer any remaining claims to this Court. Dkt. 62, 63. On August 23, 2018, Judge Cooke ordered four of the original eight Plaintiffs' claims against Herbalife to arbitration pursuant to their distributorship agreements with the company, transferring the remaining four Plaintiffs' claims against Herbalife to this Court based on a forum selection clause entered into by those Plaintiffs. Dkt. 106. All eight Plaintiffs' claims against the Florida Defendants remain in the Southern District of Florida, and are stayed pending an appeal of the denial of the Florida Defendants' motion to compel arbitration.

. .

2. Herbalife Moved to Dismiss Based on a Prior Class Action Settlement Release.

After Plaintiffs Patricia and Jeff Rodgers's, Izaar Valdez's, and Jennifer Ribalta's claims were transferred to this Court, Herbalife moved to dismiss the claims of all but Ribalta on the basis that their claims are subject to the release contained in a prior class action settlement approved by this court in *Bostick v*. *Herbalife Int'l of America, Inc., et al.*, Case No. 2:13-cv-02488-BRO-RZ (C.D. Cal.). Dkt. 142 at 5-12. The essence of the allegations in *Bostick* was that Herbalife had misrepresented to distributors that if they "put in the time, effort, and commitment," they could successfully pursue the Herbalife business opportunity. *Id.* at 5.

Plaintiffs opposed the motion by clarifying that their complaint is not "the standard attack on [Herbalife's] chain recruiting business." Dkt. 151 at 1. Rather, Plaintiffs assert that their complaint deals only with a purported "subordinate conspiracy" concerning Herbalife events, which they contend is "separate and distinct from Herbalife's core business." *Id.* at 1, 4. Thus, in this case, Plaintiffs seek damages relating *only to their attendance at events. Id.* at 5:2-7; Declaration of Gopi K. Panchapakesan ("Panchapakesan Decl."), Exh. A (Excerpt from February 11, 2019 Hearing on Motion to Dismiss) (Plaintiffs' counsel: "The damages the Plaintiffs are seeking in this case are solely related to . . . event attendance."). By their own account, Plaintiffs are not seeking other categories of damages – such as product purchase expenses or business losses from pursuit of the Herbalife business model – now implicated by their current discovery requests. The Court has not yet ruled on Herbalife's Motion to Dismiss.

C. The Parties' Discovery Disputes

Following the parties' joint submission and two telephonic conferences with the Court, the parties have narrowed their disputes to three of Plaintiffs' Requests for Production:1

- Request No. 5: "All documents relating to any and all compensation paid by [Herbalife] to any of the Florida Defendants for any reason, including but not limited to loans made or credit extended."
- Request No. 6: "All documents relating to any and all payments made by any of the Florida Defendants to [Herbalife] for any reason."
- Request No. 14: "All documents relating to any investigation or enforcement actions taken by [Herbalife] against any Herbalife distributor ranked Millionaire Team or above who has appeared on any Event stage² during the relevant period." Dkt. 178-1, Exh. 1 (Plaintiffs' requests) at 11-12.⁴

The parties' respective positions as to these requests are as follows:

Request No. 5 (Payments from Herbalife to the Florida Defendants)

Plaintiffs contend that they are entitled to documents regarding such payments to determine "(1) whether such payments were in furtherance of the conspiracy at issue; and (2) if Herbalife knowingly featured events speakers who were improperly misrepresenting their level of success." Dkt. 178 at 27. Plaintiffs

The parties continue to meet and confer regarding Request Nos. 25-30, which concern correspondence between Herbalife and six of the Florida Defendants regarding events.

² Plaintiffs have superficially narrowed this request to read, "spoken on any Event stage." However, even with this change the request is overbroad, as it imposes on Herbalife the burden of identifying all such speakers at all events.

The "relevant period" is defined by Plaintiffs as January 1, 2009 through the present. Dkt. 178-1 at 9. That time period is generally applicable to all of Plaintiffs' requests.

When citing to the Appendix attached to the parties' earlier joint submission, this brief refers to the page number(s) assigned by CM/ECF. All other cites refer to the page number found at the bottom of a given page.

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proposed limiting their request to spreadsheets reflecting the commissions and royalties paid by Herbalife to the Florida Defendants, including any commissions and royalties paid to the Florida Defendants' downline members, from 2011 to 2016. Panchapakesan Decl. at ¶ 3.

Herbalife rejected Plaintiffs' proposal, because even as modified it still seeks (1) information that is unrelated to Plaintiffs' claims against Herbalife concerning its involvement in events and (2) private compensation information regarding the Florida Defendants and their thousands of downline members. *Id.* at $\P 4$. The Florida Defendants, through their counsel, have refused to consent to the disclosure of this information. *Id.* at $\P 5$, Exh. B.

Herbalife already has produced material that is responsive to this request and fully addresses Plaintiffs' alleged bases for the request, including (1) a spreadsheet summarizing any fees it has paid to distributors (including the Florida Defendants) to speak at events; (2) its policies regarding the payment of speaker fees; (3) extensive correspondence regarding Herbalife's efforts to substantiate earnings claims made by speakers at events; and (4) Herbalife's policies and guidelines regarding the making of earnings claims at events. *Id.* at \P 6.

As a further compromise, Herbalife nevertheless offered to produce top-line earnings information (i.e., that of a given Florida Defendant, but not their downline members) in connection with any alleged misrepresentations made by any of the Florida Defendants at an event regarding their earnings, to the extent such an event was attended by one of the Plaintiffs. 5 Id. at ¶ 4. Rather than wholesale disclosure of confidential financial information for all 44 third parties, Herbalife offered to produce information where one of those individuals allegedly made a

In other words, if Plaintiffs alleged that a Florida Defendant claimed at an event that she earned \$15,000 pursuing the Herbalife business opportunity during a given month, then Herbalife would be willing to produce a summary of that Florida Defendant's earnings for that month.

misrepresentation to one of the Plaintiffs -i.e., discovery where the information would at least arguably be relevant to the claims in this case. Plaintiffs rejected this proposal. Id.

Request No. 6 (Payments from the Florida Defendants to Herbalife)

During the course of the parties' meet-and-confer discussions, Plaintiffs combined Request No. 6 with Request No. 5, seeking the same commission and royalty reports for the Florida Defendants as those discussed above. *Id.* at ¶ 7. Herbalife's position, and its offer to produce certain additional material, is the same as that outlined above with respect to Request No. 5. However, Request No. 6 also necessarily seeks all documents regarding any product purchases made by the Florida Defendants. Because many of the Florida Defendants have been with the company for decades, they likely have collectively made tens of thousands of product purchases over the course of the past ten years. Domingo Decl. at ¶ 5. Aside from being irrelevant to Plaintiffs' current claims, as described more fully in the Domingo Declaration, the company would incur a significant burden if it were required to retrieve and produce such material. *Id.* at ¶ 6.

Request No. 14 (Documents regarding investigations / enforcement actions undertaken against distributors ranked "Millionaire Team" or higher)

Herbalife already has produced any case files regarding any internal investigations or enforcement actions undertaken against the Florida Defendants in connection with their event activities. Panchapakesan Decl. at ¶ 8. Herbalife has limited its production in this manner for two reasons: (1) Discovery that does not directly concern events is not relevant to Plaintiffs' claims; and (2) Herbalife does not maintain a list of distributors ranked "Millionaire Team" or higher who have spoken at events, nor is its database containing case files capable of being searched in this way. Domingo Decl. at ¶ 7.

During the course of the parties' recent meet-and-confer discussions,

Plaintiffs proposed limiting their request to the Florida Defendants (as opposed to all

Millionaire Team members), but continue to seek material regarding matters unrelated to events, including sales practices and income claims made outside of events. Panchapakesan Decl. at \P 9.

III. ARGUMENT

A. Legal Standard

On a motion to compel discovery, Plaintiffs bear the burden of "demonstrating that [they are] entitled to the requested discovery and [have] satisfied the proportionality and other requirements of Rule 26." *Rodriguez v. Barrita, Inc.*, No. 09-04057 RS-PSG, 2011 WL 5854397, at *2 (N.D. Cal. Nov. 21, 2011). The "threshold issue in discovery is relevance." *Appel v. Bos. Nat'l Title Agency, LLC*, No. 18-CV-0873-BAS-MDD, 2019 WL 183504, at *2 (S.D. Cal. Jan. 14, 2019) (denying motion to compel discovery regarding bank deposits made by third parties, despite the existence of a protective order). Moreover, at the precertification stage, although it is "appropriate to conduct controlled discovery into the 'merits,'" such discovery must be "limited to those aspects relevant to making the certification decision on an informed basis." Fed. R. Civ. Proc. 23 cmt.; *see also* Dkt. 159 at 2 (This Court stating in its Scheduling Order that "[t]he foregoing schedule may be modified in connection with discovery that is necessary if a motion for class certification is granted.").

- B. Plaintiffs' Motion Seeks Discovery That Is Neither Relevant nor Proportional to the Needs of the Case.
 - 1. Request No. 5 Impermissibly Seeks Compensation Information Pertaining to the Florida Defendants.
 - a. The Request Seeks Irrelevant and Private Information.

The amounts that the 44 Florida Defendants, true third parties, have earned pursuing the Herbalife business opportunity, are not relevant to Plaintiffs' claims *against Herbalife*. In this case, discovery regarding the Florida Defendants is relevant only to the extent that it implicates an alleged conspiracy between Herbalife

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and the Florida Defendants regarding the promotion of and the content presented at 1 2 events. Herbalife therefore produced nearly 14,000 pages of emails reflecting its 3 efforts to substantiate income claims made by distributors at events, as well as its 4 policies and guidelines regarding the making of such claims at events. 5 Panchapakesan Decl. at ¶ 6. Those documents fairly concern Herbalife's role in any income representations made at events; the Florida Defendants' individual historical 6 earnings do not.

The privacy interests of the 44 Florida Defendants and their downline members also militate against the discovery sought by Plaintiffs, interests that the Florida Defendants have refused to waive (and cannot waive on behalf of their downline members). Id., Exh. B; See Appel, 2019 WL at *2; Sherman v. CLP Res., Inc., 2015 WL 13543541, at *4 (C.D. Cal. July 17, 2015) (denying in part motion to compel production of third party compensation information given privacy concerns, despite the existence of a protective order).⁶

b. The Request Is Not Proportional.

Nor is Plaintiff's request proportional to the needs of the case for several reasons. First, the request is facially overbroad in that it seeks "all documents" concerning compensation paid by Herbalife to the Florida Defendants "for any reason." Dkt. 178-1 at 11. Moreover, it would call for this broad range of documents whether or not a particular Florida Defendant spoke at an event, made an income claim at an event, or allegedly misrepresented his or her income at an event, over a ten-year time period.

Second, to the extent Plaintiffs continue to seek such material dating back to

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These concerns are heightened given certain statements made by Jason Jones, counsel of record for Plaintiffs, on his blog, "The Salty Droid." See http://saltydroid.info/discovery-confidential/ ("These dumbdumb creep-stars are giving me data, and videos, and emails, and yada yada yada ... holy mother of dragons I'm actually getting the stuff!").

January 2009, there is no justification for their position because the longest statute 1 2 of limitations applicable to their claims is RICO's four-year statute. See Valley 3 Outdoor, Inc. v. Regency Outdoor Advert., Inc., No. CV-05-2901-RSWL(CTX), 2006 WL 8432058, at *2 (C.D. Cal. July 7, 2006) ("Plaintiff has failed to show how 4 5 information from more than five years ago is relevant to its current claims.") (citing Pincay v. Andrews, 238 F.3d 1106, 1108 (9th Cir. 2001) ("The statute of limitations 6 for civil RICO actions is four years.")). 7 8 Third, to the extent Plaintiffs seek to verify whether a given earnings 9 representation made by a Florida Defendant at an event was accurate, Herbalife's 10

offer to produce material corresponding to such representations would allow Plaintiffs to do just that. Panchapakesan Decl. at ¶ 4.

Fourth, Herbalife's prior production of email correspondence regarding Herbalife's efforts to vet income claims made at events is sufficient to allow Plaintiffs to attempt to substantiate their class allegations regarding the purported conspiracy between Herbalife and the Florida Defendants. See Frieri v. Sysco Corp., No. 316CV01432JLSNLS, 2017 WL 2908777, at *8 (S.D. Cal. July 7, 2017) (rejecting request seeking "[a]ll wage records, pay-stubs, and/or paychecks concerning the putative class members" because the requests seeks "merits discovery disproportionate to the needs of the case at the class certification stage."); Fed. R. Civ. Proc. 26(b)(1).⁷

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Although Plaintiffs did not raise this issue during the meet-and-confer process, to the extent they continue to seek documents regarding any "loans made or credit extended" by Herbalife to the Florida Defendants, that request should be rejected. Plaintiffs have never offered any support for this request, nor does the Complaint allege that Herbalife ever engaged in such conduct (let alone in a way that relates to Herbalife's role in events).

2. Request No. 6 Impermissibly Seeks Documents Regarding the Florida Defendants' Product Purchases.

a. The Request Seeks Irrelevant Information.

In seeking, "all documents relating to any and all payments made by any of the Florida Defendants to [Herbalife] for any reason," Plaintiffs effectively are seeking all documents regarding any Herbalife product purchases made by the Florida Defendants. Such broad discovery bears no relation to the claims in this case.

Plaintiffs purported basis for this Request, that they believe the Florida Defendants engaged in certain "banned practices" and "marketing plan manipulation" to achieve success, falls flat. Dkt. 178 at 30. Plaintiffs have never explained (nor can they explain) why indiscriminately seeking documents regarding any product purchases made by the Florida Defendants would allow them to investigate their allegation. Indeed, the Complaint's allegations in this respect concern only purported misrepresentations made by the Florida Defendants, not any misrepresentations attributable to Herbalife. Dkt. 1 at ¶ 33. Rather, the Complaint asserts that Herbalife has banned these alleged practices. *Id.* at ¶¶ 32-33.

b. The Request Is Not Proportional.

Plaintiffs cannot justify the proportionality of the discovery they seek. As with Request No. 5, Request No. 6 is facially overbroad in that it (1) seeks "all documents" relating to "any and all payments" made by the Florida Defendants to Herbalife "for any reason"; and (2) seeks such material dating back to January 2009, although the longest statute of limitations applicable to their claims is RICO's four-year statute. Dkt. 178-1 at 9, 11; *see Valley Outdoor*, 2006 WL at *2 (citing *Pincay*, 238 F.3d at 1108).

Additionally, to the extent Herbalife were required to produce such information, it would incur the significant burden of retrieving and reviewing documents and emails in connection with what are likely to be tens of thousands of

product purchases made by the Florida Defendants. Domingo Decl. at ¶ 5-6.

Herbalife's production of nearly 14,000 pages of emails reflecting its efforts to substantiate income claims made by distributors at events, as well as its policies and guidelines regarding such claims, sufficiently addresses Herbalife's role in any such representations made by the Florida Defendants at the pre-certification stage. Panchapakesan Decl. at ¶ 6; see Frieri, 2017 WL at *8; Fed. R. Civ. Proc. 26(b)(1).

3. Request No. 14 Improperly Seeks Documents That Are Unrelated to Events.

a. The Request Seeks Irrelevant Information.

Request No. 14, which seeks documents relating to Herbalife's investigations or enforcement actions undertaken against certain distributors, far exceeds the scope of relevant discovery. Any investigations or enforcement actions that Herbalife has undertaken that do *not* concern representations made at or in connection with events are irrelevant. Plaintiffs accordingly cannot justify their request for discovery regarding investigations into the general activities of the Florida Defendants, like sales practices or income claims they made outside of events. *Id.* at \P 9.

b. The Request Is Not Proportional.

Plaintiffs' request also fails to satisfy the proportionality standard for several reasons. First, Herbalife does not maintain a list of distributors ranked "Millionaire Team" or higher who have spoken at events, nor is its database containing case files capable of being searched in this way. Domingo Decl. at ¶ 7.

Second, Plaintiffs continue to seek such material dating back to January 2009, even though the longest statute of limitations applicable to their claims is RICO's four-year statute. *See Valley Outdoor*, 2006 WL at *2 (citing *Pincay*, 238 F.3d at 1108).

Third, Herbalife already has produced any case files it has opened in connection with any investigations or enforcement actions taken against the Florida Defendants regarding their event activities. Panchapakesan Decl. at ¶ 8. These

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1	1 documents should be more than sufficient	documents should be more than sufficient to allow Plaintiffs to attempt to				
2	substantiate their class allegations regarding the alleged conspiracy between					
3	Herbalife and the Florida Defendants. <i>See Frieri</i> , 2017 WL at *8; Fed. R. Civ. Proc.					
4	4 26(b)(1).					
5	5 IV. <u>CONCLUSION</u>					
6	6 For the foregoing reasons, Herbalif	For the foregoing reasons, Herbalife respectfully urges the Court to deny				
7	Plaintiffs' Motion to Compel.					
8	8					
9	9 DATED: September 18, 2019 Respe	ectfully submitted,				
10	10 Mark	T. Drooks				
11	II .	S. Chan				
12		K. Panchapakesan Marella, Boxer, Wolpert, Nessim,				
13		as, Lincenberg & Rhow, P.C.				
14	14					
15	By: _	/s/ Paul S. Chan				
16	16	Paul S. Chan Attorneys for Defendants Herbalife				
17	II .	Nutrition Ltd. (fka Herbalife Ltd.),				
18		Herbalife International, Inc., and Herbalife				
19		nternational of America, Inc.				
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