

UNITED STATES DISTRICT COURT
DISTRICT OF SOUTH CAROLINA
CHARLESTON DIVISION

COMMISSIONERS OF PUBLIC WORKS OF)	Civil Action No. 2:24-cv-02935-RMG
THE CITY OF CHARLESTON (d.b.a.)	
Charleston Water System), Individually and on)	<u>CLASS ACTION</u>
Behalf of All Others Similarly Situated,)	
Plaintiff,)	PLAINTIFF'S MOTION FOR
vs.)	PRELIMINARY APPROVAL OF CLASS
DUDE PRODUCTS INC.,)	ACTION SETTLEMENT
Defendant.)	
_____)	

Representative Plaintiff, the Commissioners of Public Works of the City of Charleston (d.b.a. “Charleston Water System”) (“Plaintiff”), respectfully files this motion for an Order granting preliminary approval of the class action settlement with Defendant Dude Products Inc. (“Defendant” or “Dude Products”) that resolves all of Plaintiff’s Released Claims against Dude Products during the Settlement Class Period.¹ For the reasons set forth in the accompanying Memorandum, Plaintiff respectfully moves the Court for an Order:

1. Granting preliminary approval of the Settlement;
2. Certifying a Rule 23(b)(2) class for settlement purposes;
3. Appointing Plaintiff as Class Representative;
4. Appointing Robbins Geller Rudman & Dowd LLP and AquaLaw PLC as Class Counsel;
5. Approving the Settling Parties’ proposed form and method of providing notice of the pendency of the Settlement to the Settlement Class under Rule 23(e)(2); and
6. Scheduling a Settlement hearing for final approval of (a) the Settlement set forth in the Stipulation of Settlement, and (b) Class Counsel’s application for an award of attorneys’ fees and expenses incurred in representing the Settlement Class.

In support of this Motion, Plaintiff incorporates by reference its Memorandum in Support and the Stipulation of Settlement and supporting Exhibits, which are filed simultaneously herewith.

DATED: May 10, 2024

AQUALAW PLC
F. PAUL CALAMITA (ID #12740)

/s/ F. Paul Calamita
F. PAUL CALAMITA

¹ Capitalized terms not defined herein are defined in the Stipulation of Settlement, dated May 10, 2024.

6 South Fifth Street
Richmond, VA 23219
Telephone: 804/716-9021
804/716-9022 (fax)
paul@aqualaw.com

ROBBINS GELLER RUDMAN
& DOWD LLP
SAMUEL H. RUDMAN
VINCENT M. SERRA
FRANCIS P. KARAM
58 South Service Road, Suite 200
Melville, NY 11747
Telephone: 631/367-7100
631/367-1173 (fax)
srudman@rgrdlaw.com
vserra@rgrdlaw.com
fkaram@rgrdlaw.com

Attorneys for Plaintiff

CERTIFICATE OF SERVICE

The undersigned hereby certifies that on May 10, 2024, I electronically filed the foregoing with the Clerk of the Court using the CM/ECF system which sent notification of such filing to all counsel of record.

/s/ F. Paul Calamita

AQUALAW PLC
F. PAUL CALAMITA (ID #12740)
6 South Fifth Street
Richmond, VA 23219
Telephone: 804/716-9021
804/716-9022 (fax)
paul@aqualaw.com

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COMMISSIONERS OF PUBLIC WORKS OF)	Civil Action No. 2:24-cv-02935-RMG
THE CITY OF CHARLESTON (d.b.a.)	
Charleston Water System), Individually and on)	PLAINTIFF’S MEMORANDUM OF LAW
Behalf of All Others Similarly Situated,)	IN SUPPORT OF MOTION FOR
Plaintiff,)	PRELIMINARY APPROVAL OF CLASS
)	ACTION SETTLEMENT
vs.)	
)	
DUDE PRODUCTS, INC.,)	
)	
Defendants.)	
)	
_____)	

TABLE OF CONTENTS

	Page
I. INTRODUCTION	1
II. BACKGROUND OF THE LITIGATION.....	2
A. Summary of Plaintiff’s Claims and Settlement Negotiations.....	2
B. Terms of the Settlement.....	5
III. PRELIMINARY SETTLEMENT APPROVAL	6
A. The Law Favors Class Action Settlements	6
B. The Relevant Factors for Preliminary Approval.....	7
C. The Proposed Settlement Meets Each of the Rule 23(e)(2) Factors	8
1. The Settlement Was Negotiated at Arm’s Length	8
2. The Settlement Is Adequate in Light of the Costs, Risks, and Delay of Trial and Appeal	10
3. The Remaining Rule 23(e)(2) Factors Are Also Met	12
a. Plaintiff and Class Counsel Have Adequately Represented the Settlement Class.....	12
b. The Proposed Method of Distributing Relief to the Settlement Class Is Effective	13
c. Attorneys’ Fees	13
d. The Settling Parties Have No Other Agreements	13
e. Settlement Class Members Are Treated Equitably.....	14
IV. PROPOSED PLAN OF NOTICE TO THE SETTLEMENT CLASS.....	14
V. CERTIFICATION OF THE SETTLEMENT CLASS IS APPROPRIATE.....	15
A. The Proposed Settlement Class Satisfies Rule 23(a)	16
1. Numerosity.....	16
2. Commonality.....	17

- 3. Typicality18
- 4. Adequacy18
- B. The Settlement Class Satisfies Rule 23(b)(2)20
- VI. CONCLUSION.....21

TABLE OF AUTHORITIES

	Page
CASES	
<i>Ballard v. Blue Shield of S.W. Va., Inc.</i> , 543 F.2d 1075, 1080 (4th Cir. 1976)	16
<i>Beaulieu v. EQ Indus. Servs., Inc.</i> , 2009 WL 2208131, at *28 (E.D.N.C. July 22, 2009)	14
<i>Berry v. Schulman</i> , 807 F.3d 600, 608-09 (4th Cir. 2015)	18, 21
<i>Brady v. Thurston Motor Lines</i> , 726 F.2d 136, 145 (4th Cir. 1984)	16
<i>Calderon v. GEICO Gen. Ins. Co.</i> , 279 F.R.D. 337, 345 (D. Md. 2012).....	16
<i>Case v. French Quarter III LLC</i> , 2015 WL 12851717, at *7 (D.S.C. July 27, 2015)	10, 19
<i>Clark v. Duke Univ.</i> , 2019 WL 2588029, at *6 (M.D.N.C. June 24, 2019)	11
<i>Comcast Corp. v. Behrend</i> , 569 U.S. 27 (2013).....	11
<i>Commissioners of Public Works of the City of Charleston v. Costco Wholesale Corp.</i> , <i>et al.</i> , No. 2:21-cv-00042-RMG (D.S.C.) (the “Charleston Action”)	passim
<i>Cotton v. Hinton</i> , 559 F.2d 1326, 1331 (5th Cir. 1977)	7
<i>Covarrubias v. Captain Charlie’s Seafood, Inc.</i> , 2011 WL 2690531, at *2 (E.D.N.C. July 6, 2011)	6
<i>Crandell v. U.S.</i> , 703 F.2d 74, 75 (4th Cir. 1983)	6
<i>Deiter v. Microsoft Corp.</i> , 436 F.3d 461, 466-67 (4th Cir. 2006).....	18
<i>Gaston v. LexisNexis Risk Sols. Inc.</i> , 2021 WL 244807, at *5 (W.D.N.C. Jan. 25, 2021)	8, 9
<i>Grunin v. Int’l House of Pancakes</i> , 513 F.2d 114, 122 (8th Cir. 1975)	14

Gunnells v. Healthplan Servs., Inc.,
348 F.3d 417, 424 (4th Cir. 2003) 16

In re Checking Acct. Overdraft Litig.,
275 F.R.D. 666, 673 (S.D. Fla. 2011)..... 17

In re Jiffy Lube Securities Litigation,
927 F.2d 155 (4th Cir. 1991) passim

*In re LandAmerica 1031 Exch. Servs., Inc. Internal Revenue Service §1031 Tax
Deferred Exch. Litig.*,
2012 WL 13124593, at *4 (D.S.C. July 12, 2012) 7

In re NeuStar, Inc. Sec. Litig.,
2015 WL 5674798, at *10 (E.D. Va. Sept. 23, 2015)..... 8

Kurtz v. Kimberly-Clark Corp.,
414 F. Supp. 3d 317, 321 (E.D.N.Y. 2019) 17

Mashburn v. Nat’l Healthcare, Inc.,
684 F. Supp. 660, 667 (M.D. Ala. 1988) 15

Moses v. New York Times Co.,
79 F.4th 235, 243 (2d Cir. 2023) 9

Nieman v. Duke Energy Corp., et al.,
No. 3:12-cv-00456 (W.D.N.C.) 20

Olden v. LaFarge Corp.,
203 F.R.D. 254, 271 (E.D. Mich. 2001), *aff’d*, 383 F.3d 495 (6th Cir. 2004)..... 20

Owens v. Metro. Life Ins. Co.,
323 F.R.D. 411, 415 (N.D. Ga. 2017)..... 16

Reed v. Big Water Resort, LLC,
2016 WL 7438449, at *5 (D.S.C. May 26, 2016)..... 6, 9, 18

Rowe v. E.I. Dupont De Nemours & Co.,
262 F.R.D. 451, 457 (D.N.J. 2009)..... 11

S.C. Nat’l Bank v. Stone,
749 F. Supp. 1419, 1423 (D.S.C. 1990)..... 7

Sims v. BB&T Corp.,
2019 WL 1995314, at *5 (M.D.N.C. May 6, 2019) 12

Thorn v. Jefferson-Pilot Life Ins. Co.,
445 F.3d 311, 330 n.25 (4th Cir. 2006) 14

Wal-Mart Stores, Inc. v. Dukes,
131 S.Ct. 2541, 2558 (2011)..... 21

Williams v. Henderson,
129 F. App’x 806, 811 (4th Cir. 2005)..... 17

RULES

Rule 23 passim

Rule 23(a)..... passim

Rule 23(a)(1)..... 16

Rule 23(a)(2)..... 17

Rule 23(a)(3)..... 18

Rule 23(a)(4)..... 18, 20

Rule 23(b)(2)..... passim

Rule 23(c)(2)(A) 14

Rule 23(e)..... passim

Rule 23(e)(1)..... 2, 7, 14

Rule 23(e)(1)(B)..... 7, 14

Rule 23(e)(2)..... passim

Rule 23(e)(2)(B)..... 8

Rule 23(e)(2)(C)(i)..... 8, 10

Rule 23(e)(2)(C)(ii)..... 13

Rule 23(e)(2)(C)(iii)..... 13

Rule 23(e)(2)(C)(iv)..... 13

Rule 23(e)(2)(D) 14

Rule 23(g) 20

SECONDARY AUTHORITIES

7 C. Wright & A. Miller,
Federal Practice & Procedures §1762 (1972)..... 16

Representative plaintiff, the Commissioners of Public Works of the City of Charleston (d.b.a. “Charleston Water System”) (“Plaintiff”), submits this memorandum of law in support of its motion for preliminary approval of the proposed Settlement with Dude Products Inc. (“Defendant” or “Dude Products”) (collectively with Plaintiff, the “Parties”).¹ The terms of the Settlement are set forth in the Settlement Agreement between the Parties submitted herewith.

I. INTRODUCTION

The Settlement provides critical injunctive relief to municipal wastewater systems throughout the country, including a commitment by Defendant to meet a national municipal wastewater industry flushability standard for its flushable wipes and labeling improvements for non-flushable wipes – to resolve all of Plaintiff’s Released Claims against Defendant during the Settlement Class Period. The Settlement is the result of arm’s-length negotiations between Class Counsel and Defense Counsel that followed months of negotiations, years of related litigation against other flushable wipes manufacturers and retailers, and five analogous settlements approved by this Court. Plaintiff and Class Counsel believe that the Settlement – which largely parallels the recent settlements with Costco Wholesale Corporation, CVS Health Corporation, Kimberly-Clark Corporation, The Procter & Gamble Company, Target Corporation, Walgreen Co., and Walmart, Inc. – presents an excellent result for the Settlement Class in the face of substantial uncertainty, and will provide wastewater treatment facilities nationwide with significant additional relief from wipes-related clogs and blockages given Defendant’s increasingly large share of the flushable wipes market.

¹ Capitalized terms not defined herein are defined in the Stipulation of Settlement entered into between Plaintiff and Dude Products, dated May 10, 2024 (“Settlement Agreement”). Citations and internal quotations are omitted and emphasis is added throughout unless otherwise noted. A proposed order granting the relief requested herein (the “Notice Order”) is attached to the Settlement Agreement, filed herewith, as Exhibit D.

In determining whether preliminary approval is warranted, the issue before the Court is whether the Court will likely be able to approve the Settlement under Federal Rule of Civil Procedure (“Rule”) 23(e)(2) and certify the Settlement Class for purposes of settlement and entering a judgment. Fed. R. Civ. P. 23(e)(1). The Settlement satisfies each of the elements of Rule 23(e)(2) as well as the factors set forth in *In re Jiffy Lube Securities Litigation*, 927 F.2d 155 (4th Cir. 1991) for settlement purposes and certification of the Settlement Class is appropriate under Rule 23. Accordingly, notice of the Settlement should be given to Settlement Class Members, and a hearing scheduled to consider final settlement approval.

Because the Settlement meets the foregoing criteria and is well within the range of what might be approved as fair, reasonable, and adequate, Plaintiff asks this Court to enter an Order: (1) granting preliminary approval of the Settlement; (2) certifying a Rule 23(b)(2) class for settlement purposes; (3) appointing Plaintiff as Class representative; (4) appointing Robbins Geller Rudman & Dowd LLP (“Robbins Geller”) and AquaLaw PLC (“AquaLaw”) as Class Counsel; (5) approving the Parties’ proposed form and method of giving notice of pendency and of the Settlement to the Settlement Class under Rule 23(e)(1); and (6) scheduling a settlement hearing for final approval of the Settlement and Class Counsel’s application for an award of attorneys’ fees and expenses incurred in representing the Settlement Class.

II. BACKGROUND OF THE LITIGATION

A. Summary of Plaintiff’s Claims and Settlement Negotiations

Plaintiff alleges that Defendant’s deceptive, improper, or unlawful conduct in the design, marketing, manufacturing, distribution, and/or sale of flushable wipes caused recurring property damage, thus constituting nuisance, trespass, defective design, failure to warn and negligence. ¶¶60-102.² Plaintiff further alleges Defendant’s branded flushable wipes (including the

² The use of “Complaint” refers to Plaintiff’s Class Action Complaint, filed herewith. Citations to “¶__” refer to the Complaint. The use of “flushable wipes” refers to moist wipe products

“Product”)³ are unsuitable for flushing, making them improperly labeled as “flushable” or “safe for sewer and septic systems.” ¶¶20-26. Plaintiff alleged that Defendant’s flushable wipes did not disperse in a sufficiently short amount of time (if at all) to avoid clogging or other operational problems, as indicated by independent testing, and thus cause ongoing damage to sewer treatment facilities and Sewage Treatment Plant (“STP”) Operators. ¶¶25-37. Plaintiff based its allegations on a thorough factual analysis, based in part on its own experience with multiple clogs containing flushable wipes and tests conducted regarding the inability of Defendant’s flushable wipes to perform as advertised, shedding light on the likelihood of additional future clogs containing flushable wipes.

The Complaint follows years of intense litigation in *Commissioners of Public Works of the City of Charleston v. Costco Wholesale Corp., et al.*, No. 2:21-cv-00042-RMG (D.S.C.) (the “Charleston Action”), in which Plaintiff and Class Counsel secured significant relief for classes of STP Operators nationwide through five court-approved settlements with seven defendants – Costco, CVS, Kimberly-Clark, P&G, Target, Walgreens, and Walmart – all of whom are major players in the flushable wipes industry. Given the substantial benefits and success of those settlements, Class Counsel initiated an investigation into Defendant’s flushability claims in November 2023. Plaintiff retained Barry Orr, the Sewer Compliance Officer and Sewer Outreach and Control Inspector for the City of London, Ontario and the Canadian Water and Wastewater Association representative on IWSFG, to perform flushability testing on Defendant’s Flushable Wipes products. ¶25. According to Mr. Orr’s testing, conducted in December 2023, Defendant’s

marketed and labeled as safe to flush, safe for plumbing, safe for sewer and/or septic systems, and/or biodegradable. ¶1.

³ The Product is defined by the Parties as “moist wipes products labeled as flushable under the name ‘DUDE Wipes’ or other flushable wipes sold in the United States by Defendant under its brand.” Settlement Agreement ¶1.18.

flushable wipes failed the IWSFG’s Public Available Specification (“PAS”) 3 Slosh Box Disintegration Test (“IWSFG 2020: PAS 3”),⁴ which evaluates the wipes’ likelihood of causing harm to wastewater conveyance systems or treatment plants. ¶26. The flushable Dude Wipes product scored only 20.13% dispersibility, significantly lower than the 80% dispersibility necessary to be considered “flushable” under the IWSFG standard. *Id.*

Class Counsel recognized the strength of Plaintiff’s claims and, before filing suit, presented Plaintiff’s testing results to Defense Counsel in December 2023 and inquired as to whether Defendant would be interested in discussing a potential pre-filing resolution of Plaintiff’s claims, which led to several telephone conversations between Class Counsel and Defense Counsel. Over the course of the next several months, Class Counsel and Defense Counsel negotiated the terms of the Settlement. Class Counsel provided Defendant a copy of their 102-paragraph, 31-page draft complaint, along with a draft stipulation, in February 2024. The Parties ultimately agreed to all material terms of the agreement, other than attorneys’ fees, in March 2024. The Parties reached agreement on attorneys’ fees in April 2024.

Through the Settlement Agreement, Plaintiff ensured Defendant would commit to meeting certain flushability standards (including IWSFG 2020: PAS 3), submit to periodic independent

⁴ The Slosh Box Disintegration Test is a testing metric widely used in the flushable wipes industry, including by certain Defendants’ own trade association – “INDA,” the Association of the Nonwoven Fabrics Industry – to determine flushability. The IWSFG 2020: PAS 3 test contains a testing methodology and acceptance criteria far more stringent than INDA’s own Slosh Box Disintegration Test contained in the Guidelines for Assessing the Flushability of Disposable Nonwoven Products (GD4) given, *inter alia*, the IWSFG’s significantly shorter test duration, lower RPMs (causing less disturbance to the wipes during the test period) and higher percentage “pass through” threshold. *Cf. Publicly Available Specification (PAS) 3:2020 Disintegration Test Methods – Slosh Box*, INTERNATIONAL WATER SERVICES FLUSHABILITY GROUP (Dec. 2020), <https://www.iwsfg.org/wp-content/uploads/2021/06/IWSFG-PAS-3-Slosh-Box-Test-2.pdf> at 13 *with Guidelines for Assessing the Flushability of Disposable Nonwoven Products*, INDA & EDANA (May 2018), https://www.edana.org/docs/default-source/product-stewardship/1-guidelines-for-assessing-the-flushability-of-disposable-nonwoven-products-ed-4-ex-cop.pdf?sfvrsn=a23eca32_2.

testing, and implement modifications to the packaging of non-flushable wipes. Settlement Agreement ¶2.1. The Settlement Agreement replicates in all material terms the court-approved settlements in the *Charleston* Action.

B. Terms of the Settlement

The Settlement provides meaningful injunctive relief in response to Plaintiff's claims. *First*, Defendant has agreed to ensure that the Product meets the IWSFG 2020: PAS 3 flushability specifications, including an average pass-through percentage of at least 80% after 30 minutes of testing within 18 months following. Settlement Agreement ¶2.1(a).

Second, Defendant has agreed to certain testing implementation and monitoring, including two years of confirmatory testing to verify that the Products continue to meet the IWSFG 2020: PAS 3 specifications, either by: (1) hosting periodic independent testing of the Products; or (2) submitting the Products to a mutually acceptable lab for independent testing. Settlement Agreements ¶2.1(b).

Third, Defendant has agreed to labeling changes for non-flushable products, including meeting the "Do Not Flush" labeling standards set forth in Chapter 590 of Assembly Bill No. 818 of California State, which took effect on July 1, 2022 ("AB818"), Section 3 of House Bill 2565 of Washington State, which took effect on March 26, 2020 ("HB2565"), and Section 1 of House Bill 2344 of Oregon State, which took effect on September 25, 2021 ("HB2344"), *nationwide* to the extent such products are "Covered Products" as defined in AB818, HB2565, and HB2344. Settlement Agreement ¶2.1(c)(iii). Defendant also agreed that it would *exceed* these requisite standards insofar as they will include "Do Not Flush" symbols or warnings on, not only the principal display panel, but also at least two additional panels of packaging for "non-flushable" wipes products, except for packages that only have two panels. *Id.* This provides critical additional notice to consumers nationwide that these baby wipes are not flushable.

The substantive terms of the Settlement are materially similar to the Kimberly-Clark settlement, which the Court approved on January 24, 2022 and served as a benchmark for much of the Parties' negotiations in reaching similar Settlements with Costco, CVS, P&G, Target, Walgreens, Walmart in the *Charleston* Action. For example, Dude Products and defendants in the *Charleston* Action all agreed to meet the IWSFG 2020: PAS 3 flushability specifications and ensure that their respective flushable wipes products meet all other IWSFG 2020 flushability specifications. And Defendant agreed to two years of confirmatory testing to verify that its flushable wipes products continue to meet the IWSFG 2020 PAS 3 specifications, just as defendants in the *Charleston* Action agreed. Likewise, Dude Products and the *Charleston* Action defendants have all agreed to include "Do Not Flush" warnings or labels on two additional panels (separate and apart from their obligation to provide such warnings or labels on the principle display panels) for certain non-flushable wipes, and to either comply on a nationwide basis with the standards of the most stringent state laws governing the labeling of non-flushable wipes existing at the time of the settlements or commit to implement consistent labeling (in compliance with those laws) nationwide.

III. PRELIMINARY SETTLEMENT APPROVAL

A. The Law Favors Class Action Settlements

In determining whether to approve the Settlement, the Court should be guided by the principle that "[t]here is a strong judicial policy in favor of settlements, particularly in the class action context." *Reed v. Big Water Resort, LLC*, 2016 WL 7438449, at *5 (D.S.C. May 26, 2016); *see also Covarrubias v. Captain Charlie's Seafood, Inc.*, 2011 WL 2690531, at *2 (E.D.N.C. July 6, 2011) ("There is a strong judicial policy in favor of settlement, in order to conserve scarce resources that would otherwise be devoted to protracted litigation."); *Crandell v. U.S.*, 703 F.2d 74, 75 (4th Cir. 1983) ("Public policy, of course, favors private settlement of disputes."). Indeed, "[t]he voluntary resolution of litigation through settlement is strongly favored by the courts and is

‘particularly appropriate’ in class actions.” *In re LandAmerica 1031 Exch. Servs., Inc. Internal Revenue Service §1031 Tax Deferred Exch. Litig.*, 2012 WL 13124593, at *4 (D.S.C. July 12, 2012) (quoting *S.C. Nat’l Bank v. Stone*, 749 F. Supp. 1419, 1423 (D.S.C. 1990)). Settlements of the complex disputes often involved in class actions minimize litigation expenses of both parties and reduce the strain such litigation imposes upon scarce judicial resources. *Cotton v. Hinton*, 559 F.2d 1326, 1331 (5th Cir. 1977).

As set forth below, Plaintiff and Class Counsel respectfully submit that the proposed Settlement merits preliminary approval and warrants notice apprising Settlement Class Members of the Settlement and the scheduling of a final Fairness Hearing.

B. The Relevant Factors for Preliminary Approval

Rule 23(e) requires judicial approval for a settlement of claims brought as a class action. Fed. R. Civ. P. 23(e) (“The claims . . . of a certified class – or a class proposed to be certified for purposes of settlement – may be settled . . . only with the court’s approval.”). The approval process typically takes place in two stages. In the first stage, a court provides preliminary approval of the settlement, pending a final settlement hearing, certifies the class for settlement purposes and authorizes notice of the settlement to be given to the class. *See Horton v. Merrill Lynch, Pierce, Fenner & Smith, Inc.*, 855 F. Supp. 825, 827 (E.D.N.C. 1994).

Pursuant to Rule 23(e)(1), the issue at preliminary approval is whether the Court “will likely be able to: (i) approve the proposal under Rule 23(e)(2); and (ii) certify the class for purposes of judgment on the proposal.” Fed. R. Civ. P. 23(e)(1)(B). Rule 23(e)(2) provides:

(2) **Approval of the Proposal.** If the proposal would bind class members, the court may approve it only after a hearing and only on finding that it is fair, reasonable, and adequate after considering whether:

- (A) the class representatives and class counsel have adequately represented the class;
- (B) the proposal was negotiated at arm’s length;

- (C) the relief provided for the class is adequate, taking into account:
 - (i) the costs, risks, and delay of trial and appeal;
 - (ii) the effectiveness of any proposed method of distributing relief to the class, including the method of processing class-member claims;
 - (iii) the terms of any proposed award of attorney’s fees, including timing of payment; and
 - (iv) any agreement required to be identified under Rule 23(e)(3); and
- (D) the proposal treats class members equitably relative to each other.

Fed. R. Civ. P. 23(e)(2).

Overlapping with Rule 23(e)(2)(B) (arm’s-length negotiation) and Rule 23(e)(2)(C)(i) (adequacy of the settlement based on the costs, risks, and delay of trial and appeal) is the two-level analysis in the Fourth Circuit which includes “consideration of the fairness of settlement negotiations and the adequacy of the consideration to the class.” *Gaston v. LexisNexis Risk Sols. Inc.*, 2021 WL 244807, at *5 (W.D.N.C. Jan. 25, 2021) (quoting *Jiffy Lube*, 927 F.2d at 158-59). “However, at the preliminary approval stage, the Court need only find that the settlement is within ‘the range of possible approval.’” *Id.* As discussed below, the proposed Settlement satisfies each of the factors identified under Rule 23(e)(2), as well as the Fourth Circuit’s “fairness” and “adequacy” analysis, and the standard for certification of a class for settlement purposes is met, such that Notice of the proposed Settlement should be sent to the Settlement Class in advance of a final Fairness Hearing.

C. The Proposed Settlement Meets Each of the Rule 23(e)(2) Factors

1. The Settlement Was Negotiated at Arm’s Length

The Rule 23(e)(2)(B) factor and the first hurdle under the Fourth Circuit’s analysis is a procedural one – “whether the settlement was reached through good-faith bargaining at arm’s length.” *In re NeuStar, Inc. Sec. Litig.*, 2015 WL 5674798, at *10 (E.D. Va. Sept. 23, 2015); *see*

Rule 23(e)(2)(B) (“the proposal was negotiated at arm’s length”). In making this determination, courts in this Circuit look at four factors: “(1) the posture of the case at the time settlement was proposed, (2) the extent of discovery that had been conducted, (3) the circumstances surrounding the negotiations, and (4) the experience of counsel in the area of [] class action litigation.” *Reed*, 2016 WL 7438449, at *6 (quoting *Jiffy Lube*, 927 F.2d at 158-59). “Where a settlement is the result of genuine arm’s-length negotiations, there is a presumption that it is fair.” *Gaston*, 2021 WL 244807, at *6; *see also Reed*, 2016 WL 7438449, at *6 (there is a presumption of fairness when settlement “is achieved through arms-length negotiations”).⁵ Here, there is no question the Settlement was the result of arm’s-length negotiations with no hint of collusion.

As discussed herein, the Parties engaged in vigorous negotiations over the course of several months – which followed earlier litigation and settlements between Plaintiff and seven other flushable wipes manufacturers and/or retailers in the *Charleston Action* surrounding the same issues. While the Action has not proceeded to discovery, the Parties engaged in numerous discussions concerning the merits of Plaintiff’s claims, and exchanged testing data (that would have likely been provided in connection with future discovery) that informed the negotiations. The review of this information, combined with the pre-suit investigation and negotiations with Defendant, following years of litigation and mediator-assisted negotiations in the analogous *Charleston Action*, gave Plaintiff a meaningful understanding of the merits of its factual allegations, and the strengths and weaknesses of its legal claims. The negotiations were adversarial throughout, and the Parties drew on their extensive knowledge of the merits of their respective arguments.

⁵ Plaintiff recognizes that at least two Circuits have recognized this presumption no longer applies. *See, e.g., Moses v. New York Times Co.*, 79 F.4th 235, 243 (2d Cir. 2023). In any event, as explained herein, the absence of the presumption does not undermine the fact that the Settlement satisfies the Rule 23(e)(2) factors and is otherwise fair and adequate.

Notably, the knowledge of Class Counsel through their involvement in related flushable wipes litigation and work with consultants who have long studied flushable wipes and non-flushable wipes, gave Plaintiff a meaningful understanding of the merits of its factual allegations, and the strengths and weaknesses of its legal claims. The fact that the Settlement was negotiated at arm's length strongly supports preliminary approval. As discussed further below, Robbins Geller has an extensive record of success in complex cases and similar class actions, and their experience is discussed at length in the Robbins Geller firm resume, which can be found at www.rgrdlaw.com. Likewise, AquaLaw is a specialty law firm with one of the broadest municipal water practices of any U.S. law firm, representing utilities, water districts and related industry associations nationwide.⁶ Class Counsel believe that their reputation and experience gave them a strong position in engaging in settlement negotiations with Defendant.

2. The Settlement Is Adequate in Light of the Costs, Risks, and Delay of Trial and Appeal

The Rule 23(e)(2)(C)(i) factor (adequacy of relief, taking into account the “costs, risks, and delay of trial and appeal”) and the second hurdle under the Fourth Circuit’s analysis is the substantive adequacy of the Settlement. This factor is also readily satisfied. Here, the Court considers the following:

(1) the relative strength of the plaintiffs’ case on the merits, (2) the existence of any difficulties of proof or strong defenses the plaintiffs are likely to encounter if the case goes to trial, (3) the anticipated duration and expense of additional litigation, (4) the solvency of the defendants and the likelihood of recovery on a litigated judgment, and (5) the degree of opposition to the settlement.

Case v. French Quarter III LLC, 2015 WL 12851717, at *7 (D.S.C. July 27, 2015) (quoting *Jiffy Lube*, 927 F.2d at 158-59). These factors weigh heavily in favor of finding the proposed Settlement adequate.

⁶ More information about AquaLaw can be found at www.aqualaw.com.

In assessing the proposed Settlement, the Court should balance the benefits afforded to the Settlement Class – including the immediacy and certainty of obtaining injunctive relief – against the significant costs, risks, and delay of proceeding with the Action. For example, class actions alleging nuisance and trespass can present numerous hurdles to proving liability that can be difficult for plaintiffs to meet in the class action context. *See, e.g., Rowe v. E.I. Dupont De Nemours & Co.*, 262 F.R.D. 451, 457 (D.N.J. 2009) (finding that claims for injunctive relief based on nuisance, trespass, and gross negligence did not meet the requirements for class certification under Rule 23(b)(2)).

Furthermore, if litigation were to proceed, hurdles to proving liability or even proceeding to trial would remain. For instance, Plaintiff would ultimately need to rely extensively on several expert witnesses to prevail at class certification and ultimately prove its claims. Each expert's testimony would be critical to demonstrating the Defendant's liability, and the conclusions of each expert would be hotly contested. If, for some reason, the Court determined that even one of Plaintiff's experts should be excluded from testifying at trial, Plaintiff's case would become more difficult to prove. *See Comcast Corp. v. Behrend*, 569 U.S. 27 (2013). Even if successful, this process presents considerable expenses. *See Clark v. Duke Univ.*, 2019 WL 2588029, at *6 (M.D.N.C. June 24, 2019) (“The parties would almost certainly incur substantial additional litigation expense if [the litigation] proceeds through summary judgment briefing to trial[.]”).

While Plaintiff believes its claims are strong, it cannot ignore the risks of protracted litigation. There is a fair probability that the Court may accept one or more of Defendant's arguments – many of which likely have already been highlighted by defendants in the *Charleston* Action – at any point, including at class certification, summary judgment and trial stages. Even if Plaintiff prevails, there is no guarantee that it would be provided the relief afforded by the Settlement, particularly the enhanced labeling changes to the non-flushable products. *See Sims v.*

BB&T Corp., 2019 WL 1995314, at *5 (M.D.N.C. May 6, 2019) (“the settlement includes . . . terms beneficial to the class that might not be included in any recovery at trial”). Thus, without the Settlement, there is a very real risk that the Settlement Class will receive lesser relief or nothing at all (*e.g.*, Defendant could choose to forgo further flushability performance improvements in order to retain other of the Product’s characteristics, such as strength, in their current form). The benefits presented by the Settlement, particularly when viewed in the context of the risks, costs, delay and uncertainties of further proceedings, weigh heavily in favor of preliminary approval.

The remaining factor – the degree of opposition to the Settlement – will be addressed at the final approval stage, after the Settlement Class Members have been given notice of the proposed Settlement and an opportunity to comment. To date, Plaintiff is unaware of any potential objections to the Settlement by any Settlement Class Member.

3. The Remaining Rule 23(e)(2) Factors Are Also Met

a. Plaintiff and Class Counsel Have Adequately Represented the Settlement Class

Plaintiff and its counsel have adequately represented the Settlement Class as required by Rule 23(e)(2)(A) by diligently investigating and prosecuting this Action on their behalf. Among other things, Plaintiff and Class Counsel investigated and assessed the relevant factual events, including developments in the flushable wipes industry, instances of harm to STP Operators attributable to flushable wipes, the testing of Defendant’s flushable wipes, and flushability standards; drafted a detailed complaint; participated in settlement negotiations with Defendant; and, in connection with the *Charleston* Action, researched the legal issues underlying Plaintiff’s claims, withstood motions to dismiss, exchanged discovery, served document requests and negotiated a protocol governing the preservation of physical evidence – work that would prove highly useful in the prosecution of Plaintiff’s claims against Dude Products. These efforts ultimately resulted in Defendant’s agreement to substantial injunctive relief similar to the relief

provided by the Court-approved settlements in the *Charleston* Action, including a commitment for Defendant's Product to comply with the wastewater industry's preferred flushability standard, submission to confirmatory performance testing of the Product, and labeling improvements.

b. The Proposed Method of Distributing Relief to the Settlement Class Is Effective

As the Settlement does not provide for monetary relief, no method of distribution is necessary here. Relatedly, as demonstrated below in §IV, the method of the proposed notice (Rule 23(e)(2)(C)(ii)) is effective. The notice plan includes notice by First-Class direct mail and publication in a leading industry magazine, in accordance with the Court's preferences in connection with the *Charleston* Action, and direct email notice to major wastewater industry groups and numerous state wastewater associations. Settlement Agreement ¶¶7.2, 7.4. In addition, the notice plan includes issuing a press release containing the Summary Notice and the creation of a settlement-specific website where key documents will be posted, including the Settlement Agreements, Notice, and Notice Order. *Id.* ¶¶7.3-7.4.

c. Attorneys' Fees

Rule 23(e)(2)(C)(iii) addresses the terms of any proposed award of attorneys' fees. As stated in the Notice and agreement, Class Counsel intend to apply to the Court for awards of attorneys' fees and expenses (including the court costs) not to exceed \$275,000. Settlement Agreement ¶6.1. If approved by the Court, Defendant will pay Class Counsel up to \$275,000 in attorneys' fees and expenses, as the Fee and Expense Award. *Id.* These provisions do not impact the Settlement Class Members' relief.

d. The Settling Parties Have No Other Agreements

Rule 23(e)(2)(C)(iv) requires the disclosure of any other agreements. The Parties have not entered into any other agreements here.

e. Settlement Class Members Are Treated Equitably

The final factor under Rule 23(e)(2) is whether Settlement Class Members are treated equitably. Fed. R. Civ. P. 23(e)(2)(D). As discussed above, the nature of the Settlement’s terms (providing for injunctive relief) ensure that the Settlement equitably applies to all Settlement Class Members.

* * *

Thus, each factor identified under Rule 23(e)(2) and *Jiffy Lube* is satisfied. For all of the foregoing reasons, the Court should find that the Settlement is fair, adequate and reasonable, and in Settlement Class Members’ best interests.

IV. PROPOSED PLAN OF NOTICE TO THE SETTLEMENT CLASS

Rule 23(c)(2)(A) states, “[f]or any class certified under Rule 23(b)(1) or (b)(2), the court may direct appropriate notice to the class.” Fed. R. Civ. P. 23(c)(2)(A). When a class is certified under Rule 23(b)(2), the court may “direct appropriate notice to the class,” but need not follow the strict requirements of class notice for classes certified under Rule 23(b)(3). Fed. R. Civ. P. 23(c)(2)(A); *see also Thorn v. Jefferson-Pilot Life Ins. Co.*, 445 F.3d 311, 330 n.25 (4th Cir. 2006) (“Unlike Rule 23(b)(3), Rule 23(b)(2) neither requires that absent class members be given notice of class certification nor allows class members the opportunity to opt-out of the class action.”).

When a class claim is settled, notice must be provided in a “reasonable manner to all class members who would be bound by the [proposed settlement].” Fed. R. Civ. P. 23(e)(1)(B). “While the rule does not spell out the required contents of the settlement notice, it must fairly apprise the prospective members of the class of the terms of the proposed settlement and of the options that are open to them in connection with [the] proceedings.” *Beaulieu v. EQ Indus. Servs., Inc.*, 2009 WL 2208131, at *28 (E.D.N.C. July 22, 2009) (quoting *Grunin v. Int’l House of Pancakes*, 513 F.2d 114, 122 (8th Cir. 1975)). Likewise, the due process clause also requires that in a class action, notice of the settlement and an opportunity to be heard must be given to absent class members. *Cf.*

Mashburn v. Nat'l Healthcare, Inc., 684 F. Supp. 660, 667 (M.D. Ala. 1988) (“This Court is of the opinion that the notice given to members of the plaintiff class by publication and by mail, as aforesaid, complied with all requirements of due process, all requirements of Rule 23 of the Federal Rules of Civil Procedure, and constituted the best notice practicable under the circumstances.”).

Here, the Settlement provides for three forms of notice, which will include a description of the material terms of the Settlement, Class Counsel’s Fee and Expense Application, the date of the Final Approval Hearing and the date by which any objection by Settlement Class Members to any aspect of the Settlement and/or the Fee and Expense Application must be received. Settlement Agreement ¶7.1. First, the Notice (attached to the Settlement Agreement as Exhibit B) will be provided by email to numerous state wastewater associations and major industry groups. *Id.* ¶7.2. Second, a case-specific website will be established dedicated to the Settlement, which will contain the Notice, the Settlement Agreement and other relevant documents and information. *Id.* ¶7.3. Third, a Summary Notice (attached to the Settlement Agreement as Exhibit C) will be published through a press release issued by the Parties and in an industry publication such as the Water Environment Federation’s magazine *Water Environment & Technology*, and mailed directly to identifiable publicly owned STP Operators in the United States via First-Class mail, as Plaintiff and defendants did in connection with the *Charleston* Action. *Id.* ¶7.4. The contents and method of the Notice therefore satisfy all applicable requirements.

Accordingly, in granting preliminary settlement approval, the Court should also approve the Parties’ proposed form and method of giving notice to the Settlement Class.

V. CERTIFICATION OF THE SETTLEMENT CLASS IS APPROPRIATE

Under the terms of the Settlement Agreement, the Parties have agreed, for the purposes of the Settlement only, to the certification of the Settlement Class. The Settlement Class is defined

as: “All STP Operators in the United States whose systems were in operation May 9, 2021 and the date of preliminary approval.” Settlement Agreement ¶1.22.⁷

The Fourth Circuit encourages federal courts to “give Rule 23 a liberal rather than a restrictive construction, adopting a standard of flexibility in application which will in the particular case best serve the ends of justice for the affected parties and . . . promote judicial efficiency.” *Gunnells v. Healthplan Servs., Inc.*, 348 F.3d 417, 424 (4th Cir. 2003). In order to obtain class certification, a plaintiff must establish the Rule 23(a) requirements of numerosity, commonality, typicality, and adequacy of representation and demonstrate that the action may be maintained under one of the three subsections of Rule 23(b). *See Calderon v. GEICO Gen. Ins. Co.*, 279 F.R.D. 337, 345 (D. Md. 2012). Here, the Parties assert for settlement purposes only that the requirements of Rule 23(a) and (b)(2) have been satisfied.

A. The Proposed Settlement Class Satisfies Rule 23(a)

The proposed Settlement Class here satisfies the requirements of Rule 23(a): numerosity, commonality, typicality, and adequacy of representation.

1. Numerosity

Rule 23(a)(1) permits class treatment where “the class is so numerous that joinder of all members is impracticable[.]” *See Owens v. Metro. Life Ins. Co.*, 323 F.R.D. 411, 415 (N.D. Ga. 2017). “No consistent standard has been developed for establishing numerosity in class actions.” *Ballard v. Blue Shield of S.W. Va., Inc.*, 543 F.2d 1075, 1080 (4th Cir. 1976) (citing 7 C. Wright & A. Miller, *Federal Practice & Procedures* §1762 (1972)); *Brady v. Thurston Motor Lines*, 726 F.2d 136, 145 (4th Cir. 1984) (no specific size is necessary).

⁷ STP Operators refers to “entities that own and/or operate sewage or wastewater conveyance and treatment systems, including municipalities, authorities and wastewater districts.” Settlement Agreement at 1.

The number of STP Operators in the United States is estimated to be over 17,000 based on the Environmental Protection Agency's records. *See Charleston Action*, ECF No. 123-1 at 2. Thus, numerosity is easily satisfied here. *See Williams v. Henderson*, 129 F. App'x 806, 811 (4th Cir. 2005) (indicating that a class with over 30 members justifies a class).

2. Commonality

To meet the commonality requirement, there must be “questions of law or fact common to the class.” Fed. R. Civ. P. 23(a)(2). This does not require that all, or even most issues be common, but only that common issues exist. “The commonality element is generally satisfied when a plaintiff alleges that ‘[d]efendants have engaged in a standardized course of conduct that affects all class members.’” *In re Checking Acct. Overdraft Litig.*, 275 F.R.D. 666, 673 (S.D. Fla. 2011).

The proposed Settlement Class also easily satisfies Rule 23(a)(2). Common questions include, but are not limited to:

- a) whether Defendant mislabels its flushable wipes so as to have consumers believe that their flushable wipes will not cause harm to sewer systems in their area;
- b) whether Defendant's business practices violate South Carolina law;
- c) whether Defendant knew or should have known that the labeling on its flushable wipes was false, misleading or deceptive when issued;
- d) whether Defendant's flushable wipes cause adverse effects on STP Operators' systems;
- e) whether Defendant sells, distributes, manufactures or markets flushable wipes in South Carolina and nationwide that are in fact flushable;
- f) whether Defendant's flushable wipes are safe for sewer systems; and
- g) whether Plaintiff and Class members are entitled to injunctive relief.

Similar actions centering on the labeling of flushable wipes have been found to present common questions of law and fact in the litigation and settlement contexts. *See Kurtz v. Kimberly-Clark Corp.*, 414 F. Supp. 3d 317, 321 (E.D.N.Y. 2019) (finding consumer allegations that Flushable Wipes do not perform as advertised to present common issues of fact and law);

Charleston Action, ECF No. 225 at 3-5 (certifying class of STP Operators in the settlement context).

3. Typicality

Rule 23(a)(3)'s typicality requirement asks whether "the claims or defenses of the representative parties are typical of the claims or defenses of the class." Fed. R. Civ. P. 23(a)(3). To be typical, the class representative's claims "cannot be so different from the claims of absent class members that their claims will not be advanced by plaintiff's proof of his own individual claim." *Deiter v. Microsoft Corp.*, 436 F.3d 461, 466-67 (4th Cir. 2006).

Here, Plaintiff's and other Settlement Class Members' claims arise out of the same course of conduct by Defendant and are based on identical legal theories. As discussed above, Plaintiff alleges that Defendant's flushable wipes did not conform to the representations on their packaging, which caused excessive and recurring harm to Settlement Class Members' facilities. These claims are identical to the legal claims belonging to all Settlement Class Members and would present proof of Defendant's liability on the basis of common facts supporting the appropriateness of injunctive relief. *See Berry v. Schulman*, 807 F.3d 600, 608-09 (4th Cir. 2015) ("[B]ecause of the group nature of the harm alleged and the broad character of the relief sought, the (b)(2) class is, by its very nature, assumed to be a homogenous and cohesive group with few conflicting interests among its members.").

4. Adequacy

Rule 23(a)(4) requires that "the representative parties will fairly and adequately protect the interests of the class." Fed. R. Civ. P. 23(a)(4). To meet this requirement, the named class representatives must show that "they will fairly and adequately protect the interests of every putative claimant by showing that they have no interests that are antagonistic to other class members and that they are competent to undertake the case." *Reed*, 2016 WL 7438449, at *4. "The Court should also consider the adequacy of representation by Class Counsel." *Id.* For the

first requirement (adequacy of class representatives), Fourth Circuit courts have required that plaintiffs merely show that “Named Plaintiffs’ interests are directly aligned with the interests of absent class members.” *Id.* For the second requirement (adequacy of class counsel), courts in the Fourth Circuit generally presume adequacy is met “in the absence of specific proof to the contrary.” *Id.*; *see also Case*, 2015 WL 12851717, at *5 (quoting same).

Plaintiff easily satisfies both prongs of the adequacy requirement. The interests of Plaintiff and absent Settlement Class Members align because they each have been harmed by, and/or are at risk of being harmed by, the same course of conduct, and each Settlement Class Member will benefit from the terms of the Settlement. Plaintiff has demonstrated its adequacy and dedication through its active involvement in the investigation and settlement, and its own attempts to remedy the Complaint’s allegations, including publicly discussing flushable wipes-related problems at issue in related litigation and attempting to educate the public on related flushability issues (and commitment to further do so through the Settlement).⁸ Plaintiff, which has incurred expenses and anticipates incurring additional expenses due to flushable wipes in its capacity as a wastewater utility system, has no interests that are antagonistic to the interests of any of the Settlement Class Members.

Plaintiff also meets the second prong of the adequacy requirement. To date, Class Counsel has invested significant attorney and staff time to this matter. Robbins Geller is a preeminent nationwide plaintiffs’ firm specializing in complex class action litigation, and currently serves as lead counsel in other flushable wipes-related litigation. *See* www.rgrdlaw.com. Robbins Geller

⁸ *See, e.g., What Not to Flush*, CHARLESTON WATER SYSTEM, <http://charlestonwater.com/361/What-Not-to-Flush> (last visited May 3, 2024); Andrew Brown, *Charleston Water System sues manufacturers, retailers over ‘flushable’ toilet wipes*, THE POST AND COURIER (Jan. 8, 2021), https://www.postandcourier.com/business/charleston-water-system-sues-manufacturers-retailers-over-flushable-toilet-wipes/article_99b29254-51c5-11eb-b7fa-eb9a98184e11.html; Settlement Agreements ¶2.1(b)(ii).

has served as lead or co-lead counsel in hundreds of class actions in almost every state in the country, and has achieved considerable success, including attaining one of the five largest recoveries in the Fourth Circuit at the time in *Nieman v. Duke Energy Corp., et al.*, No. 3:12-cv-00456 (W.D.N.C.). See <https://www.rgrdlaw.com/cases-nieman-v-duke-energy-corp.html>. Likewise, AquaLaw is a preeminent firm with a wide-ranging municipal water practice, serving public utilities and other entities nationwide and litigating a wide range of disputes in State and federal courts involving water and infrastructure. See www.aqualaw.com. The Court previously found Robbins Geller and AquaLaw adequate in appointing members of these firms as class counsel in connection with the settlements in the *Charleston* Action. *Charleston* Action, ECF Nos. 133 at 7 and 225 at 6.

Accordingly, both Rule 23(a)(4) and Rule 23(g) are satisfied. Plaintiff should be designated as Class Representative of the Settlement Class, and Robbins Geller and AquaLaw should be designated as Class Counsel.

B. The Settlement Class Satisfies Rule 23(b)(2)

Rule 23(b)(2) permits certification where “the party opposing the class has acted or refused to act on grounds that apply generally to the class, so that final injunctive relief or corresponding declaratory relief is appropriate respecting the class as a whole.” Fed. R. Civ. P. 23(b)(2). Class actions alleging claims for nuisance, trespass, and/or negligence are commonly certified under Rule 23(b)(2). See, e.g., *Olden v. LaFarge Corp.*, 203 F.R.D. 254, 271 (E.D. Mich. 2001), *aff’d*, 383 F.3d 495 (6th Cir. 2004) (certifying class alleging claims for nuisance and negligence under Rule 23(b)(2)). Here, Plaintiff has similarly requested injunctive relief (from harm caused by the continued design, marketing, manufacturing, distribution and/or sale of flushable wipes), and alleges that Defendant has “refused to act” by failing to adopt and implement appropriate product improvements and labeling changes. See *id.* at 270.

Additionally, “Rule 23(b)(2) classes are ‘mandatory,’ in that ‘opt-out rights’ for class members are deemed unnecessary and are not provided under the Rule.” *Schulman*, 807 F.3d at 609 (citing *Wal-Mart Stores, Inc. v. Dukes*, 131 S.Ct. 2541, 2558 (2011)). Indeed, all Settlement Class Members will benefit equally from the injunctive relief presented by the Settlement. While Settlement Class Members thus cannot opt out of the Settlement, they may object to the Settlement or express any concerns they may have before final Court approval.

Therefore, Plaintiff respectfully submits that there is good reason and just cause to certify the Settlement Class, for settlement purposes, under Rule 23(b)(2).

VI. CONCLUSION

For the foregoing reasons, Plaintiff respectfully asks that the Court grant preliminary approval of the proposed Settlement and enter the proposed Order Granting Motion for Preliminary Approval of Class Action Settlement, submitted as Exhibit D to the Settlement Agreement.

DATED: May 10, 2024

Respectfully submitted,

AQUALAW PLC
F. PAUL CALAMITA (ID #12740)



F. PAUL CALAMITA

6 South Fifth Street
Richmond, VA 23219
Telephone: 804/716-9021
804/716-9022 (fax)
paul@aqualaw.com

ROBBINS GELLER RUDMAN
& DOWD LLP
SAMUEL H. RUDMAN
VINCENT M. SERRA
FRANCIS P. KARAM
58 South Service Road, Suite 200
Melville, NY 11747
Telephone: 631/367-7100
631/367-1173 (fax)
srudman@rgrdlaw.com
vserra@rgrdlaw.com
fkaram@rgrdlaw.com

Attorneys for Plaintiff