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[Additional counsel appear on signature pages]	
UNITED STATE	S DISTRICT CO	URT
NORTHERN DISTRICT OF CA	ALIFORNIA – SA	N JOSE DIVISION
In re Apple iPhone 3G Products Liability) CASE NO. N	M 09-02045 JW
Litigation	() <u>CLASS AC</u>	TION
THIS MATTER RELATES TO THE FOLLOWING CASES:))) CLASS PL/	AINTIFFS' JOINT NOTIC
Case No. C 08-05375 JW) OF MOTIO	N AND MOTION FOR IENT OF INTERIM CLAS
Case No. C 08-05810 JW		STRUCTURE
Case No. C 09-00121 JW) Hearing Date) Time:	te: November 2, 2009 9:00 a.m.
Case No. C 09-00122 JW) Courtroom:	
Case No. C 09-00187 JW))	
Case No. C 09-00275 JW))	
Case No. C 09-00330 JW)	
Case No. C 09-01028 JW)	
Case No. C 09-03277 JW))	
Case No. C 09-03278 JW)	
Case No. C 09-03321 JW)	
Case No. C 09-03353 JW)	
Case No. C 09-03577 JW)	
)	
	1	

NOTICE OF MOTION AND MOTION TO CONSOLIDATE

2	TO: ALL PARTIES TO THEIR ATTORNEYS OF RECORD:
3	PLEASE TAKE NOTICE on November 2, 2009 at 9:00 a.m., or as soon thereafter as the
4	matter may be heard, before the Honorable James Ware, Judge of the United States District Court
5	for the Northern District of California, San Jose Division, located at 280 S. First Street, San Jose,
6	CA 95113, Plaintiffs in the above-related actions will and hereby do jointly move pursuant to
7	Federal Rule of Civil Procedure 23(g) for appointment of an Interim Class Counsel structure as
8	detailed in the accompanying Memorandum of Points and Authorities.
9	This Motion is based on the Notice of Motion and Motion; the attached Memorandum of
10	Points and Authorities; the Declaration of Alan M. Mansfield in support thereof; all pleadings and
11	papers filed herein and in each case; such additional evidence and oral argument the Court may
12	consider, and any other matters properly before the Court.
13	ISSUE TO BE DECIDED
14	Should the Court approve the Interim Class Counsel structure proposed by Plaintiffs in
15	these related actions as consistent with Federal Rule of Civil Procedure 23(g)'s requirements?
16	MEMORANDUM OF POINTS AND AUTHORITIES
17	I. <u>INTRODUCTION</u>
18	Pursuant to Federal Rule of Civil Procedure 23(g)(1)(A)(3), Plaintiffs in the thirteen
19	related actions pending before the Court (collectively "Plaintiffs") submit this Memorandum in
20	support of their joint motion to appoint as Interim Class Counsel: (1) Whatley Drake & Kallas,
21	LLC ("Whatley Drake") as Lead Class Counsel, and (2) an Executive Committee consisting of a
22	representative from each of the pending related cases (collectively, "Proposed Class Counsel") to
23	facilitate the efficient and orderly prosecution of the case on behalf of Plaintiffs and the proposed
24	
25	class. ¹
25	
25 26	class. ¹ ¹ The Plaintiffs in the following related actions currently pending before this Court support this Motion: (1) <i>Jessica Alena Smith v. Apple Inc.</i> , Case No. C 09-01028 JW, filed on August 19, 2008 in the Northern District of Alabama and transferred to this Court on February 23, 2009;

⁽²⁾ *Eulardi Tanseco v. Apple Inc.*, Case No. C 09-00275 JW, filed on August 29, 2008 in the District of New Jersey and transferred to this Court on January 22, 2009; (3) *William Gillis v. Apple Inc.*, Case No. C 09-00122 JW, filed on August 29, 2008 in California state court and

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1	The Federal Rules of Civil Procedure envision the Court reviewing and approving a
2	qualified leadership structure at the litigation's early stages to ensure the proceedings advance in
3	an orderly, expeditious, and cost-effective manner. The Advisory Committee's Notes to Rule
4	23(g) stress "the selection and activity of class counsel are often critically important to the
5	successful handling of the class action." Fed. R. Civ. Proc. 23(g) (Notes of the Advisory
6	Committee). This Joint Motion, brought by and on behalf of the class plaintiffs in all related
7	actions before the Court, satisfies Rule 23(g) as it seeks adoption of a Class Counsel structure
8	involving numerous well-qualified law firms experienced in managing complex class actions.
9	The Court should approve this proposed structure for the following reasons. First,
10	Proposed Class Counsel have collectively demonstrated their willingness and ability to commit to
11	this litigation. Counsel in these actions have voluntarily agreed to coordinate their efforts, and
12	have already undertaken a significant amount of work in identifying and investigating potential
13	claims and the claims in issue. Proposed Class Counsel have communicated with counsel for
14	defendant Apple Inc. and AT&T Mobility LLC to establish the orderly and efficient prosecution
15	of this litigation. ²
16	
16 17	subsequently removed to the Southern District of California and transferred to this Court on
	January 15, 2009; (4) Aaron Walters v. Apple Inc., Case No. C 09-00187 JW, filed on September 12, 2008 in the Eastern District of Arkansas and re-filed in this Court on January 15,
17	January 15, 2009; (4) Aaron Walters v. Apple Inc., Case No. C 09-00187 JW, filed on September 12, 2008 in the Eastern District of Arkansas and re-filed in this Court on January 15, 2009; (5) Peter Keller v. Apple Inc., Case No. C 09-00121 JW, filed November 19, 2008 in the Southern District of California and transferred to this Court on January 9, 2009; (6) James R.
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Second, Proposed Class Counsel have shown their leadership skills and have 1 demonstrated their desire and ability to work efficiently, effectively and cooperatively with each 2 other. As a result of their litigation efforts, counsel for all the class action plaintiffs in this 3 litigation have reached a consensus: (1) Whatley Drake should serve as Lead Class Counsel, and 4 (2) the firms of Schoengold & Sporn, P.C., Emerson Poynter, LLP, Finkelstein Thompson, LLP, 5 the Consumer Law Group, Glancy Binkow & Goldberg, LLP, Hiden Rott & Oertle LLP, The 6 Litigation Law Group, Heninger Garrison Davis, LLC, Coughlin Stoia Robbins Geller & Rudman 7 LLP, Faruqi & Faruqi LLP and Carella Byrne Bain Gilfillan Cecchi Stewart & Olstein LLP 8 should serve on an Executive Committee so that each of the thirteen related actions before this 9 Court pursuant to the MDL Panel's July 1, 2009 ruling is represented. As discussed in detail 10 below and in the accompanying Mansfield Declaration, these firms have an established track 11 record in consumer litigation. Where, as here, the parties agree among themselves to a leadership 12 structure that best supports the class, absent some extraordinary finding of infirmity, the Court 13 should approve the proposed leadership structure. U.S. Trust Co. of N.Y. v. Alpert, 163 F.R.D. 14 409, 423 (S.D.N.Y. 1995). 15

Third, appointment of Proposed Class Counsel will ensure the continued, efficient and
orderly prosecution of these related actions and secure the best possible representation for the
putative class. As this Motion is supported by representatives from all of the related actions,
Plaintiffs respectfully request the Court grant this Joint Motion.

20

I. ARGUMENT

The main criteria for appointment of lead counsel are: (1) willingness and ability commit to the process; (2) ability to work cooperatively with others; (3) professional experience in this type of litigation; and (4) access to sufficient resources to advance the litigation in a timely manner. *See* Fed. R. Civ. Proc. 23(g)(1)(A). As set forth below, Whatley Drake and the Executive Committee members satisfy all four criteria. Proposed Class Counsel already have collectively demonstrated their willingness and ability to commit to this litigation and have demonstrated they are able to do so.

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A. Proposed Class Counsel Have Demonstrated Their Willingness and Ability to Commit to this Litigation

Proposed Class Counsel have already taken significant steps to advance this litigation by
agreeing to prosecute these cases in a central forum through the MDL process and have
demonstrated their willingness and ability to commit to this litigation. The investment of
significant time and effort make counsel the most appropriate candidates to fill the role of Class
Counsel. *See, e.g., Browning v. Yahoo! Inc.,* No. C04-01463, 2006 WL 3826714, at *4 (N.D.
Cal. Dec. 27, 2006) (appointing class counsel, based in part on substantial work done "identifying
or investigating potential claims"); *see also* Fed. R. Civ. P. 23(g)(1)(A)(i).

10 These related actions were filed in District Courts around the country, including Alabama, 11 New Jersey, Arkansas, New York, Florida and Texas. Because Apple's operations are located in 12 this District and Division, counsel voluntarily agreed these actions would be most efficiently 13 prosecuted if they were all transferred to a single court and subject to consolidated pre-trial 14 proceedings, either directly or by supporting the MDL Petition filed by Apple. Counsel further 15 agreed to being coordinated under a structure of a lead counsel working in active consultation 16 with an Executive Committee, with a representative from each of the related cases currently 17 before the Court. Acting within the structure, these firms have and continue to conduct research 18 and investigation regarding such claims so that when a consolidation order is entered they will be 19 able to promptly prepare and file a Consolidated Master Complaint. Such effort demonstrates not 20 only the ability of Proposed Class Counsel to commit to the successful litigation of these claims, 21 but also that Proposed Class Counsel are qualified to adequately serve the interests of the putative 22 class pursuant to Federal Rule of Civil Procedure 23(g).

23 24

B. Proposed Class Counsel Affirm their Commitment to Work Cooperatively with Each Other

Whatley Drake is committed to fostering a cooperative, unified working relationship with
all plaintiffs' counsel on the Executive Committee. The cooperative spirit Proposed Class
Counsel promises to bring to this litigation is evidenced by the agreement of all counsel to the
proposed leadership structure. Whatley Drake has and will coordinate and consult with the

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members of the Executive Committee on preparing the Consolidated Master Complaint, investigating claims, conducting legal research, propounding discovery, and retaining experts, and is already doing so. The leadership capabilities of Proposed Class Counsel have been borne out in this litigation, as Proposed Class Counsel have successfully organized the nationwide and statewide class actions currently pending in this District from around the country. Therefore, Proposed Class Counsel have already demonstrated their ability to coordinate, compromise and work together, all of which are essential functions in leading and managing complex litigation.

8

9

C. Proposed Lead Class Counsel Possess the Professional Experience, Knowledge and Resources to Successfully Litigate the Actions

Proposed Class Counsel are able to adequately represent the interests of the proposed class pursuant to Federal Rule of Civil Procedure Rule 23(g). A class is fairly and adequately represented where counsel are qualified, experienced and generally able to conduct the litigation on its behalf. *See, e.g., In re Agent Orange Prod. Liab. Litig.*, 996 F.2d 1425, 1435 (2d Cir. 14993); *In re NASDAQ Market-Makers Antitrust Litig.*, 169 F.R.D. 493, 512, 515 (S.D.N.Y. 1996) (class counsel satisfy adequacy requirement where they are able to prosecute the action vigorously).

The appointment of the Proposed Class Counsel structure set forth in the accompanying 17 proposed order attempts to guarantee the best interests of plaintiffs and the putative class will be 18 adequately represented. As set forth in the accompanying Mansfield Declaration and the attached 19 exhibits, these firms are respected nationwide class action law firms who collectively have the 20 necessary resources, experience and geographic coverage to vigorously prosecute this litigation 21 against well-respected counsel. Mansfield Decl., ¶4-14. Proposed Class Counsel have 22 represented plaintiff classes on a contingent basis, advanced costs and expenses, and litigated 23 numerous class cases at the trial and appellate levels, securing many landmark rulings along the 24 way. Proposed Class Counsel intend to work as a team to ensure all necessary resources are 25 made available for the action's prosecution. 26

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1. Whatley Drake Has the Experience, Knowledge, and Resources to Act as Lead Counsel

3 Whatley Drake is a 40-lawyer firm with offices in Birmingham, New York and Boston. The firm has vast experience in consumer class actions. Whatley Drake specializes in complex 4 class action and derivative litigation, including consumer, securities, 401(k), healthcare, 5 6 insurance, employment and mass tort litigation. See Whatley Drake resume, attached to the 7 Mansfield Declaration as Ex. 1. Whatley Drake was recently appointed Co-Lead Counsel in *In re* Mattel, Inc., Toy Lead Paint Products Liability Litigation, 07-ml-1897-DSF (C.D. Cal.), a class 8 9 action brought on behalf of consumers of recalled toys, and In re Countrywide Financial Corp. 10 Mortgage Marketing and Sales Practices Litigation, Case No. 08-md-1988 DMS (LSP) (S.D. 11 Cal.), a class action brought on behalf of defrauded mortgage borrowers, both of which are brought under California law. Id., ¶3. 12

The work of the firm and its partners has resulted in numerous high profile settlements providing billions of dollars for class members, as well as significant corporate reforms. Lead trial counsel, Joe R. Whatley, Jr., has significant experience in leading important consumer class actions. For example, he was one of the lead counsel in the natural polybutylene litigation, which produced one of the largest consumer class action settlements in history. In addition to having argued before the United States Supreme Court, Mr. Whatley also has argued before many Circuit Courts of Appeals, including the Ninth Circuit. *Id*.

20 21

2. The Proposed Members of the Executive Committee All Have the Experience, Knowledge, and Resources to Serve in those Roles

Proposed Class Counsel have all confirmed they are ready, willing and able to utilize the necessary resources and to use their experience and expertise to obtain the best result possible for the plaintiffs in this litigation. Mansfield Decl., ¶15. The positions of the following firms on the Executive Committee and as Liaison Counsel will strengthen Lead Counsel's ability to effectively and efficiently streamline and advance the litigation:

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1	LITIGATION LAW GROUP Gordon M. Fauth, Jr.	CONSUMER LAW GROUP Alan M. Mansfield
2	For the Pittman Action	For the Gillis Action
3 4	EMERSON POYNTER LLP John G. Emerson	GLANCY BINKOW & GOLDBERG LLP Marc L. Godino
5	Scott E. Poynter Christopher D. Jennings Gina M. Dougherty	For the Medway Action
6	For the Walters Action	
7 8	SCHOENGOLD & SPORN Jay P. Saltzman	HENINGER GARRISON DAVIS LLC W. Lewis Garrison, Jr. Brian D. Hancock
9	For the Tanseco Action	Gayle L. Douglas
10		For the Smith Action
11 12	FINKELSTEIN THOMPSON LLP Rosemary M. Rivas (Designated Local Liaison Counsel)	HIDEN ROTT & OERTLE LLP Michael Ian Rott David V. Hiden, Jr.
12	Burton H. Finkelstein Mila Bartos	Eric M. Overholt
14	For the Ashikian Action	For the Keller action
15	FARUQI & FARUQI LLP	COUGHLIN STOIA GELLER RUDMAN
16 17	Adam R. Gonnelli David Leventhal	& ROBBINS LLP Mark S. Reich
17	For the <i>Ritchie</i> , <i>Gonzalez</i> , and <i>Payne</i> Actions	For the Koschitzki Action
19 20	CARELLA BYRNE BAIN GILFILLAN CECCHI STEWART & OLSTEIN James E. Cecchi	
21	For the Dickerson Action	
22		
23	These firms all have the breadth of exp	erience and skills necessary to make a significant
24	contribution to this litigation, as demonstrated	d by the firm resumes attached to the Mansfield
25	Declaration as Exhibits 1 through 12. The experience of each of the firms is described in more	
26	detail in the exhibits and in the Mansfield Dec	claration. All have been actively involved in this
27	litigation in terms of continuing investigation	n, research and discovery, and will provide
28	///	0
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	COUNSEL STRUCTURE	

significant experience resources to the prosecution of this consolidated action. Mansfield Decl., ¶¶ 3-15.

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D. The Proposed Class Counsel Structure Has the Support of All Class Plaintiffs' Counsel

Finally, the Court should grant plaintiffs' joint motion because all class plaintiffs with 5 cases pending in this District agree to the leadership structure proposed in this motion. Mansfield 6 Decl., \P 16. Courts should approve a proposed leadership structure where the parties agree 7 among themselves as to a leadership structure that best supports the class. U.S. Trust Co. of N.Y. 8 9 v. Alpert, 163 F.R.D. 409, 423 (S.D.N.Y. 1995) ("[T]he court should encourage and approve selection of lead counsel by agreement of interested counsel, imposing its own choice only in 10 'extraordinary situations.""); see also 2 Herbert B. Newberg and Alba Conte, Newberg on Class 11 Actions § 9.35 (3d ed. 1992) ("Lead counsel may be designated by consensus of interested 12 counsel, and this selection may be accepted by the court when it makes an appointment.... The 13 court should always encourage the parties themselves to agree on lead counsel, while imposing its 14 own choice only in extraordinary circumstances."). 15

16

II. CONCLUSION

For all the foregoing reasons, Plaintiffs respectfully request the Court approve the
Proposed Class Counsel structure as detailed in the accompanying Order.

I, Alan M. Mansfield, am the ECF user whose ID and password are being used to file this
Joint Motion and accompanying papers. In compliance with General Order 45, section X.B., I
hereby attest that I have on file the concurrences for any signatures indicated by a "conformed"
signature (/S) within this e-filed document.

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	JT. NOTICE & MOTION FOR APPOINTMENT OF IN COUNSEL STRUCTURE	TERIM CLASS CASE NO.: M 09-02045 JW

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	JT. NOTICE & MOTION FOR APPOINTMENT OF INTERIM CLASS CASE NO.: M 09-02045 JW
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	13 JT. NOTICE & MOTION FOR APPOINTMENT OF INTERIM CLASS COUNSEL STRUCTURE CASE NO.: M 09-02045 J

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