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UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
SAN FRANCISCO DIVISION

ANGEL FRALEY; PAUL WANG; SUSAN  
MAINZER; JAMES H. DUVAL, a minor, by  
and through JAMES DUVAL, as Guardian ad  
Litem; and W.T., a minor, by and through  
RUSSELL TAIT, as Guardian ad Litem;  
individually and on behalf of all others  
similarly situated,

Plaintiffs,

v.

FACEBOOK, INC., a corporation; and  
DOES 1-100,

Defendant.

Case No. CV-11-01726 RS

**PRELIMINARY APPROVAL OF CLASS  
SETTLEMENT AND PROVISIONAL CLASS  
CERTIFICATION ORDER**

**JUDGE:** Hon. Richard Seeborg  
**COURTROOM:** 3

1  
2 On November 15, 2012, a hearing was held on (1) the Joint Motion for Preliminary  
3 Approval of Revised Settlement filed by plaintiffs Susan Mainzer, James H. Duval, and W.T., a  
4 minor, by and through Russell Tait as Guardian ad Litem (“Plaintiffs”) and Facebook, Inc.  
5 (“Facebook”) and (2) Plaintiffs’ Motion for Class Certification, Appointment of Class Counsel,  
6 and Appointment of Class Representatives Pursuant to Motion for Preliminary Approval. This  
7 Court has reviewed the motions, the memoranda of law and declarations filed in support thereof,  
8 the Amended Settlement Agreement and Release (“Settlement Agreement”), the exhibits to the  
9 Settlement Agreement, and the Revised Class Notice Documents in Further Support of Joint  
10 Motion for Preliminary Approval of Revised Settlement, and has considered the arguments of  
11 counsel.

12 A motion for preliminary approval of a prior settlement agreement was denied, without  
13 prejudice, for reasons set forth in a written order filed on August 17, 2012. As discussed in more  
14 detail at the hearing on the present motions, the Court is satisfied that the revisions to the terms of  
15 the settlement are sufficient to warrant preliminary approval under the applicable standards. *See*  
16 *In re Tableware Antitrust Litig.*, 484 F.Supp.2d 1078, 1079 (N.D.Cal. 2007) (preliminary  
17 approval may be granted where proposed settlement “falls within the range of possible approval,”  
18 and meets other basic requirements.). Based on the present record and the findings below, the  
19 Court finds good cause to grant the motions.<sup>1</sup>

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22 <sup>1</sup> In conjunction with the present motions, the Center for Public Interest Law and the Children’s  
23 Advocacy Institute filed a purported *amicus* brief arguing the Settlement Agreement does not  
24 adequately protect the interests of the minor subclass, and expressing concerns as to the potential  
25 size of the attorney fee award that ultimately may be sought by plaintiffs’ counsel. This filing  
26 contravened the order entered August 27, 2012 requiring persons wishing to comment on the  
27 proposed settlement either to apply for and be granted leave to appear as *amicus curiae* or, if  
28 members of a provisionally-certified class, to submit objections as part of the final approval  
process. The arguments presented in the brief as to the minor subclass do not compel a  
conclusion that preliminary approval is unwarranted, although the parties should ensure that they  
have adequately responded to them prior to the hearing on final approval, either through the  
responses they have already filed, or in briefing supporting final approval. The amount of the  
attorney fee request, of course, will be subject to Court scrutiny in any event.

1           **FINDINGS:**

2           **1.**       The Settlement Agreement appears to be the product of serious, informed, non-  
3 collusive negotiations and falls within the range of possible approval as fair, reasonable and  
4 adequate. *See id.* at 1079 (granting preliminary approval where the settlement “appears to be the  
5 product of serious, informed, non-collusive negotiations, has no obvious deficiencies, does not  
6 improperly grant preferential treatment to class representatives or segments of the class, and falls  
7 within the range of possible approval”).

8           **2.**       It is appropriate provisionally to certify the Class and Minor Subclass (defined  
9 below), for settlement purposes only, pursuant to Federal Rule of Civil Procedure 23(b)(3):

10           **(a)**       The Class and Minor Subclass are so numerous that joinder of all Class and  
11 Minor Subclass Members is impracticable. Fed. R. Civ. P. 23(a)(1).

12           **(b)**       There are questions of law and fact common to the Class and Minor  
13 Subclass. Fed. R. Civ. P. 23(a)(2).

14           **(c)**       Plaintiffs’ claims are typical of the Class’s and Minor Subclass’s claims.  
15 Fed. R. Civ. P. 23(a)(3).

16           **(d)**       Plaintiffs and Class Counsel can adequately represent the Class and Minor  
17 Subclass. Fed. R. Civ. P. 23(a)(4).

18           **(e)**       There are questions of law and fact which predominate over any questions  
19 affecting only individual Class and Minor Subclass Members. Fed. R. Civ. P. 23(b)(3).

20           **(f)**       Class certification is superior to other available methods for the fair and  
21 efficient adjudication of the controversy. Fed. R. Civ. P. 23(b)(3).

22           **3.**       The Court finds that the method of providing notice to the Class and Minor  
23 Subclass Members proposed in the Settlement Agreement constitutes the best method for  
24 providing such notice that is practicable under the circumstances and constitutes valid, due, and  
25 sufficient notice to all Class and Minor Subclass Members of their rights and obligations,  
26 complying fully with the requirements of Rule 23 of the Federal Rules of Civil Procedure, due  
27 process, and any other applicable law. The Long Form Notice, Email Notice, and Publication  
28 Notice (revised versions of which were filed by Facebook on November 20, 2012) comply with

1 due process and Rule 23 because the notices are reasonably calculated to apprise Class and Minor  
2 Subclass Members adequately of (i) the pending lawsuit, (ii) the proposed settlement, and (iii)  
3 their rights, including the right either to participate in the settlement, exclude themselves from the  
4 settlement or object to the settlement. The Court also approves and authorizes the Parties' use of  
5 the Claim Form and Opt-Out Form that were attached to the Settlement Agreement.

6 4. Facebook filed a declaration regarding the notice it gave on October 12, 2012 in  
7 compliance with the requirements of 28 U.S.C. § 1715(b).

8 **IT IS ORDERED THAT:**

9 1. **Provisional Certification.** The Class is provisionally certified, for settlement  
10 purposes only, under Federal Rule of Civil Procedure 23(b)(3) as:

11 a. **Class:** All persons in the United States who have or have had a Facebook  
12 account at any time and had their names, nicknames, pseudonyms, profile pictures, photographs,  
13 likenesses, or identities displayed in a Sponsored Story, at any time on or before the date of entry  
14 of the Preliminary Approval Order.

15 b. **Minor Subclass:** All persons in the Class who additionally have or have  
16 had a Facebook account at any time and had their names, nicknames, pseudonyms, profile  
17 pictures, photographs, likenesses, or identities displayed in a Sponsored Story, while under  
18 eighteen (18) years of age, or under any other applicable age of majority, at any time on or before  
19 the date of entry of the Preliminary Approval Order.

20 2. **Appointment of Class Representative and Class Counsel for Settlement**  
21 **Purposes Only.** Plaintiffs Susan Mainzer, James H. Duval, and W.T., a minor, by and through  
22 Russell Tait as Guardian ad Litem, are conditionally certified as the Class Representatives to  
23 implement the Parties' settlement in accordance with the Settlement Agreement. The Arns Law  
24 Firm, through Robert S. Arns, Esq., Jonathan E. Davis, and Steven R. Weinmann, and Jonathan  
25 Jaffe Law, through Jonathan Jaffe, Esq., are conditionally appointed as Class Counsel to  
26 implement the Parties' settlement in accordance with the Settlement Agreement. Plaintiffs and  
27 Class Counsel must fairly and adequately protect the Class's and Minor Subclass's interests.  
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1           **3. Settlement Approval.** The Settlement Agreement, including the Long Form  
2 Notice, Email Notice, and Publication Notice filed with the Court on November 20, 2012, and the  
3 Claim Form and Opt-Out Form attached to the Settlement Agreement as Exhibits 5-6, are  
4 preliminarily approved.

5           **4. Provision of Class Notice.** The Class and Minor Subclass Members will be  
6 provided notice of the settlement in the manner specified under Section 3.3 of the Settlement  
7 Agreement.

8           **5. Claim for Class Relief.** Class Members who want to be eligible to receive a share  
9 of the Net Settlement Fund must accurately complete and submit a Claim Form to the Settlement  
10 Administrator, per the methods prescribed in the Long Form Notice no later than one-hundred-  
11 and-fifty (150) calendar days from the date of this Order (which is sixty (60) calendar days after  
12 the deadline for completing the transmission of the Email Notice under Section 3.3(b) of the  
13 Settlement Agreement) (the “Objection, Opt-Out and Claim Deadline”).

14           **6. Objection to Settlement.**

15           **a.** Class and Minor Subclass Members who have not submitted a timely  
16 written exclusion request pursuant to paragraph 7 of this Order, and who want to object to the  
17 Settlement Agreement must deliver written objections pursuant to the instructions below in  
18 subparagraph 6(c) no later than the Objection, Opt-Out and Claim Deadline. Written objections  
19 must be verified by a declaration under the penalty of perjury or a sworn affidavit and must  
20 include: (a) the name of the Action and case number, “*Fraley v. Facebook, Inc.*, Case No. CV-11-  
21 01726 RS”; (b) the full name, address, telephone number, and email address associated with the  
22 Facebook account of the person objecting; and (c) an explanation detailing the specific reasons  
23 for each objection, including any legal and factual support the objector wishes to bring to the  
24 Court’s attention and any evidence the objector wishes to introduce in support of the objection(s).

25           **b.** Any Class or Minor Subclass Member who submits a timely written  
26 objection (as described in this paragraph 6), may appear at the Fairness Hearing, either in person  
27 or through personal counsel hired at the Class Member’s expense, to object to the Settlement  
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1 Agreement. Class and Minor Subclass Members, or their attorneys, intending to make an  
2 appearance at the Fairness Hearing, however, must also deliver to Class Counsel, Facebook's  
3 Counsel, and the Court, no later than the Objection, Opt-Out and Claim Deadline, a Notice of  
4 Intention to Appear. As an alternative to the Notice of Intention to Appear, Class and Minor  
5 Subclass Members may also state their intention to appear at the Fairness Hearing directly within  
6 their objections. Only Class and Minor Subclass Members who have submitted a timely  
7 objection and provided notice of their intention to speak at the Fairness Hearing may speak at the  
8 Fairness Hearing. However, it is not necessary for an objector to appear at the Fairness Hearing.

9           c. The foregoing papers shall be submitted through one of the following  
10 means: (1) Objecting Class Members may submit written objections to the Settlement  
11 Administrator by postal mail or electronic mail<sup>2</sup> or (2) if the objector is represented by counsel  
12 who is registered for e-filing before this Court, the objection may be filed with the Court and  
13 served on Facebook and Plaintiffs through the Court's electronic case filing ("ECF") system  
14 located at <https://ecf.cand.uscourts.gov/cand/index.html>. An objection filed with the Court via  
15 ECF may redact the objecting individual's telephone number or email address, so long as the  
16 unredacted version is served on Class and Facebook Counsel.

17           d. The delivery and filing date is deemed to be the date the objection is  
18 (a) deposited in the U.S. Mail or equivalent foreign system, with postage paid by the objector, as  
19 evidenced by the postmark [if mailed to the Settlement Administrator], (b) emailed to the  
20 Settlement Administrator, as reflected on the transmission record [if emailed], or (c) filed with the  
21 Court, as reflected on the objection's "notice of electronic filing" [if filed electronically via the  
22 Court's ECF system]. For the purposes of email and ECF filing, transmission must be complete  
23 by 11:59 p.m. (Pacific) on the Objection, Opt-Out and Claim Deadline.

24 \_\_\_\_\_  
25 <sup>2</sup> Every Friday starting the date Email Notice begins to be provided under Section 3.3(b), the  
26 Settlement Administrator will email to Facebook's Counsel and Class Counsel any objections it  
27 received during the prior week. After the Objection, Opt-Out and Claim Deadline, the Settlement  
28 Administrator will compile all objections it received, with an index, which Plaintiffs will file with  
the Court prior to the filing deadline for Plaintiffs' brief in support of the Final Order and  
Judgment. Plaintiffs shall redact Class Members' telephone numbers and email addresses when  
filing the objections.

1           e.       Any Class and Minor Subclass Members who fails to object to the  
2 Settlement Agreement in the manner specified above will: (1) be deemed to have waived their  
3 right to object, and will be forever barred from making any objections, to the Settlement  
4 Agreement; (2) be foreclosed from objecting (whether by a subsequent objection, intervention,  
5 appeal, or any other process) to the Settlement Agreement; and (3) not be entitled to speak at the  
6 Fairness Hearing.

7           **7.       Requesting Exclusion.** Class and Minor Subclass Members who want to be  
8 excluded from the settlement must timely submit a complete Opt-Out Form. If sent by mail, the  
9 Opt-Out Form must be postmarked no later than the Objection, Opt-Out and Claim Deadline,  
10 with postage paid by the person requesting exclusion. If submitted electronically, the Opt-Out  
11 Form must be submitted by 11:59 p.m. (Pacific), on or before the Objection, Opt-Out and Claim  
12 Deadline. So-called “mass” or “class” opt-outs purporting to be made on behalf of multiple  
13 persons or classes of persons shall not be allowed and will be deemed invalid. Class and Minor  
14 Subclass Members who do not exclude themselves from the Settlement shall be bound by all  
15 subsequent proceedings, orders, and judgments in this Action, whether favorable or unfavorable,  
16 including the release provided for under the Settlement Agreement.

17           **8.       Termination.** If the Settlement Agreement terminates for any reason, this Action  
18 will revert to its previous status in all respects as it existed before the Parties executed the  
19 Settlement Agreement. This Court’s provisional certification of the Class and Minor Subclass  
20 and findings underlying the provisional certification shall be solely for settlement purposes. This  
21 Order will not waive or otherwise impact the Parties’ rights or arguments. The Court expressly  
22 adopts and incorporates by reference Section 6.1 of the Settlement Agreement.

23           **9.       No Admissions.** Nothing in this Order is, or may be construed as, an admission or  
24 concession on any point of fact or law by or against any Party. Additionally, in the event the  
25 Settlement Agreement terminates for any reason, no Party or other person may use the Settlement  
26 Agreement, any proceedings or discussions related to the Settlement Agreement, or any orders  
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related to the Settlement Agreement in any manner prohibited by Sections 6.1 and 7.21 of the Settlement Agreement.

**10. Stay of Dates and Deadlines.** All discovery and pretrial proceeding deadlines are hereby vacated and suspended until further notice from the Court, except for such actions as are necessary to implement the Settlement Agreement and this Order.

**11. CAFA Notice.** The Court finds that Facebook has complied with 28 U.S.C. § 1715(b).

**12. Settlement Administrator:** The Court hereby appoints the Garden City Group as Settlement Administrator and Escrow Agent.

**13. Fairness Hearing.** On Friday, June 28, 2013 at 10:00 a.m., this Court will hold a Fairness Hearing to determine whether the Settlement Agreement should be finally approved as fair, reasonable, and adequate. All papers supporting Plaintiffs’ request for attorneys’ fees and costs must be filed within twenty-three (23) calendar days of entry of this Order. All of Plaintiffs’ other papers supporting Final Approval of the Settlement Agreement must be filed no later than twenty-one (21) calendar days before the Fairness Hearing. Facebook’s (optional) statement in support of the Final Approval of the Settlement Agreement must be filed no later than fourteen (14) calendar days before the Fairness Hearing.

**IT IS SO ORDERED.**

DATED: 12/3/12

  
\_\_\_\_\_  
Hon. Richard Seeborg  
United States District Court Judge