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ENDORSED
FILED
ALAMEDA COUNTY

APR 26 2016

6 Attorneys for Plaintiff
7 CENTER FOR ENVIRONMENTAL HEALTH

CLERK OF THE SUPERIOR COURT
By Christina Momon, Deputy

9 SUPERIOR COURT FOR THE STATE OF CALIFORNIA

10 FOR THE COUNTY OF ALAMEDA

12 CENTER FOR ENVIRONMENTAL HEALTH,)

Case No. 15-774917

13 Plaintiff,)

~~PROPOSED~~ CONSENT
JUDGMENT AS TO ALL RISE
RECORDS, INC. D/B/A
GOTVAPE.COM

14 v.)

15 VAPE REVOLUTION LLC, et al.,)

16 Defendants.)
17)
18)

19
20 **1. INTRODUCTION**

21 **1.1.** This Consent Judgment is entered into by Plaintiff Center for Environmental
22 Health, a non-profit corporation (“CEH”), and All Rise Records, Inc. d/b/a Gotvape.com
23 (“Settling Defendant”) to settle claims asserted by CEH against Settling Defendant as set forth in
24 the operative Complaint in the matter *Center for Environmental Health v. Vape Revolution LLC,*
25 *et al.*, Alameda County Superior Court Case No. RG-15-774917 (the “Action”). CEH and
26 Settling Defendant are referred to collectively as the “Parties.”
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1 **1.2.** On March 18, 2015, CEH served 60-Day Notices of Violation (the “Notices”)
2 relating to the California Safe Drinking Water and Toxic Enforcement Act of 1986, California
3 Health & Safety Code § 25249.5, *et seq.* (“Proposition 65”) on Settling Defendant, the California
4 Attorney General, the District Attorneys of every County in the State of California, and the City
5 Attorneys for every City in State of California with a population greater than 750,000. The
6 Notices allege violations of Proposition 65 with respect to the presence of nicotine in liquid for
7 use with electronic cigarette devices and electronic cigarette devices designed for use with
8 nicotine-containing liquids manufactured, distributed, and/or sold by Settling Defendant.

9 **1.3.** Settling Defendant is a corporation that employs ten (10) or more persons and that
10 manufactures, distributes, and/or sells Covered Products (as defined herein) in the State of
11 California or has done so in the past.

12 **1.4.** For purposes of this Consent Judgment only, the Parties stipulate that: (i) this
13 Court has jurisdiction over the allegations of violations contained in the Notices and Complaint
14 and personal jurisdiction over Settling Defendant as to the acts alleged in the Complaint; (ii)
15 venue is proper in the County of Alameda; and (iii) this Court has jurisdiction to enter this
16 Consent Judgment as a full and final resolution of all claims which were or could have been
17 raised in the Complaint based on the facts alleged in the Notices and Complaint with respect to
18 Covered Products manufactured, distributed, and/or sold by Settling Defendant.

19 **1.5.** The Parties enter into this Consent Judgment as a full and final settlement of all
20 claims which were or could have been raised in the Complaint arising out of the facts or conduct
21 related to Settling Defendant alleged therein. By execution of this Consent Judgment and
22 agreeing to comply with its terms, the Parties do not admit any fact, conclusion of law, or
23 violation of law, nor shall compliance with the Consent Judgment constitute or be construed as an
24 admission by the Parties of any fact, conclusion of law, or violation of law. Settling Defendant
25 denies the material, factual, and legal allegations in the Notices and Complaint and expressly
26 denies any wrongdoing whatsoever. Except as specifically provided herein, nothing in this
27 Consent Judgment shall prejudice, waive, or impair any right, remedy, argument, or defense that

1 any of the Parties may have in this or any other pending or future legal proceedings. This
2 Consent Judgment is the product of negotiation and compromise and is accepted by the Parties
3 solely for purposes of settling, compromising, and resolving issues disputed in the Action.

4 **2. DEFINITIONS**

5 **2.1.** “Covered Products” means both “Covered Liquid Products” and “Covered Device
6 Products.”

7 **2.2.** “Covered Liquid Products” means nicotine-containing liquid for use with
8 electronic cigarette devices, also known as tanks and vape pens, manufactured, distributed, and/or
9 sold by Settling Defendant in California.

10 **2.3.** “Covered Device Products” means electronic cigarette devices, also known as
11 tanks and vape pens, which contain nicotine or are designed and intended for use with nicotine-
12 containing liquid, manufactured, distributed, and/or sold by Settling Defendant in California.

13 **2.4.** “Effective Date” means the date on which the Court enters this Consent Judgment.

14 **3. INJUNCTIVE RELIEF**

15 **3.1. Clear and Reasonable Warnings for Covered Liquid Products.** As of the
16 Effective Date, no Covered Liquid Product may be manufactured for sale, distributed or sold in
17 California unless such Covered Liquid Product has a clear and reasonable warning on the outer
18 label of the product. The warning shall state the following:

19 **WARNING:** This product contains nicotine, a chemical known to the State
20 of California to cause birth defects or other reproductive harm.

21 **3.1.1.** The warning shall not be preceded by, surrounded by, or include any
22 additional words or phrases that contradict, obfuscate, or otherwise undermine the warning. The
23 warning statement shall be prominently displayed on the Covered Liquid Product with such
24 conspicuousness, as compared with other words, statements, or designs as to render it likely to be
25 read and understood by an ordinary individual prior to sale. To the extent that other warning
26 statements are included on the outer label of a Covered Liquid Product, the warning required
27 herein shall be separated from the other warnings by a line that is at least the same height as a line

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1 of text on the label. For internet, catalog, or any other sale where the consumer is not physically
2 present and cannot see a warning displayed on the Covered Liquid Product prior to purchase or
3 payment, the warning statement shall be displayed in such a manner that it is likely to be read and
4 understood as being applicable to the Covered Liquid Product being purchased prior to the
5 authorization of or actual payment. Placement of the warning statement at the bottom of an
6 internet webpage that offers multiple products for sale does not satisfy the requirements of this
7 Section.

8 **3.1.2. Warnings for Covered Liquid Products in the Stream of Commerce.**

9 In an effort to ensure that consumers receive clear and reasonable warnings in compliance with
10 Proposition 65 for Covered Products that have not been labeled in accordance with Section 3.1,
11 within thirty (30) days following the Effective Date, Settling Defendant shall provide warning
12 materials by certified mail to each of its California retailers or distributors to whom Settling
13 Defendant reasonably believes sold Covered Products prior to the Effective Date. Such warning
14 materials shall include a reasonably sufficient number of stickers in order to permit the retailer or
15 distributor to affix the warning on each Covered Liquid Product such customer has purchased
16 from Settling Defendant. The warning stickers shall contain the warning language set forth in
17 Section 3.1 above. The warning materials shall also include a letter of instruction for the
18 placement of the stickers, and a Notice and Acknowledgment postcard.

19 **3.2. Clear and Reasonable Warnings for Covered Device Products.** As of the
20 Effective Date, no Covered Device Product may be manufactured for sale, distributed or sold in
21 California unless such Covered Device Product has a clear and reasonable warning on the outer
22 packaging of the product. For Covered Device Products that contain nicotine, the warning shall
23 state the following:

24 **WARNING:** Use of this product will expose you to nicotine, a chemical
25 known to the State of California to cause birth defects or other reproductive
26 harm.

1 For Covered Device Products that do not contain nicotine, but are designed for use with nicotine-
2 containing products, the warning shall state the following:

3 **WARNING:** Use of this product with nicotine-containing liquid will
4 expose you to nicotine, a chemical known to the State of California to
5 cause birth defects or other reproductive harm.

6 **3.2.1.** The warning shall not be preceded by, surrounded by, or include any
7 additional words or phrases that contradict, obfuscate, or otherwise undermine the warning. The
8 warning statement shall be prominently displayed on the outer packaging of the Covered Device
9 Product with such conspicuousness, as compared with other words, statements, or designs as to
10 render it likely to be read and understood by an ordinary individual prior to sale. To the extent
11 that other warning statements are included on the outer packaging of a Covered Device Product,
12 the warning required herein shall be separated from the other warnings by a line that is at least the
13 same height as a line of text on the label. For internet, catalog, or any other sale where the
14 consumer is not physically present and cannot see a warning displayed on the Covered Device
15 Product prior to purchase or payment, the warning statement shall be displayed in such a manner
16 that it is likely to be read and understood as being applicable to the Covered Device Product being
17 purchased prior to the authorization of or actual payment. Placement of the warning statement at
18 the bottom of an internet webpage that offers multiple products for sale does not satisfy the
19 requirements of this Section.

20 **3.2.2. Warnings for Covered Device Products in the Stream of Commerce.**

21 In an effort to ensure that consumers receive clear and reasonable warnings in compliance with
22 Proposition 65 for Covered Device Products that have not been labeled in accordance with
23 Section 3.2, within thirty (30) days following the Effective Date, Settling Defendant shall provide
24 warning materials by certified mail to each of its California retailers or distributors to whom
25 Settling Defendant reasonably believes sold Covered Device Products prior to the Effective Date.
26 Such warning materials shall include a reasonably sufficient number of stickers in order to permit
27 the retailer or distributor to affix the warning on each Covered Device Product such customer has
28 purchased from Settling Defendant. The warning stickers shall contain the warning language set

1 forth in Section 3.2 above. The warning materials shall also include a letter of instruction for the
2 placement of the stickers, and a Notice and Acknowledgment postcard.

3 **3.3. Optional Additional Injunctive Provisions.** In order for Settling Defendant to be
4 eligible for a waiver of the additional penalty/payment in lieu of penalty payments set forth in
5 Section 4.1.5 below, Settling Defendant shall undertake one or more of the additional actions
6 below. A Settling Defendant opting to be bound by this Section must provide CEH with a written
7 election stating which optional provision(s) it is agreeing to implement.

8 **3.3.1. Product Safety Requirements.** A Settling Defendant opting to participate
9 in Section 3.3 shall make the following changes to the Covered Products to increase the safety of
10 such products:

11 **3.3.1.1.** Within ninety (90) days following the Effective Date, all
12 Covered Liquid Products manufactured for sale in California shall be manufactured with child
13 proof caps in accordance with the standards set forth in 16 C.F.R. § 1700.15(b).

14 **3.3.2. Prohibition on Sales and Advertising to Minors.** A Settling Defendant
15 opting to participate in Section 3.3 shall not sell Covered Products to persons younger than
16 eighteen (18) years of age and shall take reasonable steps to prevent the sale of Covered Products
17 to such persons, including, but not limited to the following measures:

18 **3.3.2.1.** Settling Defendant shall implement one or more systems for
19 checking the age of persons who purchase Covered Products on the Internet or in person. The
20 system shall include age verification by requiring and checking an official government
21 identification card or verifying through a reputable credit agency the age of anyone who
22 purchases Covered Products on the Internet, or of anyone under twenty-six (26) years old who
23 purchases in person. The system shall be put into place within ninety (90) days of the Effective
24 Date.

25 **3.3.2.2.** Settling Defendant shall not sell flavored cartridges or any
26 substance to use with Covered Products or other e-cigarettes that are targeted to appeal to minors.

1 **3.3.2.3.** Settling Defendant shall not use advertisements that target
2 minors. Specifically, Defendant will not use models or images of people that appear to be
3 younger than twenty-eight (28) years of age, cartoons, art, fashion, or music that is intended and
4 designed to appeal to people under the legal smoking age in advertisements or promotional
5 materials that appear in California, including on the Internet. Additionally, Settling Defendant
6 will not: (a) advertise in any media that has more than 25% under 18 readership; (b) utilize any
7 form of outdoor advertising within 1,000 feet of any school or playground; and (c) sponsor any
8 athletic, musical or other cultural events unless such events are designated as prohibiting patrons
9 under the age of 18.

10 **3.3.3. Prohibition on Health and Safety Claims.** A Settling Defendant opting
11 to participate in Section 3.3 shall not make health and or safety claims unless such claims have
12 been reviewed and approved by the Federal Food and Drug Administration. Examples of
13 prohibited claims include the following:

14 **3.3.3.1.** Settling Defendant shall not advertise Covered Products as
15 smoking-cessation devices. This prohibition includes any claims or testimonials about quitting
16 smoking, using e-cigarettes as a treatment for tobacco dependence or addiction.

17 **3.3.3.2.** Settling Defendant shall not make any claim that the
18 Covered Products do not contain carcinogens or are better or safer than tobacco.

19 **3.3.3.3.** Settling Defendant shall not make any claim that the
20 Covered Products produce no second hand smoke.

21 **4. PAYMENTS**

22 **4.1.** Settling Defendant shall initially pay to CEH the total sum of \$23,000, which shall
23 be allocated as follows:

24 **4.1.1.** \$740 as a civil penalty pursuant to California Health & Safety Code §
25 25249.7(b), such money to be apportioned by CEH in accordance with California Health &
26 Safety Code § 25249.12 (25% to CEH and 75% to the State of California's Office of
27 Environmental Health Hazard Assessment).

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1 **4.1.2.** \$1,110 as a payment in lieu of civil penalty pursuant to California Health &
2 Safety Code § 25249.7(b) and California Code of Regulations, Title 11, § 3203(b). CEH will use
3 such funds to continue its work educating and protecting people from exposures to toxic
4 chemicals. CEH may also use a portion of such funds to monitor compliance with this Consent
5 Judgment and to purchase and test Settling Defendant's products to confirm compliance. In
6 addition, as part of its Community Environmental Action and Justice Fund, CEH will use four
7 percent (4%) of such funds to award grants to grassroots environmental justice groups working to
8 educate and protect the public from exposures to toxic chemicals. The method of selection of
9 such groups can be found at the CEH website at www.ceh.org/justicefund.

10 **4.1.3.** \$21,150 as a reimbursement of a portion of CEH's reasonable attorneys'
11 fees and costs. This amount shall be divided into two checks: (1) a check for \$18,850 shall be
12 made payable to the Lexington Law Group; and (2) a check for \$2,300 shall be made payable to
13 the Center for Environmental Health.

14 **4.1.4.** The payments required under Sections 4.1.1-4.1.3 shall be made in four (4)
15 separate checks, all to be delivered within ten (10) days following the Effective Date. The
16 payments required pursuant to Sections 4.1.1 and 4.1.2 shall each be made payable to the Center
17 for Environmental Health. All checks shall be delivered to Mark Todzo at Lexington Law Group
18 at the address set forth in Section 8.1.2.

19 **4.1.5.** In the event that Settling Defendant elects not to certify its compliance with
20 one or more of the optional provisions in Section 3.3 in accordance with that Section, within
21 ninety (90) days following the Effective Date, Settling Defendant must make an additional
22 payment for each provision not certified, as follows: (i) \$4,000 if Settling Defendant elects to not
23 participate in Section 3.3.1; (ii) \$4,000 if Settling Defendant elects to not participate in Section
24 3.3.2; and (iii) \$4,000 if Settling Defendant elects to not participate in Section 3.3.3. Each of
25 these payments shall be paid in two (2) separate checks, each payable to the Center for
26 Environmental Health, to be allocated as follows:
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1 **4.1.5.1.** Forty percent (40%) shall constitute a penalty pursuant to
2 California Health & Safety Code § 25249.7(b), such money to be apportioned by CEH in
3 accordance with California Health & Safety Code § 25249.12 (25% to CEH and 75% to the State
4 of California’s Office of Environmental Health Hazard Assessment).

5 **4.1.5.2.** Sixty percent (60%) shall constitute a payment in lieu of civil
6 penalty pursuant to California Health & Safety Code § 25249.7(b) and California Code of
7 Regulations, Title 11, § 3203(b). CEH will use such funds to continue its work educating and
8 protecting people from exposures to toxic chemicals. CEH may also use a portion of such funds
9 to monitor compliance with this Consent Judgment and to purchase and test Settling Defendant’s
10 products to confirm compliance. In addition, as part of its Community Environmental Action and
11 Justice Fund, CEH will use four percent (4%) of such funds to award grants to grassroots
12 environmental justice groups working to educate and protect the public from exposures to toxic
13 chemicals. The method of selection of such groups can be found at the CEH website at
14 www.ceh.org/justicefund.

15 **5. ENFORCEMENT OF CONSENT JUDGMENT**

16 **5.1.** CEH may, by motion or application for an order to show cause before the Superior
17 Court of Alameda County, enforce the terms and conditions contained in this Consent Judgment.
18 Prior to bringing any motion or application to enforce the requirements of Section 3 above, CEH
19 shall provide Settling Defendant with a Notice of Violation and a copy of any test results which
20 purportedly support CEH’s Notice of Violation. The Parties shall then meet and confer regarding
21 the basis for CEH’s anticipated motion or application in an attempt to resolve it informally,
22 including providing Settling Defendant with a reasonable opportunity of at least thirty (30) days
23 to cure any alleged violation. Should such attempts at informal resolution fail, CEH may file its
24 enforcement motion or application. The prevailing party on any motion to enforce this Consent
25 Judgment shall be entitled to its reasonable attorney’s fees and costs incurred as a result of such
26 motion or application. This Consent Judgment may only be enforced by the Parties.

1 **6. MODIFICATION OF CONSENT JUDGMENT**

2 **6.1.** This Consent Judgment may only be modified by written agreement of CEH and
3 Settling Defendant, or upon motion of CEH or Settling Defendant as provided by law.

4 **7. CLAIMS COVERED AND RELEASE**

5 **7.1.** This Consent Judgment is a full, final, and binding resolution between CEH acting
6 in the public interest and Settling Defendant and Settling Defendant’s parents, officers, directors,
7 shareholders, divisions, subdivisions, subsidiaries, and their respective successors and assigns
8 (“Defendant Releasees”) and all entities to whom they distribute or sell or have distributed or sold
9 Covered Products including, but not limited to, distributors, wholesalers, customers, retailers,
10 franchisees, cooperative members, and licensees (“Downstream Defendant Releasees”), of all
11 claims alleged in the Complaint in this Action arising from any violation of Proposition 65 that
12 have been or could have been asserted in the public interest against Settling Defendant and
13 Downstream Defendant Releasees, regarding the failure to warn about exposure to nicotine in the
14 Covered Products manufactured, distributed, or sold by Settling Defendant prior to the Effective
15 Date.

16 **7.2.** CEH, for itself, releases, waives, and forever discharges any and all claims alleged
17 in the Complaint against Settling Defendant and Downstream Defendant Releasees arising from
18 any violation of Proposition 65 that have been or could have been asserted regarding the failure to
19 warn about exposure to nicotine in connection with Covered Products manufactured, distributed,
20 or sold by Settling Defendant prior to the Effective Date.

21 **7.3.** Compliance with the terms of this Consent Judgment by Settling Defendant and
22 the Downstream Defendant Releasees shall constitute compliance with Proposition 65 by Settling
23 Defendant and Downstream Defendant Releasees with respect to any alleged failure to warn
24 about nicotine in Covered Products manufactured, distributed, or sold by Settling Defendant after
25 the Effective Date.

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1 **8. PROVISION OF NOTICE**

2 **8.1.** When any Party is entitled to receive any notice under this Consent Judgment, the
3 notice shall be sent by first class and electronic mail as follows:

4 **8.1.1. Notices to Settling Defendant.** The persons for Settling Defendant to
5 receive notices pursuant to this Consent Judgment shall be:

6 Jeffrey J. Zuber & Michael D. Resnick
7 Zuber Lawler & Del Duca LLP
8 777 South Figueroa Street, 37th Floor
9 Los Angeles, CA 90017
 jzuber@zuberlaw.com & mresnick@zuberlaw.com

10 **8.1.2. Notices to Plaintiff.** The persons for CEH to receive notices pursuant to
11 this Consent Judgment shall be:

12 Mark Todzo
13 Lexington Law Group
14 503 Divisadero Street
 San Francisco, CA 94117
 mtodzo@lexlawgroup.com

15 **8.2.** Any Party may modify the person and address to whom the notice is to be sent by
16 sending the other Parties notice by first class and electronic mail.

17 **9. COURT APPROVAL**

18 **9.1.** This Consent Judgment shall become effective on the Effective Date, provided
19 however, that CEH shall prepare and file a Motion for Approval of this Consent Judgment and
20 Settling Defendant shall support approval of such Motion.

21 **9.2.** If this Consent Judgment is not entered by the Court, it shall be of no force or
22 effect and shall not be introduced into evidence or otherwise used in any proceeding for any
23 purpose.

24 **10. GOVERNING LAW AND CONSTRUCTION**

25 **10.1.** The terms and obligations arising from this Consent Judgment shall be construed
26 and enforced in accordance with the laws of the State of California.

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1 **11. ENTIRE AGREEMENT**

2 **11.1.** This Consent Judgment contains the sole and entire agreement and understanding
3 of CEH and Settling Defendant with respect to the entire subject matter hereof, and any and all
4 prior discussions, negotiations, commitments, or understandings related thereto, if any, are hereby
5 merged herein and therein.

6 **11.2.** There are no warranties, representations, or other agreements between CEH and
7 Settling Defendant except as expressly set forth herein. No representations, oral or otherwise,
8 express or implied, other than those specifically referred to in this Consent Judgment have been
9 made by any Party hereto.

10 **11.3.** No other agreements not specifically contained or referenced herein, oral or
11 otherwise, shall be deemed to exist or to bind any of the Parties hereto. Any agreements
12 specifically contained or referenced herein, oral or otherwise, shall be deemed to exist or to bind
13 any of the Parties hereto only to the extent that they are expressly incorporated herein.

14 **11.4.** No supplementation, modification, waiver, or termination of this Consent
15 Judgment shall be binding unless executed in writing by the Party to be bound thereby.

16 **11.5.** No waiver of any of the provisions of this Consent Judgment shall be deemed or
17 shall constitute a waiver of any of the other provisions hereof whether or not similar, nor shall
18 such waiver constitute a continuing waiver.

19 **12. RETENTION OF JURISDICTION**

20 **12.1.** This Court shall retain jurisdiction of this matter to implement or modify the
21 Consent Judgment.

22 **13. AUTHORITY TO STIPULATE TO CONSENT JUDGMENT**

23 **13.1.** Each signatory to this Consent Judgment certifies that he or she is fully authorized
24 by the Party he or she represents to stipulate to this Consent Judgment and to enter into and
25 execute the Consent Judgment on behalf of the Party represented and to legally bind that Party.
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1 **14. NO EFFECT ON OTHER SETTLEMENTS**

2 **14.1.** Nothing in this Consent Judgment shall preclude CEH from resolving any claim
3 against another entity on terms that are different from those contained in this Consent Judgment.

4 **15. EXECUTION IN COUNTERPARTS**

5 **15.1.** The stipulations to this Consent Judgment may be executed in counterparts and by
6 means of facsimile, which taken together shall be deemed to constitute one document.

7
8 **IT IS SO STIPULATED:**

9 **CENTER FOR ENVIRONMENTAL HEALTH**

10 

11 _____
12 Charlie Pizarro
13 Associate Director

14 **ALL RISE RECORDS, INC. D/B/A GOTVAPE.COM**

15
16 _____
17 Signature

18
19 _____
20 Printed Name

21 _____
22 Title

23
24 **IT IS SO ORDERED:**

25
26
27 Dated: _____, 2016

Judge of the Superior Court

1 14. NO EFFECT ON OTHER SETTLEMENTS

2 14.1. Nothing in this Consent Judgment shall preclude CEH from resolving any claim
3 against another entity on terms that are different from those contained in this Consent Judgment.

4 15. EXECUTION IN COUNTERPARTS

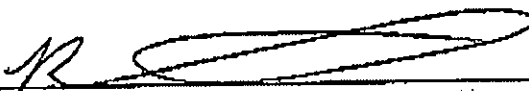
5 15.1. The stipulations to this Consent Judgment may be executed in counterparts and by
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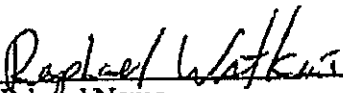
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8 IT IS SO STIPULATED:


9 CENTER FOR ENVIRONMENTAL HEALTH

10
11 _____
12 Charlie Pizarro
13 Associate Director

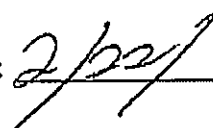
14 ALL RISE RECORDS, INC. D/B/A GOTVAPE.COM

15
16 
17 _____
18 Signature

19 
20 _____
21 Printed Name

22 
23 _____
24 Title

25 IT IS SO ORDERED:

26 Dated:  APR 26 2016
27 _____, 2016

28 GEORGE C. HERNANDEZ, JR.

Judge of the Superior Court