

60-DAY NOTICE OF VIOLATION

SENT IN COMPLIANCE WITH CALIFORNIA HEALTH & SAFETY CODE § 25249.7(d)

DATE: March 12, 2020

TO: Ernie Herrman, President & CEO - TJX Companies, Inc., Marmaxx, Marshalls.com
Edward Rosenfeld, CEO - Steven Madden, Ltd.
California Attorney General's Office;
District Attorney's Office for 58 Counties; and
City Attorneys for San Francisco, San Diego, San Jose, Sacramento and Los Angeles

FROM: Susan Davia

RE: Steve Madden Purses

I. INTRODUCTION

My name is Susan Davia. I am a citizen of the State of California acting in the interest of the general public. I seek to promote awareness of exposures to toxic chemicals in products sold in California and, if possible, to improve human health by reducing hazardous substances contained in such items. This Notice is provided to the public agencies listed above pursuant to California Health & Safety Code § 25249.6 *et seq.* ("Proposition 65"). As noted above, notice is also being provided to the alleged violators TJX Companies, Inc., Marmaxx, Marshalls.com and Steven Madden, Ltd. (collectively "Violator"). The violations covered by this Notice consist of the product exposures, routes of exposure, and types of harm potentially resulting from exposure to the toxic chemical ("listed chemical") identified below, as follows:

Product Exposure:	See Section VII. Exhibit A
Listed Chemical:	di(2-ethylhexyl)phthalate ("DEHP")
Routes of Exposure:	Inhalation, Ingestion, Dermal
Types of Harm:	Cancer, Birth Defects and other Reproductive Harm

II. NATURE OF ALLEGED VIOLATION (PRODUCT EXPOSURE)

The specific types of products that are causing consumer exposures in violation of Proposition 65, and that are covered by this Notice, are listed under "Product Category/Type" in Exhibit A in Section VII below. All products within the type covered by this Notice shall be referred to hereinafter as "products." The sales of these products in California dating at least as far back as March 2018, are subject to this Notice. As a result of the sales of these products, exposures to each identified listed chemical have been occurring without clear and reasonable warnings as required by Proposition 65. Without proper warnings regarding the toxic effects of exposure to the listed chemical resulting from contact with the products, California citizens lack the information necessary to make informed decisions on whether and how to eliminate (or reduce) the risk of exposure to the toxic chemical from the reasonably foreseeable use of the products.

CONSUMER PRODUCT EXPOSURE

California citizens, through the act of buying, acquiring or utilizing the products, are exposed to the listed chemical. Children, men and women of childbearing age ingest the listed chemical when they transfer the listed chemical from the products to their mouths through hand-to-mouth activities that may continue to occur for a significant period after contact with the products stops. Children, men and women of childbearing age are exposed to the listed chemical through direct dermal contact when they, among other activities, handle or touch the products during packing, unpacking and use or otherwise come into contact during use of the products.

Children, men and women of childbearing age will directly ingest the listed chemical anytime they place the soft vinyl of the product in their mouths to hold or otherwise mouth the product.

III. CONTACT INFORMATION

Please direct all questions concerning this notice to me through my counsel's office at the following address:

Susan Davia
c/o Sheffer Law Firm
81 Throckmorton Ave., Suite 202
Mill Valley, CA 94941
sheffesq@aol.com, (415) 388-0911

IV. PROPOSITION 65 INFORMATION

For general information concerning the provisions of Proposition 65, please feel free to contact the Office of Environmental Health Hazard Assessment's ("OEHHA") Proposition 65 Implementation Office at (916) 445-6900. For the Violator's reference, I have attached a copy of "Proposition 65: A Summary" which has been prepared by OEHHA.

V. RESOLUTION OF NOTICED CLAIMS

Based on the allegations set forth in this Notice, I intend to file a citizen enforcement lawsuit against the alleged Violator unless such Violator enters into a binding written agreement to: (1) recall products already sold or undertake best efforts to ensure that the requisite health hazard warnings are provided to those who have received such products; (2) provide clear and reasonable warnings for products sold in the future or reformulate such products to eliminate the listed chemical exposures; and (3) pay an appropriate civil penalty based on the factors enumerated in California Health & Safety Code § 25249.7 (b). If the alleged Violator is interested in resolving this dispute without resorting to time-consuming and expensive litigation, please feel free to contact my counsel identified in Section III above. It should be noted that neither my counsel nor I can: (1) finalize any settlement until after the 60-day notice period has expired; nor (2) speak for the Attorney General or any District or City Attorney who received this Notice. Therefore, while reaching an agreement with me will resolve my claims, such agreement may not satisfy the public prosecutors.

VI. ADDITIONAL NOTICE INFORMATION

Identified below is a specific example of a product recently purchased and witnessed as being available for purchase or use in California that is within the category or type of offending product covered by this Notice. Based on publicly available information, the retailers, distributors and/or manufacturers of the examples within the categories or types of product are also provided below. I believe and allege that the sale of the offending products also has occurred without the requisite Proposition 65 "clear and reasonable warnings" at one or more locations and/or via other means including, but not limited to, transactions made over-the-counter, business-to-business, through the internet and/or via a catalog by the Violator and other retailers and distributors of the manufacturer.

Product*	Retailer	Manufacturer/Distributor
Steve Madden Purse	Marshalls, SteveMadden.com	Steve Madden

VII. EXHIBIT A

Product Category/Type	Such As*	Toxins
Steve Madden Purse	Steve Madden DT607190 Taupe/Multi BDevlyn 193624584121	DEHP

*The specifically identified example of the category or type of product that is subject to this Notice is for the recipient's benefit to assist in its investigation of, among other things, the magnitude of potential exposure to the listed chemical from other items within the product category/ type listed in Exhibit A. *It is important to note that this example is not meant to be an exhaustive or comprehensive identification of each specific offending product of the type listed under "Product Category/Type" in Exhibit A.* Further, it is this citizen's position that the alleged Violator is obligated to continue to conduct in good faith an investigation into other specific products within the type or category described above that may have been manufactured, distributed, sold, shipped, stored (or otherwise within the notice recipient's custody or control) during the relevant period so as to ensure that the requisite toxic warnings were and are provided to California citizens prior to purchase.

CERTIFICATE OF MERIT

Health and Safety Code Section 25249.7(d)

I, Gregory M. Sheffer, hereby declare:

1. This Certificate of Merit accompanies the attached sixty-day notice in which it is alleged that the party identified in the notice has violated Health and Safety Code § 25249.6 by failing to provide clear and reasonable warnings.
2. I am the attorney for the noticing party.
3. I have consulted with one or more persons with relevant and appropriate experience or expertise who has reviewed facts, studies, or other data regarding the alleged exposure to the listed chemical that is the subject of this action
4. Based on the information obtained through those consultations, and on all other information in my possession, I believe there is a reasonable and meritorious case for the private action. I understand that "reasonable and meritorious case for the private action" means that the information provides a credible basis that all elements of the plaintiff's case can be established and the information did not prove that the alleged Violator will be able to establish any of the affirmative defenses set forth in the statute. The California sale of the subject products was completed without the communication of any compliant statutory warning regarding the alleged chemical exposure.
5. The copy of this Certificate of Merit served on the Attorney General attaches to it factual information sufficient to establish the basis for this certificate, including information identified in Health and Safety Code § 25249.7(h)(2) (*i.e.*, (1) the identity of the persons consulted with and relied on by the certifier, and (2) the facts, studies, or other data reviewed by those persons).

Dated: March 12, 2020

Sheffer Law Firm



Gregory M. Sheffer

PROOF OF SERVICE

I am employed in the County of Marin, State of California. I am a citizen of the United States, over the age of 18 years, and not a party to the within action. My business address is 81 Throckmorton Avenue, Suite 202, Mill Valley, CA 94941.

On the date indicated below, I served the following documents, described as:

60-DAY NOTICE OF VIOLATION SENT IN COMPLIANCE WITH HEALTH & SAFETY CODE § 25249.7(d);

PROPOSITION 65: A SUMMARY (SERVED ONLY ON THE NOTICED VIOLATORS);

CERTIFICATE OF MERIT; AND

CERTIFICATE OF MERIT ATTACHMENTS (SERVED ONLY ON THE ATTORNEY GENERAL)

on each entity or other mandatory recipient listed below by placing a true and correct copy of the foregoing document(s) in a sealed envelope addressed to each interested party as set forth hereafter and depositing each such envelope, with postage thereon fully prepaid, for collection and mailing with the United States Postal Service or agent authorized to accept mail on behalf of the United States Postal Service.

Ernie Herrman, President & CEO TJX Companies, Inc. Marmaxx Marshalls.com 770 Cochituate Road Framingham, MA 01701	Edward Rosenfeld, CEO Steven Madden, Ltd. 52-16 Barnett Avenue Long Island City, NY 11104	
Attorney General of the State of California <i>(see attached list of addresses)</i>	The District Attorney for Each of the 58 counties in California <i>(see attached list of addresses)</i>	The City Attorney for Los Angeles, San Diego, San Jose, San Francisco and Sacramento <i>(see attached list of addresses)</i>

I also caused to be served the same documents on the Attorney General of the State of California by electronically uploading a copy to the California Attorney General’s Website at <https://oag.ca.gov/prop65/add-60-day-notice>,

Executed this 12th day of March 2020, at Mill Valley, California. I declare under the penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Heidi Boissonneau

SERVICE LIST

The Honorable Nancy O'Malley
Alameda County District Attorney
7776 Oakport Street, Suite 650
Oakland, CA 94621
CEPDPprop65@acgov.org

The Honorable Terese Drabec
Alpine County District Attorney
270 Laramie Street, PO BOX 248
Markleeville, CA 96120

The Honorable Todd Riebe
Amador County District Attorney
708 Court Street
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The Honorable Michael Ramsey
Butte County District Attorney
25 County Center Drive
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The Honorable Barbara Yook
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The Honorable John Poyner
Colusa County District Attorney
346 Fifth Street
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The Honorable Stacey Grassini, DDA
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The Honorable Dale Trigg
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The Honorable Vern Pierson
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The Honorable Lisa Smittcamp
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The Honorable Dwayne Stewart
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P.O. Box 430
Willows, CA 95988

The Honorable Maggie Fleming
Humboldt County District Attorney
825 5th Street, Fourth Floor
Eureka, CA 95501

The Honorable Gilbert Otero
Imperial County District Attorney
940 West Main Street, Suite 102
El Centro, CA 92243

The Honorable Thomas Hardy
Inyo County District Attorney
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The Honorable Lisa Green
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The Honorable Keith Fagundas
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The Honorable Donald Anderson
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The Honorable Jackie Lacey
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The Honorable David Linn
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The Honorable Edward Berberian
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The Honorable Thomas Cooke
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The Honorable C. David Eyster
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100 North State Street, P.O. Box 1000
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The Honorable Larry Morse II
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The Honorable Jordan Funk
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204 S. Court Street, Suite 202
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The Honorable Tim Kendall
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The Honorable Dean Flippo
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The Honorable Gary Lieberstein
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The Honorable Clifford Newell
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The Honorable Tony Rackauckas
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The Honorable Jan Goldsmith
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The Honorable Dennis Herrera
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1 Dr. Carlton B. Goodlett Place
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The Honorable Richard Doyle
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200 East Santa Clara Street, 16th Floor
San Jose, CA 95113

Office of the California Attorney General
Proposition 65 Enforcement Reporting
Via Electronic filing
<https://oag.ca.gov/prop65/add-60-day-notice>