

State of California - Department of Justice - Attorney General's Office - Proposition 65 Enforcement Reporting

Attention: Prop 65 Coordinator, 1515 Clay Street, Suite 2000, Oakland, CA 94612

FORM JUS 1501
(03-01)

PRIVATE ENFORCEMENT FILING - Health and Safety Code section 25249.7(e) and (f)

REPORT OF SETTLEMENT

Please print or type required information

Original Filing Supplemental Filing Corrected Filing

PARTIES TO THE ACTION	PLAINTIFF(S) Shefa LMV Inc.			
	DEFENDANT(S) INVOLVED IN SETTLEMENT Steven Madden LTD			
CASE INFO	COURT DOCKET NUMBER 19STCV09262		COURT NAME SUPERIOR COURT OF CA, Los Angeles Co	
	SHORT CASE NAME Shefa LMV, Inc. v. Steven Madden LTD			
REPORT INFO	INJUNCTIVE RELIEF COMPLIANT PRODUCTS AND WARNINGS			
	PAYMENT: CIVIL PENALTY \$4,000.00	PAYMENT: ATTORNEYS FEES \$22,000.00	PAYMENT: OTHER 0	
	WILL SETTLEMENT BE SUBMITTED TO COURT? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	IF YES, AFTER ENTRY OF JUDGMENT BY COURT, REPORT OF ENTRY OF JUDGMENT MUST BE SUBMITTED TO ATTORNEY GENERAL	DATE SETTLEMENT SIGNED 11 / 4 / 2019	
	COPY OF SETTLEMENT MUST BE ATTACHED			
FILER INFO	NAME OF CONTACT Daniel N. Greenbaum			
	ORGANIZATION Law Office of Daniel Greenbaum		TELEPHONE NUMBER 818 809-2199	
	ADDRESS 7120 Hayvenhurst Ave., Suite 320		FAX NUMBER (424) 243-7698	
	CITY Van Nuys	STATE CA	ZIP 91406	E-MAIL ADDRESS dgreenbaum@greenbaumlawfirm.com

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1 LAW OFFICE OF DANIEL N. GREENBAUM
Daniel N. Greenbaum, Esq. (SBN 268104)
2 The Hathaway Building
3 7120 Hayvenhurst Avenue, Suite 320
Van Nuys, CA 91406
4 Telephone: (818) 809-2199
Facsimile: (424) 243-7689
5 Email: dgreenbaum@greenbaumlawfirm.com

6 Attorney for Plaintiff SHEFA LMV, INC.
7

8 SUPERIOR COURT OF THE STATE OF CALIFORNIA

9 COUNTY OF LOS ANGELES

10
11 SHEFA LMV, INC.,) Case No. 19STCV09262
12)
Plaintiff,)
13)
vs.) **[PROPOSED] CONSENT JUDGMENT**
14) **AS TO STEVEN MADDEN, LTD.**
STEVEN MADDEN, LTD.,)
15)
Defendant.)
16) Action Filed: March 18, 2019
17)
18)
_____)

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[PROPOSED] CONSENT JUDGMENT AS TO DEFENDANT
STEVEN MADDEN, LTD.

1 **1. INTRODUCTION**

2 **1.1 Parties**

3 This consent judgment (“**Consent Judgment**”) is entered into by and between plaintiff
4 Shefa LMV, Inc. (“**Shefa**” or “**Plaintiff**”) and Steven Madden, Ltd. (“**Defendant**,” with Shefa and
5 **Defendant** individually referred to as a “**Party**” and collectively as the “**Parties.**”)

6 **1.2 Plaintiff**

7 Shefa is a public benefit, non-profit corporation that seeks to promote awareness of
8 exposures to toxic chemicals and to improve human health by reducing or eliminating hazardous
9 substances contained in consumer products.

10 **1.3 Settling Defendant**

11 Defendant employs ten (10) or more persons and is a person in the course of doing business
12 for purposes of the Safe Drinking Water and Toxic Enforcement Act of 1986, Health and Safety
13 Code §25249.6 *et seq.* (“**Proposition 65**”).

14 **1.4 Products Covered**

15 The products covered by this Consent Judgment are plastic cable products, including, but
16 not limited to: 1) GRL PWR Power Up Charging Set; UPC: 889487283317; TSM-0223 that are
17 manufactured, sold, or distributed for sale in California by Defendant that contain Diisononyl
18 Phthalate (“**DINP**”); 2) Phone Charging Crossbody; UPC889487283263 TSM-0220 that are
19 manufactured, sold, or distributed for sale in California by Defendant that contain DINP; and 3) Luv
20 Betsey Universal Rechargeable Power Bank; ID: 400163830276 that are manufactured, sold, or
21 distributed for sale in California by Defendant that contain Di-[2-Ethylhexyl] Phthalate (“**DEHP**”)
22 (collectively, the “**Covered Products**”).

23 **1.5 General Allegations**

24 Shefa alleges that Defendant manufactures, imports, sells, or distributes, for sale in the state
25 of California, the Covered Products without first providing a clear and reasonable warning required
26 by Proposition 65. DEHP (CAS # 68515-48-0) is a chemical listed under Proposition 65 as a
27 chemical known to the state to cause cancer or reproductive toxicity. DINP (CAS # 28553-12-0) is
28

1 a chemical listed under Proposition 65 as a chemical known to the state to cause cancer.

2 **1.6 Notice of Violation**

3 On December 21, 2017, Shefa served Defendant and the requisite public enforcement
4 agencies with a 60-Day Notices of Violation (the “**Notices**”) alleging that Defendant violated
5 Proposition 65 when it failed to warn its customers and consumers in California that the Covered
6 Products expose users to DEHP and DINP. To the best of the Parties’ knowledge, no public
7 enforcer has commenced and is diligently prosecuting the allegations set forth in the Notice.

8 **1.7 Complaint**

9 On March 18, 2019, Shefa filed the instant complaint in the Superior Court in and for the
10 County of Los Angeles against Defendant alleging violations of California Health & Safety Code
11 § 25249.6, based on exposures to DEHP and DINP contained in the Covered Products sold in the
12 State of California (the “**Complaint**”).

13 **1.8 No Admission**

14 Defendant denies the material, factual, and legal allegations contained in the Notice and
15 Complaint and maintains that all the products it has manufactured, sold, or distributed for sale in
16 California, including the Covered Products, have been, and are, in compliance with all laws.
17 Nothing in this Consent Judgment shall be construed as an admission by Defendant of any fact,
18 finding, conclusion of law, issue of law, or violation of law; nor shall compliance with this Consent
19 Judgment constitute or be construed as an admission by Defendant of any fact, finding, conclusion
20 of law, issue of law, or violation of law, the same being specifically denied by Defendant. This
21 section shall not, however, diminish or otherwise affect Defendant’s obligations, responsibilities,
22 and duties under this Consent Judgment.

23 **1.9 Consent to Jurisdiction**

24 For purposes of this Consent Judgment only, the Parties stipulate that this Court has
25 jurisdiction over Defendant as to the allegations in the Complaint, that venue is proper in the
26 County of Los Angeles, the Defendant agrees that they employs or have employed ten or more
27 persons during time periods relevant to the Complaint and that this Court has jurisdiction over the
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1 Parties to enter and enforce the provisions of this Consent Judgment pursuant to Proposition 65.

2 **1.10 Effective Date**

3 For purposes of this Consent Judgment, the term “**Effective Date**” shall mean the date the
4 Consent Judgment is approved and entered by the Court.

5 **2. INJUNCTIVE RELIEF: COMPLIANT PRODUCTS AND WARNINGS**

6 **2.1 Reformulation Standards**

7 Within 90 days of the Effective Date, Defendant shall not manufacture for sale in California any
8 Covered Products unless such Covered Products contain DEHP and DINP in concentrations less
9 than or equal to 1000 parts per million (“ppm”) when analyzed pursuant to U.S. Environmental
10 Protection Agency testing methodologies 3580A and 8270C or any other scientifically reliable
11 methodology for determining the concentration of DEHP and DINP in the Covered Products.

12 **2.2 Warning Standards**

13 Defendant agrees, promises, and represents that, within 90 days of the Effective Date, to the
14 extent they ship or sell Covered Products that do not meet the reformulation standards set forth
15 above in Section 2.1, Defendant will provide warnings on such Covered Products that comply with
16 Proposition 65. The warnings shall be provided in a conspicuous and prominent manner such that
17 they will be likely to be read or seen by the consumer prior to or at the time of the sale or purchase.
18 The Parties agree that the warning set forth below shall constitute compliance with Proposition 65
19 with respect to any Covered Products that are not reformulated:

20 (a) the text, “**WARNING This product can expose you to chemicals, including**
21 **DEHP and DINP, which is known to the State of California to cause birth defects or**
22 **other reproductive harm. For more information go to www.P65Warnings.ca.gov.”
23 accompanied by and placed to the right of a symbol consisting of a black exclamation point
24 in a yellow equilateral triangle with a bold black outline sized to be no smaller than the
25 word, “WARNING” as provided by regulations adopted on or about August 30, 2016; or**

26 (b) the text, “**WARNING Cancer and Reproductive Harm -**
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1 **www.P65Warnings.ca.gov.”** accompanied by and placed to the right of a symbol consisting
2 of a black exclamation point in a yellow equilateral triangle with a bold black outline sized
3 to be no smaller than the word, “WARNING” as provided by regulations adopted on or
4 about August 30, 2016.

5 The triangular warning symbol specified in Section 2.2(a) and 2.2(b) shall be in yellow with a black
6 exclamation mark; *provided however*, the symbol may be printed in black and white if the Covered
7 Product label is not printed against a yellow background.

8
9 **2.3 Covered Products in the Stream of Commerce.**

10 Any Covered Products that have been distributed, shipped, or sold by Defendant prior to
11 ninety (90) days after the Effective Date, shall not be subject to the requirements of Section 2.1.

12 **3. MONETARY SETTLEMENT TERMS**

13 **3.1 Payment from Defendant.** Within ten (10) business days of the Effective Date,
14 Defendant shall make the Total Settlement Payment of **\$26,000.00**.

15 **3.2 Allocation of Payments.** The Total Settlement Payment shall be paid in three (3)
16 separate checks made payable and allocated as follows:

17 **3.2.1 Civil Penalty.** Defendant shall pay \$4,000.00 as a civil penalty
18 pursuant to Health & Safety Code § 25249.7(b). The civil penalty shall be apportioned in
19 accordance with Health & Safety Code § 25249.12 (25% to Shefa and 75% to the State of
20 California’s Office of Environmental Health Hazard Assessment (“OEHHA”). Accordingly, the
21 OEHHA portion of the civil penalty payment in the amount of \$3,000.00 shall be made payable to
22 OEHHA and associated with taxpayer identification number 68-0284486. This payment shall be
23 delivered to the Law Office of Daniel N. Greenbaum, 7120 Hayvenhurst Ave, Suite 320, Van Nuys,
24 CA 91406.

25
26 The Shefa portion of the civil penalty payment in the amount of \$1,000.00 shall be made
27 payable to Shefa LMV, Inc. and associated with taxpayer identification number 81-0907002.

1 This payment shall be delivered to the Law Office of Daniel N. Greenbaum, 7120 Hayvenhurst
2 Ave, Suite 320, Van Nuys, CA 91406.

3 **3.2.2 Attorney's Fees and Costs.** A reimbursement of Shefa's attorney's
4 fees and costs in the amount of \$22,000.00 payable to the "Law Office of Daniel N. Greenbaum,"
5 and associated with taxpayer identification number 46-4580172. This payment shall be delivered to
6 the Law Office of Daniel N. Greenbaum, 7120 Hayvenhurst Ave, Suite 320, Van Nuys, CA 91406.

7 **4. CLAIMS COVERED AND RELEASED**

8 **4.1 Public Release**

9 This Consent Judgment is a full, final, and binding resolution between Shefa and Defendant
10 of any violation of Proposition 65 that was or could have been asserted by Shefa, acting on behalf of
11 itself and in a representative capacity in the public interest under Health & Safety Code § 25249.7,
12 against Defendant, its parents, subsidiaries, affiliated entities, manufacturers, suppliers, directors,
13 officers, employees, attorneys, and the predecessors, successors, or assigns of each of them, and
14 each entity to whom Defendant directly or indirectly exports, distributes or sells the Covered
15 Products, including, without limitation, distributors, wholesalers, customers, retailers, franchisees,
16 cooperative members, and licensees, including but not limited to Kohl's Department Stores, Inc.,
17 and Ross Stores, Inc., ("**Releasees**"), based on failure to warn of alleged exposures to DEHP or
18 DINP from Covered Products manufactured, sold, or distributed for sale in California by Defendant
19 prior to the Effective Date. The release in this Section 4.1 applies to all Covered Products that
20 Defendant manufactured, distributed, or sold prior to the Effective Date, regardless of the date any
21 other Releasee distributes or sells the Covered Products.

22 Compliance with the terms of this Consent Judgment shall constitute compliance with
23 Proposition 65 by Defendant and the Releasees with respect to DEHP and DINP in Covered
24 Products manufactured, sold, or distributed on and after the Effective Date.

25 **4.2 Shefa's Individual Release of Claims**

26 In further consideration of the promises and agreements herein contained, Shefa, on its own
27 behalf and on behalf of its past and current agents, representatives, attorneys, successors, and/or
28

1 assignees, hereby waives all rights to institute or participate in, directly or indirectly, any form of
2 legal action, and releases all claims that it may have against Defendant and Releasees, including,
3 without limitation, all actions and causes of action, suits, liabilities, demands, obligations, damages,
4 costs, fines, penalties, losses, or expenses, including, without limitation, investigation fees, expert
5 fees, and attorneys' fees arising under Proposition 65 for unwarned exposures to DEHP and DINP
6 from Covered Products manufactured, sold, or distributed for sale by Defendant prior to the
7 Effective Date. The releases in Section 4.2 are provided in Shefa's individual capacity and are not
8 releases on behalf of the public.

9 **4.3 Defendant's Release of Shefa**

10 Defendant, on its own behalf and on behalf of its past and current agents, representatives,
11 attorneys, successors, and assignees, hereby waives any and all claims that it may have against
12 Shefa and its attorneys and other representatives, for any and all actions taken or statements made
13 by Shefa and its attorneys and other representatives in the course of investigating the claims set
14 forth in the Complaint or otherwise seeking to enforce Proposition 65 against it in this matter.

15 **4.4 Release of Unknown Claims**

16 It is possible that other claims not known to the Parties arising out of the facts contained in
17 the Notice, or alleged in the Complaint, relating to the Covered Products, will hereafter be
18 discovered or developed. Shefa, on behalf of itself only, acknowledges that this Consent Judgment
19 is expressly intended to cover and include all such claims through and including the Effective Date,
20 including all rights of action therefor. Shefa acknowledges that the claims released in Sections 4.1
21 and 4.2 may include unknown claims, and nevertheless Shefa intends to release such claims, and in
22 doing so waives California Civil Code § 1542, which reads as follows:

23 **A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS THAT THE**
24 **CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO**
25 **EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE**
26 **AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY**
27 **AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED**
28 **PARTY.**

Shefa understands and acknowledges that the significance and consequence of this waiver of

1 California Civil Code § 1542 is that, even if Shefa suffers future damages arising out of or resulting
2 from, or related directly or indirectly to, in whole or in part, the Covered Products, including but not
3 limited to any exposure to, or failure to warn with respect to exposure to, the Covered Products,
4 Shefa will not be able to make any claim for those damages against Defendant or any of the
5 Releasees.

6 **5. COURT APPROVAL**

7 This Consent Judgment is not effective until it is approved and entered by the Court.

8 **6. GOVERNING LAW**

9 The terms of this Consent Judgment shall be governed by the laws of the State of California
10 and apply within the State of California. In the event that Proposition 65 is repealed or is otherwise
11 rendered inapplicable by reason of law generally, or as to the Covered Products, then Defendant
12 may provide written notice to Shefa of any asserted change in the law, and with the exception of
13 Sections 3.1 and 3.2 above, have no further obligations pursuant to this Consent Judgment, with
14 respect to, and to the extent that, the Covered Products are so affected. None of the terms of this
15 Consent Judgment shall have any application to Covered Products sold outside of the State of
16 California.

17 **7. NOTICE**

18 Unless specified herein, all correspondence and notices required to be provided pursuant to
19 this Consent Judgment shall be in writing and sent by: (i) personal delivery; (ii) first-class,
20 registered or certified mail, return receipt requested; or (iii) a recognized overnight courier on any
21 Party by the other at the following addresses:

22 To Defendant:

23 Kerry E. Shea, Esq.
24 DAVIS WRIGHT TREMAINE LLP
25 505 Montgomery Street, Suite 800
26 San Francisco, California 94111

To Shefa:

27 Daniel N. Greenbaum
28 Law Office of Daniel N. Greenbaum
7120 Hayvenhurst Ave., Suite 320
Van Nuys, CA 91406

1 Any Party may, from time to time, specify in writing to the other Party a change of address to which
2 all notices and other communications shall be sent.

3 **8. COUNTERPARTS; FACSIMILE AND PDF SIGNATURES**

4 This Consent Judgment may be executed in counterparts, and by facsimile or portable
5 document format (PDF) signature, each of which shall be deemed an original, and all of which,
6 when taken together, shall constitute one and the same document.

7 **9. COMPLIANCE WITH HEALTH & SAFETY CODE § 25249.7(f)**

8 Plaintiff agrees to comply with the reporting form requirements referenced in California
9 Health & Safety Code § 25249.7(f).

10 **10. POST EXECUTION ACTIVITIES**

11 The Parties acknowledge that, pursuant to California Health & Safety Code § 25249.7(f),
12 Shefa is obligated to file a noticed motion to obtain judicial approval of this Consent Judgment.
13 Upon the Parties' execution of this Consent Judgment, Shefa promptly shall proceed to submit this
14 Consent Judgment to the Court with a motion seeking Court approval.

15 **11. MODIFICATION**

16 This Consent Judgment may only be modified by a written instrument executed by the Party
17 or Parties to be bound thereby, and after approval by the Court upon a noticed motion. Any motion
18 to modify shall be served on all Parties and the Office of the Attorney General.

19 **12. DISPUTE RESOLUTION**

20 If Shefa determines at a future date that a violation of this Consent Judgment has occurred,
21 Shefa shall provide notice to Defendant. Prior to bringing any action to enforce any requirement of
22 this Consent Judgment, the party alleging a violation of this Consent Judgment shall provide the
23 other party with written notice of the grounds for such allegation together with all supporting
24 information as well as a complete demand for the relief sought. The Parties shall then meet and
25 confer regarding the basis for the allegation to resolve the matter informally, including providing
26 the party alleged to be in violation with a reasonable opportunity of at least thirty (30) days to cure
27 any alleged violation. Should such attempt at informal resolution fail, the party alleging a violation
28

1 may file its lawsuit seeking the proposed relief.

2 **13. AUTHORIZATION**


3 The undersigned are authorized to execute this Consent Judgment on behalf of their
4 respective Parties and have read, understood, and agree to all of the terms and conditions of this
5 Consent Judgment.

7 AGREED TO:

7 AGREED TO:

9 Date: November 4, 2019

9 Date: November 4, 2019

11
12 By: 
13 SHEFA LMV, INC.

11
12 By: Lisa Keith
13 LISA KEITH
14 DEFENDANT STEVEN MADDEN, LTD.

1 **[PROPOSED] JUDGMENT**

2 Please note that on _____, 2019 at _____ am/pm, Plaintiff Shefa LMV Inc.’s (“Plaintiff”)
3 Motion for Court Approval of Settlement Agreement and Entry of Consent Judgment as to Defendant
4 Steven Madden, Ltd. came for hearing before this Court in Department 17, the Honorable Richard E.
5 Rico presiding. Counsel for Plaintiff did [not] appear; counsel for Defendant did [not] appear.

6 After full consideration of the points and authorities and related pleadings submitted, the Court
7 GRANTED Plaintiff’s Motion pursuant to and in accordance with Health & Safety Code
8 §25249.7(f)(4). The Court reviewed the above Settlement Agreement and makes the following
9 findings pursuant to Health & Safety Code § 25249.7(f)(4):

10 a. The injunctive relief required by the Settlement Agreement complies with Health &
11 Safety Code § 25249.7;

12 b. The reimbursement of fees and costs to be paid pursuant to the Settlement
13 Agreement is reasonable under California law; and

14 c. The civil penalty amount to be paid pursuant to Settlement Agreement is reasonable.
15

16 IT IS SO ORDERED, ADJUDGED AND DECREED.
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18

19 _____
20 Date

Judge of the Superior Court