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*Exempt from filing fee pursuant to
Government Code § 6103*

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9 Attorneys for Plaintiff
10 [Additional counsel listed in Appendix]

11
12 SUPERIOR COURT OF THE STATE OF CALIFORNIA
13 COUNTY OF LOS ANGELES

14 THE PEOPLE OF THE STATE OF CALIFORNIA,

Case No. **21ST CV 38971**

15
16 Plaintiff,

**COMPLAINT FOR INJUNCTION,
RESTITUTION, AND CIVIL
PENALTIES**

17
18 v.

19 YEEZY APPAREL LLC, a California Limited
20 Liability Company; and YEEZY LLC, a Delaware
21 Limited Liability Company,

22 Defendants.
23

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25 Plaintiff, the People of the State of California, through its attorneys, GEORGE GASCÓN,
26 District Attorney of Los Angeles County, by Hoon Chun, Head Deputy District Attorney, and Seza
27 Mikikian, Deputy District Attorney; NANCY E. O'MALLEY, District Attorney of Alameda County,
28 by Matthew L. Beltramo, Assistant District Attorney; ALLISON HALEY, District Attorney of Napa

1 County, by Patrick Collins, Deputy District Attorney; and JILL R. RAVITCH, District Attorney of
2 Sonoma County, by Matthew T. Cheever, Deputy District Attorney; acting on information and belief,
3 allege as follows:

4 **JURISDICTION AND VENUE**

5 1. The authority of the District Attorneys to bring this action on behalf of the People is
6 derived from Business and Professions Code sections 17203, 17204, 17206, 17535, and 17536.

7 2. Defendants YEEZY APPAREL LLC; YEEZY LLC (hereinafter, "Defendants")
8 advertise and do business within the counties of Los Angeles, Alameda, Napa and Sonoma, and
9 elsewhere throughout the State of California.

10 3. Venue is appropriate in this Court because the wrongful acts alleged below occurred in
11 Los Angeles County and elsewhere in the State of California.

12 **DEFENDANTS**

13 4. YEEZY APPAREL LLC is a California limited liability company headquartered at 6
14 Centerpointe Drive, #620, La Palma, California 90623.

15 5. YEEZY LLC is a Delaware limited liability company headquartered at 6 Centerpointe
16 Drive, #620, La Palma, California 90623.

17 6. Whenever reference is made in this Complaint to any act of Defendants, such allegation
18 shall be deemed to mean that Defendants and its officers, directors, agents, employees, or assigns did or
19 authorized such acts while engaged in the management, direction, or control of the affairs of
20 Defendants and while acting within the scope and course of their duties, with actual or ostensible
21 authority to perform the acts so alleged.

22 **GENERAL ALLEGATIONS**

23 7. The People and Defendants have entered into a series of agreements to toll any
24 applicable statute of limitations. As a result of those tolling agreements, each day from August 29,
25 2019, up to and including the date of the filing of this Complaint, will not be included in computing the
26 time limited by any statute of limitations applicable to any and all causes of action brought against
27 Defendants based on claims covered by the tolling agreements. Those claims include each of the
28 causes of actions and claims alleged in this lawsuit against Defendants.

1 8. At all relevant times, Defendants owned and operated a high-end sneaker and retail
2 clothing business. Defendants’ business was started by entertainer Kanye West, who later collaborated
3 with the sportswear brand, Adidas.

4 9. Over the time period relevant to this Complaint, Defendants sold shoes and other apparel
5 over the Internet via their website, www.yeezysupply.com.

6 10. A variety of consumer protection statutes govern sales made to consumers in the State of
7 California on the basis of orders placed over the Internet, including Business and Professions Code
8 section 17538.

9 11. Among other things, Section 17538(a) requires that orders for goods or services placed
10 over the internet must be shipped within thirty days, failing which the business in question must either
11 provide a refund, send equivalent or superior replacement goods, or provide the buyer with a written
12 notice regarding the delay. The content of these “delay notices” are set forth in the statute and include,
13 among other things: the expected duration of the delay and an offer of a refund, upon request.

14 12. Defendants repeatedly violated Section 17538(a) by failing to ship items within thirty
15 days and failing to provide adequate delay notices to California consumers, or provide an offer of a
16 refund.

17 13. Defendants also made untrue or misleading statements regarding its ability to ship
18 products within a certain timeframe, particularly where customers paid an additional charge for
19 expedited shipping, in violation of Business and Professions Code section 17500.

20 14. Defendants committed other violations of law as well, including advertising goods for
21 sale without disclosing logistical limitations to consumers, in violation of California Civil Code section
22 1770, including subdivisions (a)(9) and (a)(10).

23 **FIRST CAUSE OF ACTION**
24 **VIOLATIONS OF BUSINESS & PROFESSIONS CODE § 17200**

25 **(Unfair Competition)**

26 15. Plaintiff realleges and incorporates by reference Paragraphs 1 through 14 of this
27 Complaint as though fully set forth herein.

28 16. Plaintiff is informed and believes and therefore alleges that, beginning on an unknown

1 date, but at least within the four years prior to the filing of this Complaint, plus additional time as set
2 forth in the parties' tolling agreements, Defendants have engaged in unlawful business conduct which
3 constitutes unfair competition within the meaning of Business and Professions Code Section 17200
4 et seq.

5 17. Defendants' acts of unfair competition include, but are not limited to, violating:

- 6 • Business and Professions Code section 17538(a), pertaining to the timely
7 shipment of goods and services as set forth above;
- 8 • Civil Code section 1770, subdivision (a)(10), which prohibits the advertising of
9 goods or services with intent not to supply reasonably expectable demand, unless
10 the advertisement discloses a limitation of quantity as set forth above;
- 11 • Civil Code section 1770, subdivision (a)(9), which prohibits the advertising of
12 goods or services with the intent not to sell them as advertised as set forth above;
13 and
- 14 • Business and Professions Code section 17500, as set forth in the Second Cause
15 of Action below.

16 18. Defendants are subject to civil penalties, injunctive relief, and the obligation to pay
17 restitution, pursuant to Business and Professions Code sections 17203, 17204, and 17206.

18 **SECOND CAUSE OF ACTION**
19 **VIOLATIONS OF BUSINESS & PROFESSIONS CODE § 17500**
20 **(False Advertising)**

21 19. Plaintiff realleges and incorporates by reference Paragraphs 1 through 18 of this
22 Complaint as though fully set forth herein.

23 20. Beginning at an exact date unknown to the People, but occurring within the years prior to
24 the filing of this Complaint, plus additional time set forth in the parties' tolling agreements, Defendants,
25 with the intent to perform services, or to induce members of the public to enter into obligations relating
26 thereto, made or disseminated or cause to be made or disseminated before the public in the State of
27 California, statements concerning such services, or other matters of fact connected with the
28 performance thereof, which were untrue or misleading, and which Defendants knew or reasonably

1 Dated: 10/22/21

GEORGE GASCÓN,
Los Angeles County District Attorney

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3 By: 

4 Seza Mikikian
Deputy District Attorney

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6 *Attorneys for Plaintiff, the People of the*
7 *State of California, and on behalf of the*
8 *other District Attorneys appearing in this*
9 *action*

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Appendix

The following additional attorneys represent Plaintiff, the People of the State of California:

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