FOR COURT USE ONLY (SOLO PARA USO DE LA CORTE)

### SUMMONS (CITACION JUDICIAL)

NOTICE TO DEFENDANT: (AVISO AL DEMANDADO):

LEGALMATCH.COM, a corporation; and DOES 1-10, inclusive

YOU ARE BEING SUED BY PLAINTIFF: (LO ESTÁ DEMANDANDO EL DEMANDANTE):

THE STATE BAR OF CALIFORNIA

NOTICE! You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information the low.

You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form: If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court.

There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org): the California Courts Online Self. Help Center (www.courtinto.ca.gov/selfielp), or by contacting your local court or county bar association; NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. [AVISO! Lo han demandado. Si no responde dentro de 30 dias, la corte puede decidir en su contra sin escuchar su version. Lea la información a continuación.

Tiene 30 DIAS DE CALENDARIO después de que le entreguen esta citación y papeles legalas para presentar una respuesta por escrito en esta corte y nacer que se entregue una copia al demandante. Una carta o una llamada telefónica no lo protegen. Su respuesta por escrito tiene que estar en formato legal correcto si desea que procesen su caso en la corte. Es posible que haya un formulario que usted pueda usar para sú respuesta. Puede encontrar estos formularios de la corte y más información en el Centro de Ayuda de las Cortes de California (www.sucorte ca.gov), en la biblioteca de leyes de su condado o en la corte que le quede más cerca. Si no puede pagar la cuota de presentación, pida al secretario de la corte que le de un formulario de exención de pago de cuotas. Si no presente su respuesta a tiempo, puede perder el caso por incumplimiento y la corte le podrá quitar su sueldo, dinero y bienes sin más advertencia.

Hay otros requisitos legales. Es recomendable que llame a un abogado himediatamente. Si lio conoce a un abogado, puede llamar a un servicio de remisión a abogados. Si no puede pagar a un abogado, es posible que cumpla con los requisitos para obtener servicios legales gratuitos de un programa de servicios legales sin fines de lucro. Puede encontrar estos grupos sin fines de lucro en el sitio web de California Legal Services, (www.lawhelpcalifornia org), en el Centro de Ayuda de las Cortes de California (www.sucorte.ca.gov) o poniendose en contacto con la corte o el colegió de abogados locales: AVISO: Por ley, la corte tiene derecho al relamar las cuotas y los costos exentos por imponer un gravamen sobre cualquier recuperación de \$10,000 o más de valor recibida mediante un acuerdo o una concesión de arbitraje en un caso de derecho civil. Tiene que pagar el gravamen de la corte antes de que la corte pueda desechar el caso.

The name and address of the court is:

(El nombre y dirección de la corte es):

San Francisco County Superior Court, 400 McAllister Street, San Francisco CA 94102

CGC - 20 - 584278

de telefono del abogado del de	none number of plaintiffs attorney, mandante, o del demandante que of California, 180 Howard Street; s	no tiene abogado, es):	ney, le (El nombre, la dirección y el númer	ró
DATE:	Y 0.4 2020	Clerk, by (Secretario)	, Deputy (Adjunto	
	, , , ,	f of Service of Summons, (P RVED: You are served	JACQUELINE LAPREVOTTE (specify): DEPUTY CLERK	
* OF SAN FRIM	under: CCP 416:10 (	corporation) defunct corporation) association or partnership) )	CCP 416.60 (minor) CCP 416.70 (conservatee)	

Judicial Council of California SUM-100 [Rev. July 1, 2009] SUMMONS

Code of Shart-rodoure \$5 17220, 465

VANESSA L. HOLTON (111613) 1 ROBERT G. RETANA (148677) ALISON V. LIPPA (160807) THE STATE BAR OF CALÍFORNIA OFFICE OF GENERAL COUNSEL 3 180 Howard Street Superior Court of California County of San Francisco San Francisco, CA 94105-1639 4 Telephone: (415) 538-2333 MAY 04 2020 Fax: (415) 538-2321 5 alison.lippa@calbar.ca.gov 6 Attorneys for Plaintiff THE STATE BAR OF CALIFORNIA 7 **Exempt from Filing Fees Pursuant to** 8 **Government Code Section 6103** 9 10 SUPERIOR COURT OF THE STATE OF CALIFORNIA 11 COUNTY OF SAN FRANCISCO 12 Case CGC - 20 - 584278 THE STATE BAR OF CALIFORNIA, 13 Plaintiff, 14 COMPLAINT FOR INJUNCTIVE RELIEF PURSUANT TO BUSINESS & 15 PROFESSIONS CODE § 6155 16 LEGALMATCH.COM, a corporation; and DOES 1-10, inclusive, 17 Defendants. 18 19 20 21 BY FAX 22 23 24 25 26 27 28

COMPLAINT FOR INJUNCTIVE RELIEF PURSUANT TO BUSINESS & PROFESSIONS CODE § 6155

Plaintiff the State Bar of California ("State Bar" or "Plaintiff"), brings this suit and hereby alleges the following on information and belief:

#### PARTIES AND VENUE

- 1. The authority of the State Bar to bring this action is derived from the statutory law of California, specifically Business & Professions Code section 6155.
- 2. Defendant LEGALMATCH.COM ("LegalMatch" or "Defendant") is a California corporation with its headquarters and principal place of business located in California at 395 Oyster Point Blvd, Suite 309, South San Francisco, CA 94080.
- 3. The true names and capacities, whether individual, corporate, associate, or otherwise, of the defendants sued herein under the fictitious names of DOES 1 through 10, inclusive, are unknown to Plaintiff, who therefore sues said defendants by such fictitious names. Each fictitiously named defendant is responsible in some manner for the violations of law herein alleged. Plaintiff will amend its complaint to show the true names and capacities of such defendants, as well as the manner in which each fictitious defendant is responsible for the violations of law of LegalMatch herein alleged, when these facts are ascertained.
- 4. Whenever in this complaint reference is made to any act of any corporate defendant, such allegation shall be deemed to mean that such corporate defendant did the acts alleged in the complaint through its officers, directors, agent, employees, and/or representatives while they were acting within the actual ostensible scope of their authority.
- 5. The defendants at all times mentioned herein have transacted business within the City and County of San Francisco and throughout the State of California. The violations of law herein described have been committed within and from the City and County of San Francisco, and elsewhere within the State of California.
- 6. The actions of Defendant, as hereinafter set forth, are in violation of the laws and public policies of the State of California and are inimical to the rights and interests of the general public as consumers and citizens. Unless the State Bar is granted the remedies sought herein, including injunctive relief by order of this Court, the Defendant will continue to engage in the

4 5

6

7 8

9 10

11

12

13

14

15

16

17

18 19

20

21 22

23

24

25

 $/\!/\!/$ 

///

///

///

26

27

28

unlawful acts and practices set forth below and will continue to cause injury and harm to the general public.

#### INTRODUCTION

- 7. The State Bar is charged with protecting consumers by ensuring that only lawyer referral services that are registered with and certified by the State Bar as meeting minimum standards set forth by the State Bar are permitted to operate. (Cal. Bus. & Prof. Code § 6155, subd. (a)(1), (f).) The Legislature has clearly made unlawful solicitation for or on behalf of an attorney except when done in a manner that is regulated and compliant with state standards. (Cal. Bus. & Prof. Code §§ 6152, subd. (a)(1), 6155, subd. (a)(1).) Moreover, attorneys are not permitted to accept referrals of potential clients unless the lawyer referral service has met those standards. (Cal. Bus. & Prof. Code § 6155, subd. (a)(1).)
- 8. A certified lawyer referral service must, for example, only recommend attorneys who meet the State Bar's standards of practice and experience related to the client's legal needs. Lawyers who participate in a certified lawyer referral service must also carry malpractice insurance, which means that they have the ability to pay if they are successfully sued for malpractice. These requirements are designed to protect the public from unqualified and unscrupulous lawyers. Members of the public are often unable to assess the qualifications and integrity of a lawyer on their own.
- 9. LegalMatch provides an online lawyer referral service that connects individuals seeking legal assistance to lawyers who purchase a subscription from LegalMatch. It operates across the United States, including in California.
- 10. LegalMatch has never been certified to operate as such by the State Bar. Its operations therefore violate Business & Professions Code Section 6155. Attorneys who accept or have accepted referrals from LegalMatch also violate Business and Professions Code 6155.

# 

# 

# 

# 

# 

# 

# 

# 

# 

# 

## 

#### 

#### 

# 

## 

# 

# 

# 

# 

#### 

### 

#### FACTUAL BACKGROUND

#### Lawyer Referral Services Are Governed By Bus. & Prof. Code § 6155.

- 11. Section 6155 provides that an entity may not operate as a lawyer referral service unless it is registered with the State Bar and is operated in conformity with minimum standards for a lawyer referral service established by the State Bar. (Section 6155, subd. (a)(1)). The Statute specifically provides that the State Bar "shall formulate and enforce rules and regulations for carrying out this section ...," which includes requiring a lawyer referral service to "register with the state Bar and obtain from the State bar a certificate of compliance with the minimum standards for lawyer referral services." (Cal. Bus. & Prof. Code § 6155, subd. (f)(2).)
- 12. In order to operate, a lawyer referral services must first submit an application for a certificate of compliance; and, it is only issued by the State Bar if the record demonstrates that the applicant meets all of the State Bar's requirements. A lawyer referral service is deemed registered with the State Bar when it has been certified.
- 13. The Rules of the State Bar provide that certification is mandatory for a lawyer referral service. "An individual or organization that refers prospective clients to attorneys must comply with minimum standards and be certified by the State Bar of California as a lawyer referral service ..." (Rules of the State Bar, Title 3, Div. 5, Art. I, Rule 3.800 *et seq.*). LegalMatch is therefore required to obtain certification from the State Bar that it complies with the minimum standards to operate as a lawyer referral service.

#### LegalMatch Operates an Online Lawyer Referral Business.

- 14. LegalMatch operates an online service that connects individuals seeking legal assistance to lawyers who purchase a subscription from LegalMatch. According to the LegalMatch website, www.legalmatch.com, in 1999, the Online Legal Matching (OLM) concept was developed by LegalMatch founding lawyers "with a goal to provide a Web-based exchange to help individuals and small businesses make educated decisions when choosing a lawyer." LegalMatch.com went live in 2000.
- 15. LegalMatch claims that it is the industry leader in attorney/client matching services and is "the best way to find the right lawyer." Its website notes that as of 2014, three million

cases had been posted to LegalMatch and the website hit 25 million-page views.

(https://www.legalmatch.com/attorneys/companyinfo.html.) Presently, the home page notes that LegalMatch has increased its business to four million total posted cases.

(https://www.legalmatch.com/).

- 16. In *Jackson v. LegalMatch.com* (2019) 42 Cal.App.5th 760, 764, review denied (Mar. 11, 2020)) ("*Jackson*"), the California Court of Appeal determined that LegalMatch engages in referral activity for purposes of California Business & Professions Code section 6155 which regulates lawyer referral services.
- 17. The *Jackson* court looked to language included on the LegalMatch website to determine that, as a matter of law, LegalMatch operates as an attorney referral service. "Indeed, LegalMatch states that it "connect[s] people in immediate need of legal services with the right attorneys," and admits that consumers' inquiries are "automatically sent" to subscribing attorneys. (*Jackson, supra*, 42 Cal.App.5th at 778).

# LegalMatch Has Not Received Certification from the State Bar to Operate a Lawyer Referral Service.

- 18. LegalMatch has not been certified by the State Bar to operate a lawyer referral service.
- 19. On March 20, 2020, shortly after the *Jackson* decision was issued, the State Bar wrote to LegalMatch to demand that LegalMatch "immediately cease operations until such time as it is duly certified as a lawyer referral service under section 6155 and State Bar Rules." (See attached as Exhibit A the State Bar's March 20, 2020 letter to LegalMatch).
- 20. LegalMatch has failed to respond to the State Bar's March 20, 2020 directive that it cease and desist all operations until it is duly certified as a lawyer referral service.

#### LegalMatch Continues To Operate Without State Bar Certification.

21. Upon information and belief, LegalMatch remains in operation despite its lack of certification. LegalMatch's website, www.legalmatch.com, indicates that LegalMatch is operating as a lawyer referral service despite its lack of certification. The website currently contains statements that are very similar to the phrases on which the *Jackson* court relied in

COMPLAINT FOR INJUNCTIVE RELIEF PURSUANT TO BUSINESS & PROFESSIONS CODE § 6155

11

12

13

14

15

16

17

#### FIRST CAUSE OF ACTION

#### Violation of Business & Professions Code § 6155

#### (Against Defendant LegalMatch)

- 26. Plaintiff realleges and incorporates by reference the allegations set forth in each preceding paragraph of this complaint.
- 27. Business and Professions Code section 6155 governs the regulation of lawyer referral services by ensuring that they comply with certain minimum standards formulated and enforced by the State Bar. Section 6155, subd. (a)(1) provides in relevant part:
  - a. An individual, partnership, corporation, association, or any other entity shall not operate for the direct or indirect purpose, in whole or in part, of referring potential clients to attorneys, and no attorney shall accept a referral of such potential clients, unless all of the following requirements are met:
    - (1) The service is registered with the State Bar of California and (a) on July 1, 1988 is operated in conformity with minimum standards for a lawyer referral service established by the State Bar ... (emphasis added.)
  - 28. Business and Professions Code section 6155, subd. (f) provides in relevant part:
    - (f) With the approval of the Supreme Court, the State Bar shall formulate and enforce rules and regulations for carrying out this section, including rules and regulations that do the following:
    - (1) Establish minimum standards for lawyer referral services. The minimum standards shall include provisions ensuring that panel membership shall be open to all attorneys practicing in the geographical area served who are qualified by virtue of suitable experience, and limiting attorney registration and membership fees to reasonable sums that do not discourage widespread attorney membership.
    - (2) Require that an entity seeking to qualify as a lawyer referral service register with the State Bar and obtain from the State Bar a certificate of compliance with minimum standards for lawyer referral services.
    - (3) Require that the certificate may be obtained, maintained, suspended, or revoked pursuant to procedures set forth in the rules and regulations. ...
- 29. As alleged above, LegalMatch operates an online lawyer referral service for the direct purpose of referring potential clients to attorneys in California who subscribe to

19

20

21

22

23

24

2526

27

28

COMPLAINT FOR INJUNCTIVE RELIEF PURSUANT TO BUSINESS & PROFESSIONS CODE § 6155

# EXHIBIT A

#### OFFICE OF GENERAL COUNSEL

180 Howard Street, San Francisco, CA 94105

alison.lippa@calbar.ca.gov

March 20, 2020

Via E-mail anna.ostrovsky@legalmatch.com

Ms. Anna Ostrovsky
Chief Operating Officer
LegalMatch.com
395 Oyster Point Blvd, Suite 309
South San Francisco, CA 94080

RE: LegalMatch.com Application for LRS Certification

Dear Ms. Ostrovsky:

Following the California Supreme Court's March 11, 2020 denial of review in *Jackson v. LegalMatch.com* (2019) 42 Cal.App.5th 760 ("*Jackson*"), the California Court of Appeal's opinion is final that LegalMatch.com ("LegalMatch") engaged in referral activity for purposes of Business & Professions Code section 6155 ("section 6155").

Since the *Jackson* opinion was issued on November 26, 2019, the California State Bar ("State Bar") has sent LegalMatch several communications inquiring about the timing of your submission for certification under section 6155. On December 12, 2019, per your request, the State Bar sent you an application for certification as a lawyer referral service ("LRS"). You inquired at that time whether the State Bar would give assurances that no attorneys who subscribe to your service would be disciplined for accepting referrals from LegalMatch. On January 3, 2020, the State Bar's former Executive Director, Leah T. Wilson, informed you that the State Bar could not offer assurances that attorney subscribers to LegalMatch would not be disciplined for their participation in your service.

You also requested "temporary registration" for your services. Ms. Wilson's January 3 letter explained that the State Bar would be willing to work with LegalMatch throughout the certification process, but that there is no procedure available for "temporary registration." You were notified that LegalMatch must meet the minimum certification requirements for an LRS before State Bar certification would be granted. Ms. Wilson further outlined the LRS application process and provided copies of the relevant sections of the Business and Professions Code and Rules of the State Bar.

Anna Ostrovsky Re: LegalMatch.com LRS certification application March 20, 2020 Page 2

On January 17, 2020, you emailed Christal Bundang of the State Bar's Office of Access & Inclusion a list of questions concerning, among other things, the certification process. In that email you asked about "flexibility" of the rule that LRS panel members carry malpractice insurance. On January 30, 2020, Randall Difuntorum, Program Director of the Office of Professional Competence, responded in a detailed letter that explained, again, that the LRS requirements set forth in the Business & Professions Code and the State Bar Rules and all legal requirements, including the requirement for attorneys to carry malpractice insurance, must be met and cannot be waived. Mr. Difuntorum explained that "LegalMatch must become certified by the State Bar and comply with the minimum standards set forth in section 6155 and the Rules of the State Bar in order to continue operating."

On February 24, 2020, upon receiving no response to his January 30, 2020 letter, Mr. Difuntorum wrote to you again to remind you that LegalMatch must obtain certification to operate as an LRS. He requested that you provide him with an update on the status of LegalMatch's submission of its certification application as soon as possible.

On February 28, 2020, you responded via email that you were "close to finalizing the initial draft" of your application. You asserted that LegalMatch had difficulty in complying with the requirement that LRS panel members must carry malpractice insurance, and you indicated LegalMatch's interest in avoiding any final action on their members in the weeks before the Supreme Court issued its response to your petition for review of the *Jackson* opinion. You requested a telephone call to discuss these issues with the State Bar.

On March 6, 2020, Mr. Difuntorum responded to your February 28, 2020 email. He reiterated that the malpractice insurance requirement is mandated by statute and the Rules of the State Bar and therefore cannot be waived. He also reiterated that because LegalMatch has been deemed to be a lawyer referral service, it must be certified by the State Bar. He explained that a "grace period" could not be granted for your application. He reminded you that LegalMatch would be in knowing violation of the law if it continues to operate without certification. He agreed to a call but only after LegalMatch has submitted its application. He informed you again that LegalMatch may be operating in violation of Section 6155, and therefore liable for civil penalties. He again requested that you submit LegalMatch's application forthwith.

On March 11, 2020, the California Supreme Court denied your petition for review. On that same date, you wrote to Mr. Difuntorum stating that you would be making "internal modifications to meet the new requirements" so that you could submit LegalMatch's application.

It has now been over three months since LegalMatch obtained the LRS certification application in December, 2019. While you indicated in late February that an initial draft is close to final, it is now almost one month later and we have not received your application. You have asserted that you are working on "getting an application filed before the end of this month." We still do not have your completed application nor do we have a date certain by which you intend to submit the application.

Anna Ostrovsky
Re: LegalMatch.com LRS certification application
March 20, 2020
Page 3

Please be advised that the State Bar requires that LegalMatch submit its completed application for LRS certification no later than Tuesday March 31, 2020. As LegalMatch is currently operating as an uncertified lawyer referral service, it must immediately cease operations until such time as it is duly certified as a lawyer referral service under section 6155 and State Bar Rules. Otherwise the State Bar will take all appropriate action, including but not limited to the commencement of a civil enforcement action against LegalMatch and any person having an ownership interest in the lawyer referral service, pursuant to Business & Professions Code section 6030. LegalMatch may be subject to civil penalties and reimbursement to the State Bar of the reasonable costs of its investigation and prosecution of any civil action pursuant to Business & Professions Code section 6156.

If you would like to discuss this matter, you may contact me at (415) 538-2333 or allson lippa@calbac.ca.gov.

Sincerely.

Alison Lippa

CC:

Assistant General Counsel

Randall Difuntorum, Program Director, Office of Professional Competence
The State Bar of California

# EXHIBIT B



# Find the Right Lawyer! (/find-lawyers.html)

Fast, Free and Confidential (/find-lawyers.html)

Choose a Category

Can't find a category? Click here

ZIP Code or Location

Find a Local Lawyer >

LegalMatch Helps You Find the Right Lawyer!

Present Your Case to Local Lawyers in Minutes

Our legal service matches you with highly rated, licensed lawyers near you -for free. Over four million people and businesses have posted cases on

1 ~~~ 1 1 1 -+ ~ 1

## Present your case now! (/link.php?ar=/find-lawyers.html&ai=115)

## Are You a Lawyer?

Generate consistent leads with our legal marketing service (/attorneys/).

# Find a Lawyer by ...

<u>Issue</u> <u>State</u> <u>City</u>

Family Law Lawyers (/Family-Law-Lawyers.Html)

Personal Injury Lawyers (/Personal-Injury-Lawyers.Html)

Employment Lawyers (/Employment-Lawyers.Html)

Real Estate Lawyers (/Real-Estate-Lawyers.Html)

Criminal Defense Lawyers (/Criminal-Lawyers.Html)

Bankruptcy Lawyers (/Bankruptcy-Lawyers.Html)

Immigration Lawyers (/Immigration-Lawyers.Html)

Government Lawyers (/Government-Lawyers.Html)

Liability Lawyers (/Defective-Products-Lawyers.Html)

Business Law Lawyers (/Business-Lawyers.Html)

Estate Lawyers (/Estate-Lawyers.Html)

Intellectual Property Lawyers (/Intellectual-Property-Lawyers.Html)

Financial Lawyers (/Financial-Lawyers.Html)

Wills Probate Lawyers (/Wills-Probate-Lawyers.Html)

Divorce Lawyers (/Divorce-Lawyers.Html)

**Show More Categories** 

How It Works

How It Works - Attorneys



## 1. Post Your Case

It's FREE and easy, interested attorneys send you responses.

(/find-lawyers.html)



## 2. Review Responses

(/how-it-works.html)



# 3. Choose an Attorney

Meet for initial consultations and decide who is the right fit.

(/how-it-works.html)

# What People Are Saying About LegalMatch

I needed assistance with some legal matters and didn't know where to go. I found Legal Match and decided to give it a try. Instantly after filling out their questionnaire, I started receiving calls from the exact lawyers I needed for my legal matters.

— Diana, United States

# Better Understand Your Legal Issue With Our Online Law Library

Our <u>online law library (/law-library/)</u> has over 10,000 articles that can help guide you in the right direction to resolve your legal issue. Our legal experts have provided clear insights and detailed information that will help you settle your legal problems quickly without a heavy financial burden.

20 Years

Of helping people find the right lawyer

# Don't Just Find a Lawyer - Find the Right Lawyer

When you need to find a lawyer, our no-cost system provides you with access to pre-screened lawyers through a quick and painless process.

https://www.legalmatch.com 5/9

Immediately after you present your case, email notifications are sent to lawyers that match the geographic location and legal practice area you specify. Within 24 hours, your case is reviewed, evaluated, and when a lawyer is interested in taking your case, you'll receive a full attorney profile and their background information.

We'll also provide you with a full breakdown of their fee structure as well as user ratings by other LegalMatch clients to help you decide if

they're the right lawyer for you.

Within a few hours after you submit your case, you may receive responses from local attorneys by phone or email. We recommend waiting a day or two to allow the majority of attorneys to review your case thoroughly. Then, it's up to you to select the right lawyer near you based on the responses you receive and the legal qualifications you're looking for.

# Make Informed Decisions in a No-Pressure Setting

- Always 100% free to find and communicate with licensed attorneys no hidden fees
- Your privacy is always protected you decide when to disclose your personal information to interested attorneys

https://www.legalmatch.com 6/3

- All member lawyers are pre-screened and in good standing with their state's bar associations
- Review attorney's profiles and responses to your case before making a decision
- Know exactly how much each lawyer charges in detail
- Lawyer star ratings and reviews show previous customer
   experiences with each attorney and allow you to properly evaluate
   their strengths and weaknesses
- Gain access to lawyers in every area of law
- No random matching or choosing you make your decision based on a lawyer's expertise, experience, pricing, and availability
- There is never any obligation to hire or contact a lawyer through our service - you decide if and when you contact an attorney

# Contact Lawyers at Your Convenience

Submit your case at any time to find a lawyer or attorney near you and you will never be charged to use the LegalMatch service. No credit card is required! For more information on lawyer referral services and online client-attorney matching, read our detailed article entitled: How to Find a Lawyer (/law-library/article/how-to-find-a-lawyer.html)

# Recent Law Blog Posts

# FIND YOUR LAWYER NOW! (/LINK.PHP?AR=/FIND-LAWYERS.HTML&AI=115)



(//privacy.truste.com/privacyseal/validation? rid=e5840f6c-4417-46a7-a71d-

ebe13bcf17b7)

User Agreement (/company/user\_agreement.html)

Privacy Policy (/company/privacy\_statement.html)Site Map (/sitemap.html)

(415) 946-3744 | <u>Careers (https://www.legalmatchcareers.com/)</u>

395 Oyster Point Blvd #309, South San Francisco, CA 94080

Copyright 1999-2020 LegalMatch. All rights reserved.

OVER
4 MILLION
CASES POSTED

#### ATTORNEYS:

#### SIGN UP (/ATTORNEYS/)

# MARKET YOUR BUSINESS (/ATTORNEYS/)

#### LOGIN (/ATTORNEYS/SIGN IN.HTML)

Share the LegalMatch experience:



(https://www.facebook.com/LegalMatch)



(http://www.yelp.com/biz/legalmatchsouth-san-francisco)



(https://twitter.com/legalmatch)



(https://www.linkedin.com/company/legalmatch)

# EXHIBIT C

LegalMatch

Alisan Home Find Friends



LegalMatch @LegalMatch

Home

Find a Lawyer

Posts

Photos

About

Community

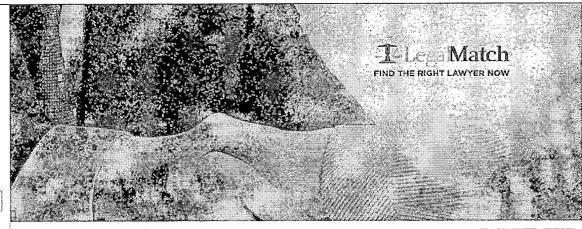
Get More Clients

Law Library

Newsletter

Services

Create a Page



Like Follow

Sign Up

Send Message

#### **Posts**



#### LegalMatch

March 18

Our staff is dedicated to keeping things running as smoothly as possible for all our member attorneys as well as the thousands of legal clients who post new cases each week. For all the #attorneys interested in running their firms on a more "virtual" basis during the #COVID-19 outbreak, Clio did an excellent job at outlining how attorneys can get setup to work from home. They make some very good #LegalTech for running a law firm remotely. Their tools, like ours work from mob... See More

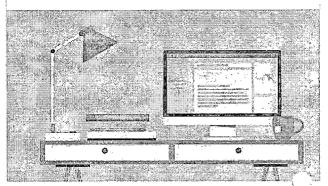


Clio - Cloud-Based Legal Technology March 13 -

Like Page

Lawyers should always feel empowered to make the best decisions for their families and their clients, especially during #coronavirus. Review this guide for tips on working remotely.

http://ow.ly/XKvP50yLnbq



How to Work Remotely as a Lawyer: A Guide | Clio

Review this in-depth guide for practical steps to take when workin...

LegalMatch April 28 at 10:35 AM -

The family of Twilla June Morin has filed a lawsuit against her nursing home for wrongful death and fraud. She was one of the 37 residents in

#### Our Story

LegalMatch is America's original attorney/client matching service. When a consumer presents a legal ...

See More

#### Community

See All

- 1. Invite your friends to like this Page
- 6,320 people like this
- 6,317 people follow this
- 56 check-ins

#### About

See All



- 395 Oyster Point Bivd, Ste 309 (19.22 mi) South San Francisco, California 94080 Get Directions
- (415) 946-3744
- Typically replies within a day Send Message
- www.legelmatch.com
- Legal Service Lawyer & Law Firm
- Hours Always Casen
- Suggest Edits

#### Page Transparency

See More

Facebook is showing information to help you better understand the purpose of a Page, See actions taken by the people who mahage and post content.

Page created - March 30, 2009

Related Pages





Home

Find Friends

Create



Doyourownwill.com Lawyer & Law Firm

Product/Service

Like



LawyersAndSettlemen... News & Media Website

Like

### LegalMatch @LegalMatch

Home

Find a Lawyer

Posts

Photos

About

Community

Get More Clients

**Photos** 

Law Library

Newsletter

Services

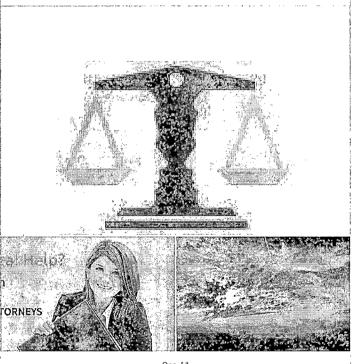
Create a Page





Privacy · Terms · Advertising · Ad Choices

Cookies · More Facebook @ 2020



See All

	encoure according commence and a minimal opera-	
		11 · · · · · · · · · · · · · · · · · ·
Services		
LegalMatch Attorney Matching S	iervice	Free
Present your case on LegalMatch for free	riee	
	See All	
management of the second of th		
Sec	e More	
many variations at a section of the contract of the section of the contract of	a commanda resoluti de las comitantes de la comitante de la co	a second or a second or a

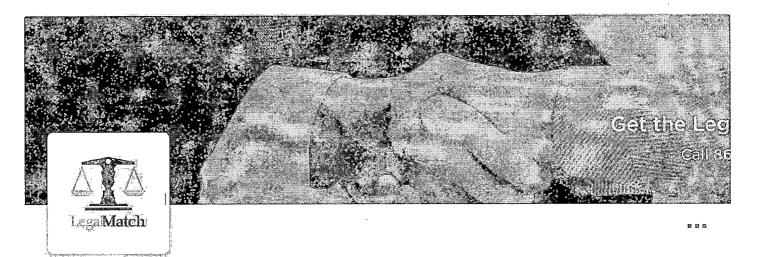
# EXHIBIT D

Linked 🛅

Join now

Sign in

LegalMatch in Corte Madera, CA



# LegalMatch



View all 192 employees

Legal Services

South San Francisco, CA · 3,802 followers

Attorneys: Get the Legal Clients You Need. Call 866.953.4259 to View Cases.

See jobs

Follow

## About us

LegalMatch was established in 1999 as a free, Web-based exchange to help individuals and small businesses make educated decisions when choosing a lawyer. Today, LegalMatch is the industry leader in legal marketing through our attorney/client matching services and is the best way to find the right lawyer. We are the premier marketing partner providing Legal Marketing Services for the solo and small firm attorney. Powered by leaders in engineering, law, membership services, marketing and administration, LegalMatch operates in all 50 states, and has developed a comprehensive team of legal marketing specialists that serve both consumers and the legal profession. The company is based in San Francisco, CA with offices in Austin, TX, Las Vegas, NV, and Reno, NV.

"LegalMatch helps clients find the right attorney and attorneys effectively market their practice."

Website

http://www.legalmatch.com/attorneys/ピ

Industries

**Legal Services** 

Company size

51-200 employees

Headquarters

South San Francisco, CA

Type

Privately Held

Founded

1999

**Specialties** 

Small Law Firm Marketing, Leads for Lawyers, Legal Lead

Generation, Law Practice Marketing, Attorney Marketing, Online

Legal Marketing, Legal Marketing, Law Firm Marketing

### Locations

Primary

395 Oyster Point Blvd

Suite 309

South San Francisco, CA 94080, US

Get directions ☑

4030 W Braker Ln

Building 1, Suite 100

Austin, Texas 78759, US

Get directions ☑

# Employees at LegalMatch



Michael P.
Lead Software Engineer



Srikanth Pulikonda



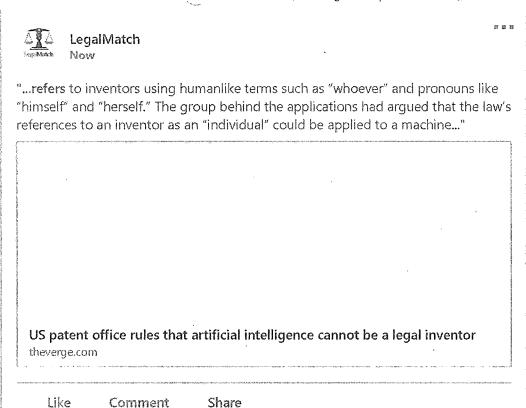
Ronald Cruickshank



Michael Langlois
Senior Membership Recruiting
Manager at LegalMatch,com

See all employees

# Updates



#### LegalMatch

Comment

22h

"Chief Judge Janet DiFiore, who previously delayed the state's July bar exam to Sept. 9 and 10, said travel and public gatherings constraints due to the COVID-19 pandemic would likely limit the number of people could take the exam...

NY Law Grads Can' Do 'Limited' Legal Work Under Supervision, Chief Judge Says |...

law.com

Like

Share

LegalMatch

Comment

22h

"LegalMatch has made our firm, Smith, O'Toole & Brooke, more successful because it brought in more clients, thus, we made more money." - James O, Business Litigation.

Case Study - James O. legalmatch.com

1 Like

Like Comment Share

# Join now to see what you are missing

Find people you know at LegalMatch

Browse recommended jobs for you

View all updates, news, and articles

Join now

# Affiliated pages



LegalMatch Philippines, Inc.

Information Technology and Services Cebu City, Cebu

# Similar pages



Legal Match

Legal Services

#### 4/30/2020



## LegalMatch Philippines, Inc.

Information Technology and Services Cebu City, Cebu

axiam

#### Axiom

Legal Services New York, New York



#### **Thomson Reuters**

Information Technology and Services
Toronto, ON

Show more similar pages ~

© 2020

User Agreement

Cookie Policy

**Brand Policy** 

Community Guidelines

About

Privacy Policy

Copyright Policy

**Guest Controls** 

Language

ATTORNEY OF PARTY WITHOUT ATTORNEY (Name, Stop Carning	her, and address):	FOR COURT USE ONLY			
Alison V. Lippa (SBN 160807) The State Bar of California, Office of General Co	nimsel				
180 Howard Street, San Francisco CA 94105-16	39 *	W T T T T			
	FAX.NO. (Optione) 415-538-2321	Superior Count of California			
TELEPHIONE NO: 415-538-2333  ATTORNEY FOR (Name): Plaintiff The State Bar of C		Superior Count of California			
SUPERIOR COURT OF CALIFORNIA, COUNTY OF STREET ADDRESS: 400 McAllister Street.	SAN, PRANCISCO	MAY 04 2020			
MAISING ADDRESS:	<b>^</b>	11110 9 1 2 9 2 0			
CITY AND ZIP CODE: San Francisco CA 94102		CLAPPS OF THE COURT			
BRANCH NAME: Civic Center Courthouse:		av. A charall			
CASE NAME: The State Bar of California v. Legalmatch com. a col	section and POES 110 industria.	Deputy Clerk			
	polation, and occasion in the same same same same same same same sam	rase vilkeere			
CIVIL CASE COVER SHEET	Complex Case Designation	CGC-20-584278			
X Unlimited X Limited (Amount (Amount					
demanded demanded is	Filed with first appearance by defenda (Cal. Rules of Court, rule 3,402)	, Table 1			
exceeds \$25,000) \$25,000)	** <sub>***</sub> **	DEPT.			
the state of the s	ow must be completed (see instructions	on page 2).			
1. Check one box below for the case type tha	t best describes this case:	We with a built the popular with print pri			
Auto Tort	Contract Breach of contract/warranty (06)	Provisionally Complex Civil Litigation (Cal. Rules of Court, rules 3,400–3,403)			
Auto (22)	Rule 3:740 collections (09)	Anlitrust/Trade regulation (03)			
Other RI/PD/WD (Personal Injury/Property	Other collections (09)	Construction defect (10)			
Damage/Wrongful Death), Tort	Insurance coverage (18)	Mass tort (40)			
Asbestos (04)	Other contract (37)	Securities litigation (28)			
Product trability (24)	Real Property	Environmental/Toxic tort (30)			
Medical malpractice (45)	Eminent domain/Inverse	Insurance coverage claims arising from the			
Other PI/RD/WD (23)	condemnation (14)	above listed provisionally complex case types (41)			
Non-PI/PD/WD (Other) Tort	(Xyrongitul eviction (39)	Enforcement of Judgment			
Business tort/unfair business practice (07)	Other real property (26)	Enforcement of judgment (20)			
Civil rights (08)	Unlawful Detainer	Miscellaneous Civil Complaint			
Defamation (13)	Commercial (S1)	[ RIGO (27)			
Fraud (16)	Residential (32) Drugs (38)	x Other complaint (not specified above) (42)			
Intellectual property (19)	dudicial Review	Miscellaneous Civil Potition			
Professional negligence (25)	Asset forfeiture (05)	Partnership and corporate governance (21)			
Other non-PI/PD/WD fort (35)	Petition re, arbitration award (11)	Other petition (not specified above) (43)			
Employment  Wrongful termination (36)	Writ of mandale (02)	, Supplementation of the state			
Other employment (15)	Other judicial review (39)				
	· · · · · · · · · · · · · · · · · · ·	ules of Court. If the case is complex, mark the			
2. This case is is x is not comfactors requiring exceptional judicial manag					
a. Large number of separately repre	sented parties d. Large num	ber of witnesses			
b. Extensive motion practice raising.	difficult or novel e Coordination	on with related actions pendingrimone or nore			
issues that will be time-consuming	to resolve courts in ot	her counties, states, or countries, or inva federal			
c. Substantial amount of documenta	y evidence court				
3. Remedies sought (check-all that apply): a:		postjudgmenម្បីឬស្វីចាំal ម៉ូប្រាមរប់ថ្ងៃចែក បាន មិន មិន declaratory or injunctive relief c:punitive			
<ol> <li>Remedies sought (check-all that apply): a:</li> <li>Number of causes of action (specify): One</li> </ol>	hairse of action — Violation of Business				
	ass action suit.	(A) A			
6. If there are any known related cases, file a		may use form (CN)-015)			
Date: May 4, 2020		. 1 1/1/			
ALISON V. LIPPA	·				
(TYPE OR PRINT NAME)	NOTICE	SIGNATURE OF PARTY DRIASTORNEY FOR PARTY)			
• Plaintiff must file this cover sheet with the F		d (except small claims cases or cases filed			
<ul> <li>Plaintiff must file this cover sheet with the first paper filed in the action or proceeding (except small claims cases or cases filed under the Probate Code, Family Code, or Welfare and Institutions Code). (Cal. Rules of Court, rule 3,220.) Failure to file may result</li> </ul>					
in sanctions.					
<ul> <li>File this cover sheet in addition to any cover sheet required by local court rule.</li> <li>If this case is complex under rule 3,400 et seq. of the California Rules of Court, you must serve a copy of this cover sheet on all</li> </ul>					
other parties to the action or proceeding.					
Indees this is a collections case under rule 3.740 or a complex case, this cover sheet will be used for statistical purposes only.					

#### INSTRUCTIONS ON HOW TO COMPLETE THE COVER SHEET

To Plaintiffs and Others Filing First Papers. If you are filing a first paper (for example, a complaint) in a civil case, you must complete and file, along with your first paper, the Civil Case Cover Sheet contained on page 1. This information will be used to compile statistics about the types and numbers of cases filed. You must complete items 1 through 6 on the sheet. In item 1, you must check one box for the case type that best describes the case. If the case fits both a general and a more specific type of case listed in item 1, check the more specific one. If the case has multiple causes of action, check the box that best indicates the primary cause of action, To assist you in completing the sheet, examples of the cases that belong under each case type in item 1 are provided below. A cover sheet must be filed only with your initial paper. Failure to file a cover sheet with the first paper filed in a civil case may subject a party. its counsel, or both to sanctions under rules 2:30 and 3.220 of the California Rules of Court.

To Parties in Rule 3.740 Collections Cases. A "collections case" under rule 3.740 is defined as an action for recovery of money owed in a sum stated to be certain that is not more than \$25,000, exclusive of interest and attorney's fees, arising from a transaction in Which property, services, or money was acquired on credit. A collections case does not include an action seeking the following: (1) tort damages, (2) punitive damages, (3) recovery of real property, (4) recovery of personal property, or (5) a prejudgment writ of attachment. The identification of a case as a rule 3.740 collections case on this form means that it will be exempt from the general time-for-service requirements and case management rules, unless a defendant files a responsive pleading. A rule 3.740 collections case will be subject to the requirements for service and obtaining a judgment in rule 3.740.

To Parties in Complex Cases. In complex cases only, parties must also use the Civil Case Cover Sheet to designate whether the case is complex. If a plaintiff believes the case is complex under rule 3.400 of the California Rules of Court, this must be indicated by completing the appropriate boxes in items 1 and 2. If a plaintiff designates a case as complex, the cover sheet must be served with the complaint on all parties to the action. A defendant may file and serve no later than the time of its first appearance a joinder in the plaintiff's designation, a counter-designation that the case is not complex, or, if the plaintiff has made no designation, a designation that the case is complex.

CASE TYPES AND EXAMPLES

Auto Tori

Provisionally Complex Coult intration (Call)

**Auto Tort** 

Auto (22)-Personal Injury/Property Damage/Wronoful Death Uninsured Motorist (46) (if the case involves an uninsured motorist claim subject to arbitration, check this iteminstead of Auto)

Other PI/PD/WD (Personal Injury/ Property Damage/Wrongful Death) Tort

Asbestos (04) Asbestos Property Damage Asbestos Personal Injury/ Wrongful Death Product Liability (not aspestos or toxic/environmental) (24) Medical Maloractice (45) Medical Malpractice-

Physicians & Surgeons: Other Professional Health Care Malpractice

Other PI/PD/WD (23)

Premises Liability (é.g., slip and fall)

Intentional Bodily Injury/PD/WD (e.g., assault, vandalism)

Intentional Infliction of **Emotional Distress** 

Negligent Infliction of **Emotional Distress** Other PI/PD/MD

Non-PI/PD/WD (Other) Tort

Business Tort/Unfair Business Practice (07)

Civil Rights (e.g., discrimination; false arrest) (not civil harassment) (08)

Defamation (e.g., slander, libel)

(13) Fraud (16)

Intellectual Property (19) Professional Negligence (25)

Legal Malpractice Other Professional Malpractice

(not medical or legal) Other Non-PI/PD/WD Tort (35)

Employment

Wrongful Termination (36) Other Employment (15)

Breach of Contract/Warranty (06) Breach of Rental/Lease Contract (not unlawful detainer

or wrongful eviction) Contract/Warranty Breach-Seller

Plaintiff (not fraud or negligence) Negligent Breach of Contract/ Warranty.

Other Breach of Contract/Warranty Collections (e.g., money owed, open

book accounts) (09) Collection Case-Seller Plaintiff Other Promissory Note/Collections

Case Insurance Coverage (not provisionally

complex) (18)

Auto Subrogation Other Coverage Other Contract (37)

Contractual Fraud Other Contract Dispute

Real Property

Eminent Domain/Inverse Condemnation (14)

Wrongful Eviction (33)

Other Real Properly (e.g., quiet title) (26) Writ of Possession of Real Property

Mortgage Foreclosure Quiet Title

Other Real Property (not eminent domain, landlord/tenant, or

foreclosure)

Unlawful Detainer Commercial (31)

Residential (32)

Drugs (38) (if the case involves illegal drugs, check this item; otherwise, report as Commercial or Residential)

Judicial Review

Asset Forfeiture (05)

Petition Re: Arbitration Award (11)

Writ of Mandate (02)

Wat-Administrative Mandamus Writ-Mandamus on Limited Court

Case Matter Writ-Other Limited Court Case Review

Other Judicial Review (39)

Review of Health Officer Order Notice of Appeal-Labor Commissioner Appeals

Provisionally Complex Civil Litigation (Cal. Rules of Court Rules 3,400-3,403)

Antitrust/Trade Regulation (03) Construction Defect (10)

Claims Involving Mass Tort (40) Securities Litigation (28)

Environmental/Toxic Tort (30) Insurance Coverage Claims

(ansing from provisionally complex case type listed above) (41)

Enforcement of Judgment

Enforcement of Judgment (20) Abstract of Judgment (Out of County)

Confession of Judgment (nondomestic relations)

Sister State Judgment Administrative Agency Award

(not unpaid taxes) Petition/Certification of Entry of

Judgment on Unpaid Taxes Other Enforcement of Judgment

Case Miscellaneous Civil Complaint

RICO (27)

Other Complaint (not specified above) (42).

Declaratory Relief Only-Injunctive Relief Only (non-

harassment)

Mechanics Lien

Other Commercial Complaint Case (non-tort/non-complex)

Other Civil Complaint (non-tort/non-complex)

Miscellaneous Civil Petition Partnership and Corporate

Governance (21)

Other Petition (not specified above) (43)

Civil Harassment Workplace Violence: Elder/Dependent Adult

Abuse **Election Contest** 

Petition for Name Change Pétition for Relief From Late

Claim

Other Civil Petition