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17 **UNITED STATES DISTRICT COURT**  
18 **CENTRAL DISTRICT OF CALIFORNIA**  
19 **WESTERN DIVISION**

21 AFMS LLC,  
22 Plaintiff,  
23 v.  
24 UNITED PARCEL SERVICE CO.  
and FEDEX CORPORATION,  
25 Defendants.  
26

Case No. 2:10-CV-05830-MMM-RC

**DEFENDANT FEDEX  
CORPORATION'S REPLY  
MEMORANDUM IN SUPPORT OF  
MOTION TO DISMISS FIRST  
AMENDED COMPLAINT PURSUANT  
TO FED. R. CIV. P. 12(b)(6)**

Hearing Date: January 31, 2011  
Time: 10:00 a.m.  
Place: Courtroom 780 - Roybal  
Judge: Hon. Margaret M. Morrow

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24  
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26  
27  
28

## TABLE OF CONTENTS

|  | <b>Page</b> |
|--|-------------|
| I. AFMS Lacks Antitrust Standing Because It Failed to Plead Injury in the Relevant Market in Which Competition Was Allegedly Harmed.....                           | 1           |
| A. Time-Sensitive Package Delivery and Consulting Services Are In Separate Product Markets .....   | 1           |
| B. <i>American Ad Management</i> and <i>Yellow Pages</i> Are Inapplicable Because in Those Cases the Plaintiffs Participated in the Markets Allegedly Harmed ..... | 4           |
| II. AFMS Fails to Plead a Plausible Conspiracy and Cannot Rely on Assertions Outside of the First Amended Complaint.....   | 6           |
| III. AFMS’s Monopoly Claim Is Nonsensical and Finds No Support in Legal or Economic Authority .....  | 10          |
| A. AFMS Cannot Show That FedEx – the Smaller Seller in a Two-Seller Market – Threatens to Obtain Monopoly Power .....  | 10          |
| B. FedEx’s Purported Conduct Cannot Be Anticompetitive When It Would Have Allegedly Given Its Rival a “Huge Potential Competitive Advantage.” .....                | 13          |

1  
2  
3  
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

**TABLE OF AUTHORITIES**

**Page**

**CASES**

*Am. Ad Mgmt., Inc. v. Gen. Tel. Co. of Cal.*,  
190 F.3d 1051 (9th Cir. 1999)..... 1, 4, 5, 6

*Aspen Skiing Co. v. Aspen Highlands Skiing Corp.*,  
472 U.S. 585, 105 S. Ct. 2847, 86 L. Ed. 2d 467 (1985) ..... 11, 13

*Associated Gen. Contractors of Cal., Inc. v. Cal. State Council of  
Carpenters*,  
459 U.S. 519, 103 S. Ct. 897, 74 L. Ed. 2d 723 (1983) ..... 3

*Atl. Richfield Co. v. USA Petroleum Co.*,  
495 U.S. 328, 110 S. Ct. 1884, 109 L. Ed. 2d 333 (1990) ..... 3

*Bahn v. NME Hosps., Inc.*,  
772 F.2d 1467 (9th Cir. 1985)..... 1

*Bell Atl. Corp. v. Twombly*,  
550 U.S. 544, 127 S. Ct. 1955, 167 L. Ed. 2d 929 (2007) ..... 6, 7, 8, 9, 10

*Cascade Health Solutions v. Peacehealth*,  
515 F.3d 883 (9th Cir. 2008) ..... 12, 13

*Catch Curve, Inc. v. Venali, Inc.*,  
519 F. Supp. 2d 1028 (C.D. Cal. 2007)..... 12

*Eastman Kodak Co. v. Image Technical Serv., Inc.*,  
504 U.S. 451, 112 S. Ct. 2072, 119 L. Ed. 2d 265 (1992) ..... 11, 13

*Hinds County v. Wachovia Bank, N.A.*,  
620 F. Supp. 2d 499 (S.D.N.Y. 2009) ..... 10

*Image Technical Services, Inc. v. Eastman Kodak Co.*,  
125 F.3d 1195 (9th Cir. 1997)..... 10

*In re Graphics Processing Units Antitrust Litigation*,  
527 F. Supp. 2d 1011 (2007) ..... 10

*In re Static Random Access Memory (SRAM) Antitrust Litigation*,  
580 F. Supp. 2d 896 (2008) ..... 10

*Legal Econ. Evaluations, Inc. v. Metro. Life Ins. Co.*,  
39 F.3d 951 (9th Cir. 1994)..... 3

*Lorain Journal Co. v. United States*,  
342 U.S. 143, 72 S. Ct. 181, 96 L. Ed. 162 (1951) ..... 11, 13

**TABLE OF AUTHORITIES**  
**(continued)**

1  
2  
3  
4  
5  
6  
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9  
10  
11  
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28

**Page**

|  |      |
|--|------|
| <i>Rebel Oil Co. v. Atlantic Richfield Co.</i> ,<br>51 F.3d 1421 (9th Cir. 1995) .....   | 12   |
| <i>Verizon Commc'ns Inc. v. Law Offices of Curtis V. Trinko, LLP</i> ,<br>540 U.S. 398, 124 S. Ct. 872, 157 L. Ed. 2d 823 (2004) ..... | 11   |
| <i>Yellow Pages Cost Consultants, Inc. v. GTE Directories Corp.</i> ,<br>951 F.2d 1158 (9th Cir. 1991) .....                           | 5, 6 |

1 AFMS's Omnibus Opposition to Defendants' motions to dismiss only  
2 underscores the insufficiency of its First Amended Complaint against FedEx.  
3 Despite already having the opportunity to amend its complaint, AFMS goes far  
4 outside its pleadings to argue that this litigation should proceed. Its arguments are  
5 faulty, and its claims should be dismissed with prejudice.<sup>1</sup>

6 **I. AFMS Lacks Antitrust Standing Because It Failed to Plead Injury in the**  
7 **Relevant Market in Which Competition Was Allegedly Harmed.**

8 **A. Time-Sensitive Package Delivery and Consulting Services Are In**  
9 **Separate Product Markets.**

10 It is well established that antitrust injury "requires the plaintiff to have  
11 suffered its injury *in the market where competition is being restrained.*" *Am. Ad*  
12 *Mgmt., Inc. v. Gen. Tel. Co. of Cal.*, 190 F.3d 1051, 1057 (9th Cir. 1999) (emphasis  
13 added). Accordingly, the plaintiff must itself participate in the market that has  
14 suffered the alleged competitive injury. *Id.*; *Bahn v. NME Hosps., Inc.*, 772 F.2d  
15 1467, 1470 (9th Cir. 1985). AFMS fails to meet this requirement because it has not  
16 – and cannot – plead that it participated in the relevant market of package shipping  
17 and delivery, or that FedEx somehow caused harm to competition for consulting  
18 services.

19 Notwithstanding the newly asserted facts in Plaintiff's Opposition, this  
20 motion must be resolved based on what is *and is not* alleged in the First Amended  
21 Complaint. AFMS does *not* allege that it sells package shipping and delivery.  
22 Instead, by its own admission, it is in the business of "providing small parcel and  
23 freight consulting services and assisting shippers negotiate competitive small parcel  
24 and freight contracts." (First Amended Complaint ("FAC") ¶ 3.) Conversely,  
25 AFMS does *not* allege that FedEx participates in the market for shipping consulting  
26 services. Indeed, AFMS alleges no facts to define such a market for consulting  
27 services, or that FedEx has any share of that market. AFMS does not allege that

28 <sup>1</sup> FedEx incorporates by reference the arguments and authorities cited in UPS's opening memorandum and reply brief.

1 FedEx and UPS compete with one another in consulting services, or that they  
2 compete with AFMS or the hundreds or thousands of shipping consultants like  
3 AFMS. The First Amended Complaint instead alleges that Defendants compete  
4 with one another in the package delivery and express shipping market. (FAC ¶ 6.)  
5 Moreover, AFMS also does not allege that Defendants' conduct has resulted in a  
6 decrease in the competitive price of consulting services. Rather, AFMS alleges  
7 only that their conduct resulted in higher *shipping* costs. (FAC ¶ 10-11.) AFMS is  
8 not alleging that it personally has paid higher shipping costs.

9 No matter what tortured argument AFMS may try to make regarding  
10 standing, the fact is undisputed on this record that package delivery and consulting  
11 services are not interchangeable products. The First Amended Complaint does not  
12 allege that they are. Entities that sell package delivery do not compete with entities  
13 that offer shipping consulting services. Rather, AFMS acknowledges that there are  
14 two distinct markets at play: the market for shipping packages and a market for  
15 providing consulting services. Omnibus Opp'n at 4:17-20 (claiming that it  
16 participated in "*both* the market for the delivery of time-sensitive letters, documents  
17 and packages *and* in the market for consulting on such deliveries by, amongst other  
18 things, facilitating deals and handling negotiations between Defendants and  
19 shippers") (emphasis added). But AFMS's claim to participate in both of these  
20 markets is outside the four corners of its pleadings. As noted above, the First  
21 Amended Complaint does not allege that AFMS participates, or how AFMS  
22 participates, in the market for the delivery of time-sensitive letters, documents and  
23 packages.

24 AFMS and Defendants operate in two distinct economic markets as  
25 illustrated by the more traditional example of alleged price fixing. Assume that the  
26 allegation here were that Defendants shared information that stabilized prices for  
27 package delivery. An inflated price for package delivery would not negatively  
28 affect AFMS's business opportunities or the price that AFMS charges its clients for

1 its services. Similarly, if AFMS and its competitors colluded and fixed the price at  
2 which they sold their consulting services (for instance, if they all charged as their  
3 fee the same percentage of any savings they obtained for their clients), that  
4 collusion would not affect the price at which FedEx and UPS sold their services.  
5 The pricing of consulting services is independent of the pricing of delivery services  
6 because the two markets are independent. The antitrust laws are only concerned  
7 with economic markets. *See Associated Gen. Contractors of Cal., Inc. v. Cal. State*  
8 *Council of Carpenters* (“AGC”), 459 U.S. 519, 538 (1983).

9 Because the market in which FedEx and UPS compete and sell their delivery  
10 services is different from the market in which AFMS sells its consulting services,  
11 AFMS’s antitrust claim fails. Unlike a typical tort claim, which requires only  
12 injury and causation, the ambit of an antitrust claim is far narrower – it requires  
13 injury to competition in a relevant market and injury to the plaintiff *in that*  
14 *particular relevant market*. *See Atl. Richfield Co. v. USA Petroleum Co.*, 495 U.S.  
15 328, 339 (1990); *Legal Econ. Evaluations, Inc. v. Metro. Life Ins. Co.*, 39 F.3d 951,  
16 954 (9th Cir. 1994) (“the private plaintiff must link its own injury to the  
17 *anticompetitive* aspect of the defendants’ conduct”) (emphasis in original).  
18 AFMS’s antitrust claim is not merely a matter of causation. The fact that  
19 Defendants’ conduct may have *caused* some injury to AFMS is largely irrelevant.  
20 FedEx could have tortiously interfered with AFMS’s contractual relations with  
21 AFMS’s clients giving rise to a common law tort claim, for instance, without that  
22 conduct constituting a violation of the Sherman Act. Only conduct that has an  
23 effect on competition in a relevant market can fall within the scope of the Sherman  
24 Act.<sup>2</sup>

25 <sup>2</sup> AFMS acknowledges this requirement. Omnibus Opp’n at 5 n.2 (arguing that the  
26 issue in this case is “whether AFMS’s injury resulted from Defendants’  
27 anticompetitive activities within the relevant markets”). The problem with AFMS’s  
28 position is that, although it agrees with this legal standard in principle, it conflates  
Defendant’s alleged harm to competition in the relevant market for delivery  
services with its alleged injury in the market for consulting services. And as

1           **B. *American Ad Management and Yellow Pages Are Inapplicable***  
2           ***Because in Those Cases the Plaintiffs Participated in the Markets***  
3           ***Allegedly Harmed.***

4           AFMS's allegations are markedly different from the two cases that AFMS  
5           relies upon. In *American Ad Management*, the plaintiff was an authorized selling  
6           representative of Yellow Pages advertising space. 190 F.3d at 1053. The Yellow  
7           Pages publishers permitted authorized sales representatives like the plaintiff to sell  
8           their advertising space in direct competition with the Yellow Pages publishers  
9           themselves. *Id.* The publishers paid the representatives a commission in the form  
10          of a discount. *Id.* When the publishers eliminated the discount, the sales  
11          representatives could no longer compete with the publishers in the sale of  
12          advertising space. *Id.* The plaintiff representative's claim for damages was based  
13          on its loss of the commission that it had previously received from the defendant  
14          publishers. *Id.* at 1056-57. The injury claimed by plaintiff flowed from that which  
15          made the defendants' conduct unlawful – the agreement to eliminate those  
16          commissions. *Id.* at 1056.

17          The plaintiff sales representative and defendant Yellow Pages publishers sold  
18          the very same product – advertising space. They operated in the same market. The  
19          publishers' change in pricing to the sales representatives resulted in the alleged  
20          injury to the representatives. In contrast, AFMS and Defendants do not compete in  
21          the sale of package transportation and delivery because AFMS *does not offer that*  
22          *service*. Unlike in *American Ad Management*, the defendants' alleged collusion  
23          that resulted in increased prices in the market for the sale of package delivery  
24          services remains unconnected to AFMS's claimed injury because the product  
25          markets are different. One is the transportation and delivery of packages; the other  
26          is consulting services. The products are not interchangeable. As discussed above,

27          explained above, the First Amended Complaint fails to allege either that AFMS  
28          participated and was injured in the relevant market for delivery services or that  
29          Defendants caused competitive harm in the consulting services market.

1 changes in the market conditions and pricing in the package delivery market do not  
2 necessarily affect any competition in the consulting market.

3 *Yellow Pages Cost Consultants, Inc. v. GTE Directories Corp.*, is not to the  
4 contrary. GTE and the plaintiffs competed in the sale of consulting services to  
5 advertisers. 951 F.2d 1158, 1159 (9th Cir. 1991). GTE argued that its consulting  
6 services did not compete with plaintiffs' services because GTE did not charge  
7 separately for them, instead building them into its advertising rate structure. *Id.* at  
8 1159-60. The court rejected this argument, finding that "GTE has cited no  
9 authority that a trier of fact could not conclude that otherwise identical services are  
10 distinct because one party charges for them as part of a package of products and the  
11 other charges for them separately in accordance with a different marketing  
12 scheme." *Id.* at 1161. Thus, there was no dispute that the parties competed in the  
13 same market. In contrast, here the First Amended Complaint does not allege that  
14 AFMS and Defendants compete – either in the sale of delivering packages (which  
15 AFMS does not sell) or in the sale of consulting services (which Defendants do not  
16 sell).<sup>3</sup>

17 AFMS's claims fail because its "injuries, though flowing from that which  
18 makes the defendant's conduct unlawful, are experienced in another market."  
19 *American Ad Management*, 190 F.3d at 1057. AFMS does not allege that it buys  
20 package delivery, that it provides package delivery, or that it sells package delivery  
21 as a reseller or sales representative. It has not alleged that it participates in the  
22 market for time-sensitive package delivery in any capacity whatsoever. AFMS's  
23 allegations do not support a claim for relief under the Sherman Act because AFMS  
24 is neither a consumer nor a competitor of Defendants; and because the products in  
25

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26 <sup>3</sup> Nor would it make sense for Defendants to sell the type of consulting services that  
27 AFMS provides, which according to the First Amended Complaint, involve  
28 negotiating *against* Defendants for lower pricing. (FAC ¶ 9 (a consultant such as  
AFMS "help[s] shippers negotiate with UPS/FedEx to achieve the maximum  
savings for the shipper").)

1 question are non-interchangeable. The parties compete in different markets, in  
2 contrast to *American Ad Management* and *Yellow Pages*, in which the product and  
3 markets were the same.

4 Because AFMS fails to meet antitrust standing requirements, its antitrust  
5 claims under Sherman Act Section 1 and Section 2 should be dismissed in their  
6 entirety.

7 **II. AFMS Fails to Plead a Plausible Conspiracy and Cannot Rely on**  
8 **Assertions Outside of the First Amended Complaint.**

9 AFMS's Omnibus Opposition, in which it asserts facts far beyond those  
10 alleged in the First Amended Complaint, highlights the insufficiency of its  
11 conspiracy allegations, as pled. Had AFMS actually pled a plausible conspiracy, it  
12 would have no need to go beyond the allegations of its First Amended Complaint to  
13 respond to FedEx's motion to dismiss. Yet AFMS does just that. The "main  
14 points" that it raises in support of its conspiracy claim, *see* Omnibus Opp'n at 11-  
15 13, are a combination of new, unsupported assertions and the same flawed  
16 allegations of parallel conduct that fail to explain why an inference of collusion is  
17 more likely than the inference of independent conduct. Furthermore, AFMS does  
18 not even attempt to respond to FedEx's explanation why – as the First Amended  
19 Complaint itself shows – FedEx had lawful and independent motives to keep its  
20 confidential pricing data from being aggregated and used against it in negotiations  
21 and to protect its relationships with FedEx customers.

22 Because parallel conduct can be "just as much in line with a wide swath of  
23 rational and competitive business strategy unilaterally prompted by common  
24 perceptions of the market," such bare allegations do not suffice to state a claim  
25 under Section 1 of the Sherman Act. *Bell Atl. Corp. v. Twombly*, 550 U.S. 544,  
26 554-56 (2007). Here, AFMS's allegations do not so suffice:

27 *Industry Event and Failure to Deny Collusion:* The allegation that unnamed  
28 FedEx and UPS representatives "announced" their purported policies at an industry

1 event in October 2009 (FAC ¶ 13) says nothing at all about when either FedEx or  
2 UPS *decided* to adopt the policies or began *implementing* the policies. Indeed, the  
3 First Amended Complaint itself indicates that Defendants did *not* adopt their  
4 policies at the same time. (FAC ¶ 15 (AFMS’s managing director was purportedly  
5 told by a customer representative that “FedEx is not working with third party  
6 consultants and that ‘UPS is *going to be doing the same thing soon ...*’.”.)  
7 (emphasis added).) The clear implication is that UPS adopted its policy at some  
8 point *after* FedEx had put its own policy into practice. Notably, AFMS does not  
9 address this contradiction in either its Complaint or Omnibus Opposition. Nor does  
10 the timing of the so-called “simultaneous announcement” at the industry event  
11 indicate any sort of agreement between FedEx and UPS – that both representatives  
12 purportedly referred to the policies while “appearing on a panel” (FAC ¶ 13) at an  
13 event devoted to the shipping industry is hardly surprising.

14 AFMS’s reliance on Defendant’s “failure to deny collusion” at the industry  
15 event is equally faulty. Nothing can be inferred from this claim when there was no  
16 duty to speak, particularly when the First Amended Complaint does not even allege  
17 that Defendants were asked the question. The alleged fact that the representatives  
18 did not spontaneously deny collusion is not probative of anything and cannot  
19 support a claim under *Twombly*.

20 *Internal Memoranda*: The First Amended Complaint alleges that FedEx and  
21 UPS issued internal guidelines regarding third-party consultant policies on the same  
22 date in April 2010. (FAC ¶ 13.) It does *not* allege that Defendants adopted or  
23 implemented these policies on this particular date or otherwise at the same time.  
24 AFMS’s assertion in its opposition brief that policies were “put into effect, via  
25 internal memoranda, by both Defendants on the exact same day,” Omnibus Opp’n  
26 at 11:28-12:1, thus finds no basis whatsoever in the First Amended Complaint.  
27 And, as FedEx noted in its motion, the Complaint itself indicates that UPS and  
28 FedEx had already decided to adopt the purported policies months earlier—no later

1 than October 2009. (FAC ¶ 13 (UPS and FedEx announced their policies at the  
2 October 2009 industry event); FAC ¶ 18 (alleging that FedEx and UPS began  
3 excluding consultants “on or about the Fall of 2009”).) So, fairly read, the  
4 Complaint asserts that FedEx and UPS both adopted a new policy at some  
5 undefined point, that FedEx had already adopted it before UPS, no later than  
6 October 2009, and that both issued internal guidance fleshing out their different  
7 respective policies on the same date in April 2010. Arguably, the Complaint does  
8 not even allege parallel conduct, but to the extent it does, such merely parallel  
9 conduct is not enough to support a conspiracy claim. *Twombly*, 550 U.S. at 554-56.

10 *Retaliatory Threats*: AFMS’s reliance on unattributed statements from  
11 unnamed parties does not meet *Twombly* standards. (See FAC ¶ 15 (alleging that  
12 FedEx and UPS each informed “shippers” that it would raise rates if the shippers  
13 engaged third-party consultants).) When did these alleged statements occur?  
14 Where did they occur? Who made them? Did the individual have any authority or  
15 knowledge so that the comment deserved to be credited? These are all facts within  
16 AFMS’s knowledge since it has alleged that the statements were made. And even  
17 assuming that FedEx and UPS both threatened their customers with higher rates,  
18 such a fact is not probative of collusion. The mere allegation of such threats,  
19 without any attribution or detail, is as consistent with an independent decision to  
20 enforce an independent policy as it is with collusion.

21 *Meeting and Confering*: AFMS’s claim that “Defendants’ representatives  
22 met and conferred *regarding the implementation of this policy and to ensure its*  
23 *uniform application between both companies,*” Omnibus Opp’n at 12:6-8 (emphasis  
24 added), also goes far beyond the facts alleged in its First Amended Complaint. See  
25 also Omnibus Opp’n at 2:17-18 (“Defendants’ representatives also communicated  
26 with each other *to ensure that third-party consultants were uniformly excluded.*”)  
27 (emphasis added). No matter how often AFMS repeats this claim in its opposition  
28 brief, it appears nowhere in the First Amended Complaint. To the contrary,

1 paragraph 13 of the First Amended Complaint alleges that FedEx and UPS  
2 representatives attended an industry event – once. And apart from appearing on the  
3 same panel, there is no indication that the representatives interacted at the event or  
4 had any communication with each other whatsoever.

5 Paragraph 13 also alleges that representatives “sat and conferred” with each  
6 other at or outside a customer’s premises. Yet as discussed in FedEx’s motion to  
7 dismiss, the paragraph is silent as to who the representatives were, where or when  
8 they “sat,” or what the representatives “conferred” about. The First Amended  
9 Complaint does not allege that this communication had anything at all to do with  
10 third-party consultants or with FedEx, UPS, or the shipping business generally.  
11 AFMS’s assertion in its opposition brief that representatives conferred regarding  
12 the “implementation” of the purported policies to “ensure its uniform application”  
13 is pure conjecture and finds no basis in the First Amended Complaint.

14 Economic Motivation: The mere allegation that independent implementation  
15 of the policies does not make sense cannot satisfy *Twombly*. On the contrary,  
16 *Twombly* makes clear that courts must vet carefully such self-serving allegations.  
17 550 U.S. at 558-59. In its motion to dismiss, FedEx has explained in detail why –  
18 as the First Amended Complaint itself demonstrates – independently ceasing to  
19 work with third-party consultants makes sense from a business perspective. FedEx  
20 Mot. to Dismiss at 15-17. AFMS does not even attempt to respond to this  
21 explanation.

22 Department of Justice Investigation: The allegation that the Department of  
23 Justice has opened an investigation into FedEx’s and UPS’s third-party consultant  
24 policies appears for the first time in AFMS’s opposition brief. Omnibus Opp’n at  
25 13 n.5. This claim is outside the pleadings and the Court should disregard it.  
26 Moreover, even if AFMS had properly alleged the existence of a Department of  
27 Justice investigation, courts have repeatedly held that such investigations are  
28 irrelevant to Section 1 conspiracy claims. *In re Graphics Processing Units*

1 *Antitrust Litig.*, 527 F. Supp. 2d 1011, 1024 (2007) (an investigation “carries no  
2 weight in pleading an antitrust conspiracy claim”); *In re Static Random Access*  
3 *Memory (SRAM) Antitrust Litig.*, 580 F. Supp. 2d 896, 903 (2008) (“the existence  
4 of the investigation does not support Plaintiffs’ antitrust conspiracy claims”); *Hinds*  
5 *County v. Wachovia Bank, N.A.*, 620 F. Supp. 2d 499, 514 (S.D.N.Y. 2009)  
6 (investigations “do not make the [complaint’s] allegations plausible, for the  
7 purposes of deciding a motion to dismiss under the standards as laid out in  
8 *Twombly ...*”). As explained by the court in *Graphics Processing Units*, the result  
9 of a Department of Justice inquiry is unknown, and “the scope of the investigation  
10 is pure speculation.” 527 F. Supp. 2d at 1024. The existence of an investigation is  
11 thus a “non-factor.” *Id.*

12 Despite AFMS’s attempts to introduce new facts and characterizations, it  
13 cannot save its deficient conspiracy pleadings. The First Amended Complaint fails  
14 to allege either an express agreement between FedEx and UPS or the type of  
15 parallel conduct that could not “just as well be independent action.” *Twombly*, 550  
16 U.S. at 557. AFMS’s Section 1 claim falls short of *Twombly*’s standards and  
17 warrants dismissal.

### 18 **III. AFMS’s Monopoly Claim Is Nonsensical and Finds No Support in Legal** 19 **or Economic Authority.**

#### 20 **A. AFMS Cannot Show That FedEx – the Smaller Seller in a Two-** 21 **Seller Market – Threatens to Obtain Monopoly Power.**

22 AFMS fails to address the fundamental deficiency in its section 2 claim  
23 against FedEx – that it is completely nonsensical. In a two-player market, such as  
24 that alleged here, the smaller participant (FedEx) has no ability to exercise market  
25 power, absent some kind of lock-in effect preventing customers from moving to its  
26 competitor (UPS). *Image Technical Services, Inc. v. Eastman Kodak Co.* is utterly  
27 irrelevant, and actually reinforces the inadequacy of the allegations here. 125 F.3d  
28 1195, 1209-11 (9th Cir. 1997). In *Kodak*, the court found that the aftermarket for  
servicing Kodak equipment was a plausible market for antitrust purposes. *See id.* at

1 1212. Therefore, although Kodak lacked market power in the market for the sale of  
2 photocopier equipment, it possessed market power in the services aftermarket  
3 because customers experienced “lock-in” to the durable product once they had  
4 purchased it. *Id.* (citing *Eastman Kodak Co. v. Image Technical Serv., Inc.*, 504  
5 U.S. 451, 477 (1992)). There is no such allegation here. Nor could there be.

6 *Aspen Skiing Co. v. Aspen Highlands Skiing Corp.*, 472 U.S. 585 (1985), is  
7 also inapposite. There, the basis for the antitrust claim was that Aspen Skiing Co.,  
8 which owned three of the four ski mountains in Aspen, somehow had market power  
9 in the form of an essential facility, requiring that it include the fourth mountain,  
10 owned by Aspen Highlands, in their multi-mountain ticket. *See id.* at 599. Putting  
11 aside the fact that *Aspen Skiing* has been criticized for years, *see, e.g., Verizon*  
12 *Comm’ns Inc. v. Law Offices of Curtis V. Trinko, LLP*, 540 U.S. 398, 409 (2004),  
13 and limited to very extreme factual conditions, FedEx possesses no essential facility  
14 here conferring on it market power. It is merely the smaller of two competitors in  
15 the market. As such, if FedEx raised prices or imposed burdensome customer  
16 restraints, such as the refusal to deal with a customer’s preferred consultant, the  
17 customer could simply ship with UPS in the future.

18 AFMS also confuses attempts to monopolize with cases of actual  
19 monopolization. *Aspen Skiing*, *Kodak*, and *Lorain Journal Co. v. United States*  
20 each involved actual monopolists – entities with market power. *See Lorain*  
21 *Journal*, 342 U.S. 143, 149-50 (1951) (recognizing defendant’s monopoly in the  
22 field of local advertising). But, that is not true for FedEx, which has no market  
23 power. The claim against FedEx is not a monopolization claim, but a claim of  
24 attempted monopolization. By definition, if FedEx is attempting to monopolize, it  
25 is not yet a monopolist. Therefore, *Aspen Skiing*, *Kodak*, and *Lorain Journal*, cases  
26 which turn on the defendants’ monopolist status, are of no relevance. While a  
27 refusal to deal might make sense when adopted by a monopolist, it makes no sense  
28 here in the case of FedEx – which is not alleged to have been a monopolist, and had

1 only an approximately 40 percent market share against the 60 percent share of its  
 2 sole rival. (See FAC ¶ 7.)<sup>4</sup> Any attempts by FedEx to refuse to deal would just  
 3 drive customers to the market leader, UPS.

4 AFMS fails to address the real issue with respect to market share. It can  
 5 point to no case where in a two-seller market, the smaller of the two sellers has  
 6 market power, absent some form of lock-in that prevents buyers from fleeing to the  
 7 competitor. There is no such case. It may be true that a seller with 40 percent of  
 8 the market may be able to exercise some market power in a market that is highly  
 9 dichotomized, where all of the other sellers are small. The cases relied on by  
 10 AFMS make that point and demonstrate the fallacy of AFMS's allegation here. In  
 11 *Rebel Oil Co. v. Atlantic Richfield Co.*, ARCO was accused of attempted  
 12 monopolization based on a market share of 44 percent, yet the relevant market  
 13 included many other retail gasoline sellers, including "numerous independent  
 14 dealers." 51 F.3d 1421, 1430 (9th Cir. 1995). In *Catch Curve, Inc. v. Venali, Inc.*  
 15 and *Cascade Health Solutions v. Peacehealth*, the entities accused of attempted  
 16 monopolization were alleged to control significantly more than 40 percent of the  
 17 respective relevant markets. *Catch Curve*, 519 F. Supp. 2d 1028, 1035 (C.D. Cal.  
 18 2007) (defendant alleged to control over 80 percent of the relevant product market,  
 19 in which there were also alleged substantial barriers to entry); *Cascade Health*, 515  
 20 F.3d 883, 891 (9th Cir. 2008) (defendant allegedly controlled roughly 75 percent of  
 21 the relevant market).

22 There is no legal authority, economic authority, or logic to support AFMS's  
 23 theory that FedEx, at its 40 percent market share, could achieve monopoly power  
 24 by imposing an unlawful restriction when the First Amended Complaint does not

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25  
 26 <sup>4</sup> AFMS's assertion that FedEx "enjoys 'the larger market share of *air shippers* for  
 27 time sensitive letters, documents and packages (as between it and UPS),"'  
 28 (Omnibus Opp'n at 21:3-5 (emphasis added)), is nothing more than a red-herring,  
 since the alleged relevant market consists of the market for time-sensitive shipping  
 services by air *and by ground*. (See FAC ¶¶ 6, 23.)

1 allege that its customers are in any way locked in and where the Complaint does not  
2 allege any inhibition preventing FedEx’s customers from moving to UPS if they  
3 disliked the alleged restraint.

4 **B. FedEx’s Purported Conduct Cannot Be Anticompetitive When It**  
5 **Would Have Allegedly Given Its Rival a “Huge Potential**  
6 **Competitive Advantage.”**

7 The law is clear that, to state a claim under Section 2, one must plead  
8 anticompetitive conduct – that is, “behavior that tends to impair the opportunities of  
9 rivals.” *Cascade Health*, 515 F.3d at 894 (emphasis added). The cases cited by  
10 AFMS confirm this, as they each involve claims of injury to a *rival in the*  
11 *particular relevant market*. *Aspen Skiing*, 105 U.S. at 600-05 (claim against ski  
12 mountain operator for refusing to cooperate with rival ski mountain operator);  
13 *Lorain Journal*, 342 U.S. at 148-49 (claim against newspaper by radio station that  
14 competed with the newspaper in the market for local advertising); *Kodak*, 125 F.3d  
15 at 1200-01 (claim against Kodak for monopolizing a copier-services aftermarket, by  
16 rival providers of aftermarket services). As discussed above, AFMS’s First  
17 Amended Complaint does *not* allege that AFMS and Defendants compete with each  
18 other, either in the delivery of packages (which AFMS does not sell) or in  
19 consulting services (which Defendants do not sell). *See supra* section I.B. Nor  
20 would it make any sense for FedEx or UPS to provide the type of consulting  
21 services that AFMS sells, which involve “helping shippers negotiate *with*  
22 *UPS/FedEx*.” (FAC ¶ 9 (emphasis added).) Instead, as the First Amended  
23 Complaint makes clear, Defendants UPS and FedEx are the “only two commercial  
24 entities” competing in the market for time-sensitive package shipping and delivery.  
(FAC ¶ 6.)

25 Moreover, AFMS ignores the fact that its monopolization claim flatly  
26 contradicts its theory of collusion – namely, that neither FedEx nor UPS “would  
27 have dared to give the other such a huge potential competitive  
28 advantage/opportunity without an understanding that both would terminate dealings

1 with third party consultants at or about the same time.” (FAC ¶ 14.) AFMS’s  
2 entire Section 1 claim is dependent on Defendants’ alleged incentives not to cease  
3 working with third-party consultants independently. But AFMS cannot have it both  
4 ways. Because the First Amended Complaint asserts that FedEx would *not* have  
5 undertaken the alleged conduct unilaterally, AFMS’s claim that it in fact acted  
6 unilaterally and thereby monopolized or attempted to monopolize fails.

7 AFMS’s Section 2 claim should be dismissed with prejudice.

8 Dated: December 20, 2010 O’MELVENY & MYERS LLP

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