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HONORABLE STANLEY A. BASTIAN

9 UNITED STATES DISTRICT COURT
10 EASTERN DISTRICT OF WASHINGTON

11 JOSEPH STIGAR, individually and on
12 behalf of all others similarly situated,

13 Plaintiff,

14 vs.

15 DOUGH DOUGH, INC., a Washington
16 Corporation, AUNTIE ANNE'S
17 FRANCHISOR SPV LLC, a Delaware
18 Limited Liability Company; and DOES
19 1 through 10, inclusive,

20 Defendants.

Case No. 2:18-cv-00244-SAB

DEFENDANT AUNTIE ANNE'S
FRANCHISOR SPV LLC'S
REPLY IN SUPPORT OF ITS
MOTION TO DISMISS
PURSUANT TO RULE 12(b)(6)

ORAL ARGUMENT
REQUESTED

Hearing date: February 6, 2019
With oral argument: 2:00 P.M.

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1 **INTRODUCTION**

2 Plaintiff’s opposition only highlights that his Complaint fails to allege the
3 facts necessary to avoid dismissal.

4 First, the Complaint does not allege, and Plaintiff does not identify, “sufficient
5 facts to support a claim that the [defendants] are separate entities pursuing different
6 economic goals, capable of conspiring for Sherman Act purposes.” *Jack Russell*
7 *Terrier Network of N. Cal. v. Am. Kennel Club, Inc.*, 407 F.3d 1027, 1035 (9th Cir.
8 2005).

9 Second, the Complaint does not allege any facts that could establish a *per se*
10 antitrust violation. And Plaintiff admits he has not pled a “rule of reason” violation.
11 ECF No. 17 (“Opp.”) at 19.

12 Plaintiff’s attempts to get around those pleading deficiencies are not supported
13 by the necessary factual allegations either. He argues that defendants are part of a
14 “hub-and spoke” conspiracy, but he has failed to allege the “rim” required to sustain
15 such a claim: a horizontal agreement between the franchisees.

16 Plaintiff also argues that he has alleged a “quick look” antitrust claim, based
17 on the decision in another no solicit/no hire case involving a different franchise
18 system, *Yi v. SK Bakeries*, No. 3:18-cv-05627 (W.D. Wash. Nov. 13, 2018). That
19 decision, with respect, is not consistent with the applicable law. In fact, the *Yi* court
20 found that there are plausible procompetitive justifications for no solicit and no hire
21 clauses in franchise agreements. That precludes the use of the quick look approach.
22 So too does Plaintiff’s failure to plead a horizontal agreement among competitors
23 and failure to allege the contours of a relevant labor market.

24 Rule 12(b)(6) requires sufficient *facts*, not unsubstantiated arguments and
25 borrowed theories. The Complaint should be dismissed.

1 **I. THE COMPLAINT SHOULD BE DISMISSED BECAUSE IT FAILS**
2 **TO ALLEGE DEFENDANTS ARE CAPABLE OF CONSPIRING**

3 The law is clear: a plaintiff in a Section 1 case must allege “sufficient facts to
4 support a claim that the [defendants] are separate entities pursuing different
5 economic goals, capable of conspiring for Sherman Act purposes.” *Jack Russell*,
6 407 F.3d at 1035 (9th Cir. 2005) (affirming a motion to dismiss). Plaintiff fails in
7 his opposition to identify any such allegations in his Complaint. *See Opp.* at 5–10
8 (no citations to Complaint). Plaintiff’s reliance on *Yi v. SK Bakeries*, No. 3:18-cv-
9 05627 (W.D. Wash. Nov. 13, 2018), is misplaced because he has failed to allege
10 *facts* to show that defendants are capable of conspiring under the antitrust laws.

11 Instead, he tries to distinguish the controlling cases holding that, under
12 *Copperweld Corp. v. Independence Tube Corp.*, 467 U.S. 752 (1984), a franchisor
13 and its franchisees are not legally capable of conspiring for antitrust purposes. *Jack*
14 *Russell*, 407 F.3d at 1035 (9th Cir. 2005) (citing *Williams v. I.B. Fischer Nevada*,
15 999 F.2d 445, 447–48 (9th Cir.1993)); *Danforth & Assoc., Inc. v. Coldwell Banker*
16 *Real Estate, LCC*, No. C10-1621, 2011 WL 338798, at *2 (W.D. Wash. Feb. 3,
17 2011) (granting motion to dismiss where defendants are “in a franchisor–franchisee
18 relationship and therefore cannot conspire within the meaning of the Sherman Act”).
19 He argues that *Danforth* did not involve “employees or labor.” *Opp.* at 10. There is
20 no exception, however, to *Copperweld* for cases relating to “employees or labor.”
21 On the contrary, *Danforth* relied on the *Williams* case, which did deal with
22 employees and labor in the franchise context. *See Williams*, 999 F.2d at 447.

23 Plaintiff also tries to distinguish *Copperweld* itself, arguing that the
24 franchisees are not “wholly-owned” subsidiaries of Auntie Anne’s. *Opp.* at 5–6. He
25 is wrong as a matter of law: the “single entity rule” is not limited to parents and
subsidiaries, but applies to other business relationships -- specifically including
franchisors and franchisees. *Jack Russell*, 407 F.3d at 1034.

1 Plaintiff next argues that the *Copperweld* inquiry is “wholly improper at the
2 pleading stage.” Opp. at 6. That is not true. The Ninth Circuit rejected this argument
3 in *Jack Russell*. 407 F.3d at 1034, n.14 (affirming pleading stage dismissal).
4 Multiple courts have dismissed claims against franchisees/franchisors at the
5 pleading stage on this basis. *Danforth*, 2011 WL 338798 (granting motion to
6 dismiss); *Search Int’l, Inc. v. Snelling and Snelling, Inc.*, 168 F. Supp. 2d 621 (N.D.
7 Tex. 2001) (same); *see also Manufacturer Direct, LLC v. Directbuy, Inc.*, 2007 WL
8 2114285 (N.D. Ind. July 19, 2007) (denying motion to amend).

9 Lastly, Plaintiff’s argument that a franchise relationship is “not enough” to
10 find defendants “necessarily cannot conspire,” Opp. at 10, misses the point. The
11 Court need not determine whether defendants “necessarily cannot conspire” in all
12 circumstances. Rather, the Court need only determine whether Plaintiff has alleged
13 “sufficient facts to support a claim that the [defendants] are separate entities pursuing
14 different economic goals, capable of conspiring for Sherman Act purposes.” *Jack
15 Russell*, 407 F.3d at 1035. He has not.

16 **II. THE COMPLAINT SHOULD BE DISMISSED BECAUSE IT FAILS 17 TO ALLEGE A *PER SE* ANTITRUST CLAIM**

18 Plaintiff concedes that he has not alleged the facts necessary to satisfy the
19 “rule of reason,” the antitrust standard for challenging vertical agreements like the
20 franchise agreements alleged here. *See In re Musical Instruments & Equip. Antitrust
21 Litig.*, 798 F.3d 1186, 1191 (9th Cir. 2015).

22 Unable to allege that those agreements have any anticompetitive effect in any
23 relevant market, Plaintiff argues that the franchise agreements are a *per se* violation
24 of the antitrust laws. That is a legal non-starter: similar restrictions in franchise
25 agreements have been found to be *not* anticompetitive. *See Williams v. Nevada*, 794
F. Supp. 1026, 1034 (D. Nev. 1992), *aff’d* 999 F.2d 445 (9th Cir. 1993) (“no-

1 switching” agreement between franchisor and franchisee was “not anti-
2 competitive”). Moreover, there are no factual allegations of a horizontal agreement
3 that would be essential to even consider applying the *per se* standard. Nor is there a
4 judicial record of findings that no solicit or no hire clauses in franchise agreements
5 are anticompetitive, which is required for the *per se* standard to apply. ECF No. 16
6 (“Mot.”) at 19–20.

7 Plaintiff responds that he has alleged a so-called “hub-and-spoke” conspiracy.
8 But he has failed to allege an essential part of such a theory: the “rim” -- *i.e.*, a
9 horizontal agreement connecting the franchisees (the “spokes”).

10 As the Ninth Circuit explained: “A traditional hub-and-spoke conspiracy has
11 three elements: (1) a hub, such as a dominant purchaser; (2) spokes, such as
12 competing manufacturers or distributors that enter into vertical agreements with the
13 hub; and (3) ***the rim of the wheel, which consists of horizontal agreements among***
14 ***the spokes.***” *Musical Instruments*, 798 F.3d at 1192 (emphasis added) (affirming
15 12(b)(6) dismissal where plaintiffs failed to allege sufficient facts to support a
16 plausible inference that the “spokes” agreed with each other). A “rimless hub-and-
17 spoke conspiracy is not a hub-and-spoke conspiracy at all (for what is a wheel
18 without a rim?); it is a collection of purely vertical agreements.” *Id.* at 1192 n.3.

19 A collection of vertical agreements, such as Auntie Anne’s agreements with
20 its independent franchisees, has no rim because there is no horizontal agreement
21 among the franchisees. *Musical Instruments*, 798 F.3d at 1193. Parallel conduct is
22 insufficient to show a horizontal conspiracy because it can represent merely
23 “independent responses to common stimuli,” such as the demands of the franchisor.
24 *See, e.g., Orchard Supply Hardware LLC v. Home Depot USA, Inc.*, 967 F. Supp. 2d
25 1347, 1356 (N.D. Cal. 2013) (dismissing “hub-and-spoke” claim where plaintiff

1 “gives no sufficient explanation for why” conduct was anything more than a
2 response to the “common stimuli” of a retailer’s demand).

3 Plaintiff also argues that Auntie Anne’s and its franchisees have “a common
4 motive to reduce labor costs.” Opp. at 18. It is black-letter antitrust law, however,
5 that “common motive does not suggest an agreement.” *Musical Instruments*,
6 798 F.3d at 1194–95. Likewise, Plaintiff also asserts that all the Auntie Anne’s
7 franchisees “knew that all the other franchisees also agreed to abide by the same
8 agreement,” Opp. at 3, but mere knowledge is not sufficient to plead a conspiracy.
9 *Bell Atlantic Corp. v. Twombly*, 550 U.S. 544, 557 (2007) (“[P]arallel conduct, *even*
10 *conduct consciously undertaken . . . stays in neutral territory.*”) (emphasis added).

11 Courts routinely dismiss such “rimless” conspiracies at the pleading stage.
12 *See, e.g., Musical Instruments*, 798 F.3d at 1198 (affirming dismissal of “hub-and-
13 spoke” claim at the pleading stage); *Howard Hess Dental Labs. Inc. v. Dentsply*
14 *Int’l, Inc.*, 602 F.3d 237, 255 (3d Cir. 2010) (same); *PSKS, Inc. v. Leegin Creative*
15 *Leather Prod., Inc.*, 615 F.3d 412, 420 (5th Cir. 2010) (same); *Total Benefits*
16 *Planning Agency, Inc. v. Anthem Blue Cross & Blue Shield*, 552 F.3d 430, 435–36
17 (6th Cir. 2008) (same). The cases Plaintiff cites involved interbrand conspiracies
18 among ***direct competitors with horizontal agreements***. In *United States v. Apple,*
19 *Inc.*, the court found “ample . . . evidence” of “express collusion” between the
20 publishers (*i.e.*, the “spokes”), as well as numerous communications between the
21 publishers on the subject of the conspiracy. 791 F.3d 290, 300–16 (2d Cir. 2015).
22 Likewise, in *Toys ‘R’ Us v. Federal Trade Commission*, the facts showed the toy
23 manufacturers (*i.e.*, the alleged “spokes”) accepted limitations on sales to club stores
24 only “on the condition that their competitors would do the same.” 221 F.3d 928,
25 932 (7th Cir. 2000).

1 Plaintiff also points to the recent *Deslandes* decision, but that actually
2 supports dismissal because it held that the *per se* rule did not apply. *Deslandes v.*
3 *McDonald's USA, LLC*, No. 17 C 4857, 2018 WL 3105955, at *7 (N.D. Ill. June 25,
4 2018). Just like here, “the restraint alleged in plaintiff’s complaint cannot be deemed
5 unlawful *per se*” because it is ancillary to the franchise agreement. *Id.*

6 There is one final flaw in Plaintiff’s “hub-and-spoke” theory: the claim
7 against Auntie Anne’s as a franchisor still must be dismissed because its alleged
8 conduct (the vertical agreements with its franchisees) is not subject to *per se*
9 condemnation. *Musical Instruments*, 798 F.3d at 1192 (a hub-and-spoke claim is to
10 be “broken into its constituent parts” and “the respective vertical and horizontal
11 agreements can be analyzed either under the rule of reason or as violations *per se*”).
12 As the Supreme Court stated, “[t]o the extent a vertical agreement . . . is entered
13 upon to facilitate [a horizontal] cartel, it . . . would need to be held unlawful under
14 the rule of reason.” *Leegin Creative Leather Prods. Inc. v. PSKS, Inc.*, 551 U.S.
15 877, 893 (2007); *see also Toledo Mack Sales & Serv., Inc. v. Mack Trucks, Inc.*,
16 530 F.3d 204, 224–25 (3d Cir. 2008) (same).

17 **III. PLAINTIFF HAS NOT ALLEGED A “QUICK LOOK” CLAIM**

18 Plaintiff argues that he has alleged an antitrust claim under the “quick look”
19 standard, again citing the *Yi v. SK Bakeries* case. Opp. at 19; ECF No. 18 at 2. But
20 Plaintiff has not, in fact, pled such a claim. The Complaint alleges only a *per se*
21 claim. It should be dismissed. *In re Ins. Brokerage Antitrust Litig.*, 618 F.3d 300,
22 317 (3d Cir. 2010) (“While pleading exclusively *per se* violations can lighten a
23 plaintiff’s litigation burdens, it is not a riskless strategy. If the court determines that
24 the restraint at issue . . . require[s] application of the rule of reason, the plaintiff’s
25 claims will be dismissed.”).

1 Even if the Complaint did plead the “quick look” test, it would have to be
2 dismissed. This less demanding version of the rule of reason is a rarely applied
3 “exception” to the rule of reason, *Am. Ad Mgmt., Inc. v. GTE Corp.*, 92 F.3d 781,
4 789–90 (9th Cir. 1996), and is available only when (1) there is no plausible
5 procompetitive explanation for the conduct, and (2) a rudimentary understanding of
6 economics demonstrates that the conduct “would have an anticompetitive effect on
7 customers and markets.” *California ex rel. Harris v. Safeway, Inc.*, 651 F.3d 1118,
8 1134 (9th Cir. 2011) (internal quotation omitted). For example, “the quick-look
9 approach is used when a restraint would normally be considered illegal *per se*, but
10 ‘a certain degree of cooperation is necessary if the [product at issue] is to be
11 preserved.’” *Agnew v. NCAA*, 683 F.3d 328, 336 (7th Cir. 2012).

12 The Complaint here, however, does not allege the facts necessary to take this
13 short-cut for proving an antitrust violation:

14 First, the quick look test does not apply here because the challenged
15 “arrangement might plausibly be thought to have a net procompetitive effect, or
16 possibly no effect at all on competition.” *Safeway*, 651 F.3d at 1134 (internal
17 quotation omitted). As a matter of law, the quick look approach cannot be used
18 where the conduct at issue “might plausibly” have no effect or a net procompetitive
19 effect. Since courts have found similar restrictions in franchise agreements were
20 “not anticompetitive,” this Court cannot make the threshold determination necessary
21 to apply the quick look approach. *Williams*, 794 F. Supp. at 1034 (“no-switching”
22 agreement between franchisor and franchisee was “not anticompetitive”). No Court
23 has ever found that no solicit or no hire clauses in franchise agreements are without
24 procompetitive benefits; indeed no court has ever found that such clauses have any
25 demonstrable anticompetitive effects. In fact, in the *Yi v. SK Bakeries* case, the court
found that there are “plausible arguments” that such provisions enhance “overall

1 efficiency and makes markets more competitive.” No. 3:18-cv-05627, slip op. at 9
2 (W.D. Wash. Nov. 13, 2018). Despite finding plausible procompetitive
3 justifications, the *Yi* court nonetheless concluded that the quick look test could still
4 apply. *Id.* at 10–11. With respect, that is contrary to the very premise of the test,
5 and therefore, contrary to the case law. *See, e.g., Safeway*, 651 F.3d at 1134 (quick
6 look not appropriate where “agreement might plausibly be” procompetitive); *see*
7 *also In re NCAA Student-Athlete Name & Likeness Licensing Litig.*, 37 F. Supp. 3d
8 1126, 1137 (N.D. Cal. 2014) (quick look inappropriate “[b]ecause courts have found
9 that the [restrictions] could conceivably enhance competition”).

10 As discussed above, the vertical agreement at issue here is not the type of
11 naked, horizontal agreement between competitors that is likely to harm competition;
12 rather, it is a series of vertical, intra-brand agreements that are ancillary to a
13 procompetitive franchise agreement. *Williams*, 794 F. Supp. at 1032 (“As
14 [franchise] restaurants prosper because of the uniformity of quality food and service,
15 each franchise benefits from an enhanced reputation which results in an increase in
16 business, as does the franchisor who is able to sell more franchises at . . . higher
17 prices.”). The Complaint fails as a matter of law to allege the type of agreements
18 that could be subject to a quick look analysis and, therefore, should be dismissed.
19 *See, e.g., Surf City Steel, Inc. v. Int’l Longshore & Warehouse Union*, No. CV 14-
20 05604, 2017 WL 5973279, at *6 (C.D. Cal. Mar. 7, 2017) (granting motion to
21 dismiss quick look claim where “not clear from a cursory glance” that conduct “has
22 an anticompetitive effect on customers or markets”).

23 Second, the “quick look” analysis “applies only when the agreement contains
24 **at least one horizontal element.**” Areeda & Hovencamp, *Antitrust Law*, ¶ 1508
25 at 456 (4th Ed. 2014) (emphasis added). As the Supreme Court recently confirmed,
plaintiffs challenging vertical agreements -- like the Auntie Anne’s franchise

1 agreements -- must allege the facts required to establish a rule of reason violation:
2 anticompetitive effects in a relevant market. *Ohio v. Am. Express Co.*, 138 S. Ct.
3 2274, 2285 n.7 (2018). Plaintiff admittedly has not done so, and since he has not
4 alleged any horizontal agreement, the quick look approach cannot apply. *See*
5 *Acton v. Merle Norman Cosmetics, Inc.*, No. CV 88-7462, 1995 WL 441852, at *9
6 (C.D. Cal. May 16, 1995) (“Because the ‘quick look’ approach is only used in cases
7 involving horizontal agreements which come close to warranting *per se* treatment,
8 the ‘quick look’ approach has no applicability to the facts of this case.”).

9 That pleading defect is what distinguishes this case from *Deslandes v.*
10 *McDonald’s*. There, the court found that in addition to the vertical franchise
11 agreement, there were allegations of horizontal agreements between owners of
12 different McDonald’s locations. *Deslandes*, 2018 WL 3105955, at *6. The court in
13 the *Yi* case relied on *Deslandes*, but with little analysis of the factual allegations in
14 *Deslandes*. *Yi*, slip op. at 10–11. It thus found that the quick look test applied even
15 in the absence of any alleged agreement between horizontal competitors. That is not
16 consistent with the case law. *See, e.g.,* Areeda & Hovencamp, *Antitrust Law*, ¶ 1508
17 at 456 (4th Ed. 2014) (controlling cases “compel the conclusion” that quick look
18 “applies only when the agreement contains at least one horizontal element”);
19 *California Dental Ass’n v. FTC*, 526 U.S. 756, 769–70 (1999) (Supreme Court cases
20 involving “horizontal agreements” provide the “basis for” the “quick look”
21 analysis); *Acton*, 1995 WL 441852, at *9 (“the ‘quick look’ approach is only used
22 in cases involving horizontal agreements”).

23 Third, while the quick look test allows a plaintiff to forego showing that the
24 defendants have “market power” -- a key requirement of the rule of reason -- it does
25 not “dispense” with the burden to show “*the existence of a relevant market.*”
Agnew, 683 F.3d at 337 (affirming dismissal at pleading stage); *see also Lifewatch*

1 *Servs. Inc. v. Highmark Inc.*, 902 F.3d 323, 336 n.8 (3d Cir. 2018) (quick look is
2 inappropriate if “the contours of the market . . . are not ‘sufficiently well-known or
3 defined’”); *Buccaneer Energy (USA) Inc. v. Gunnison Energy Corp.*, 846 F.3d 1297,
4 1312 n.17 (10th Cir. 2017) (same); *Worldwide Basketball and Sport Tours, Inc. v.*
5 *NCAA*, 388 F.3d 955, 961 (6th Cir. 2004) (same); *Safeway*, 651 F.3d at 1134 (quick
6 look analysis only appropriate where agreement “would have an anticompetitive
7 effect *on customers and markets*”) (emphasis added).

8 Thus, to establish a quick look claim, Plaintiff “has the burden to identify the
9 ‘rough contours’ of the market . . . so that a court can determine whether the
10 respondent’s actions have anticompetitive effects on that market.” *Acuity Optical*
11 *Labs., LLC v. Davis Vision, Inc.*, No. 14-CV-03231, 2016 WL 4467883, at *12 (C.D.
12 Ill. Aug. 23, 2016). The court in *Yi v. SK Bakeries* incorrectly concluded that the
13 “quick look” applied even in the absence of any market definition. No. 3:18-cv-
14 05627, slip op. at 10–11. Here, the Complaint does not even try to allege any
15 relevant labor market -- *i.e.*, the types and geographic location of other employment
16 opportunities available to Auntie Anne’s employees.¹

17 CONCLUSION

18 For the above reasons, the Complaint should be dismissed.

19 Respectfully submitted this 26th day of November, 2018.

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24
25 ¹ Plaintiff seemingly agrees with Auntie Anne’s that the Washington state law claim
should be treated the same as the federal antitrust claim. Opp. at 20.

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22 LLC*

1 **CERTIFICATE OF SERVICE**

2 The undersigned hereby certifies that on November 26, 2018, I electronically
3 filed the foregoing with the Clerk of the Court using the CM/ECF system, which
4 will send notification of such filing to all CM/ECF participants.

5 DATED this 26th day of November, 2018.

6
7 s/ George Barrington

8 George Barrington
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