

1 SHEPPARD, MULLIN, RICHTER & HAMPTON LLP
JAY T. RAMSEY, Cal Bar No. 273160
2 KEVIN MURPHY, Cal Bar No. 346041
1901 Avenue of the Stars, Suite 1600
3 Los Angeles, California 90067-6055
Telephone: 310.228.3700
4 Facsimile: 310.228.3701
jramsey@sheppardmullin.com
5 kemurphy@sheppardmullin.com

6 Attorney for Defendant On-Line
Administrators, Inc., n/k/a On-Line
7 Administrators, LLC

8
9 UNITED STATES DISTRICT COURT
10 CENTRAL DISTRICT OF CALIFORNIA

11 VOLKSWAGEN GROUP OF
12 AMERICA, INC., a New Jersey
Corporation,

13 Plaintiff,

14 v.

15 ON-LINE ADMINISTRATORS, INC.,
16 DBA PEAK PERFORMANCE
MARKETING SOLUTIONS, a
17 California Corporation; ON-LINE
ADMINISTRATORS, LLC., a
18 California Limited Liability Company;
AFFINITIV, INC., a Delaware
19 Corporation,

20 Defendants.

Case No. 2:23-cv-06599-CAS-JC

Hon. Christina A. Snyder

**DEFENDANT'S ANSWERING
BRIEF REGARDING DAMAGES**

Date: May 19, 2025

Time: 10 a.m.

Ct. Rm.: 8D

TABLE OF CONTENTS

Page

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

- I. INTRODUCTION AND BACKGROUND..... 5
- II. THE COURT SHOULD REDUCE VWGOA’S FEE REQUEST 8
 - A. Applicable Legal Standard..... 8
 - B. The *Trenz* Litigation Was A Standard TCPA Action That Did Not Present Novel Or Difficult Questions 9
 - C. The Time And Labor Spent By VWGoA Was Unreasonably High..... 10
 - D. VWGoA’s Expected Attacks On Pierce’s Report Are Either Meritless Or Immaterial 15
 - 1. VWGoA Has Wrongly Argued That Mr. Pierce’s Opinions, Comparing VWGoA’s Fees To Peak’s Fees Is Irrelevant Under Michigan Law 15
 - 2. VWGoA Has Wrongly Argued That Mr. Pierce’s Testimony Challenging Redacted, Vague, and Block Billed Time Entries Is Inadmissible 16
 - 3. VWGoA’s Other Prior Attacks On Mr. Pierce’s Opinions Are Immaterial..... 18
- III. THE COURT SHOULD AWARD ONLY \$6,000 WITH RESPECT TO VWGOA’S SETTLEMENT OF THE *TRENZ* LITIGATION 18
- IV. THE COURT SHOULD NOT AWARD PRE-JUDGMENT INTEREST 19
- V. CONCLUSION 19

TABLE OF AUTHORITIES

	Page(s)
<u>Cases</u>	
<i>Apple, Inc. v. Samsung Elec. Co., Ltd.</i> No. C 11–1846 LHK (PSG), 2012 WL 5451411 (N.D. Cal. Nov. 7, 2012).....	17
<i>Ctr. for Food Safety v. Vilsack</i> No. C–08–00484 JSW (EDL), 2011 WL 6259891 (N.D. Cal. Oct. 13, 2011).....	17
<i>In re Fine Paper Antitrust Litig.</i> 751 F.2d 562 (3d Cir. 1984).....	16
<i>Gratz v. Bollinger</i> 353 F. Supp. 2d 929 (E.D. Mich. 2005).....	17
<i>Int’l-Matex Tank Terminals-Ill. v. Chem. Bank</i> No. 1:08-CV-1200, 2010 WL 3222515 (W.D. Mich. June 16, 2010), <i>report and recommendation adopted sub nom. Int’l-Matez Tank</i> <i>Terminals-Ill. v. Chem. Bank</i> , No. 1:08-CV-1200, 2010 WL 3238917 (W.D. Mich. Aug. 16, 2010)	17
<i>Lakeside Retreats LLC v. Camp No Counselors LLC</i> 340 Mich. App. 79 (Mich. Ct. App. 2022).....	17
<i>Naismith v. Professional Golfers Asso.</i> 85 F.R.D. 552 (N.D. Ga. 1979)	16
<i>Perfect 10, Inc. v. Giganews, Inc.</i> No. CV 11-07098-AB SHX, 2015 WL 1746484 (C.D. Cal. Mar. 24, 2015), aff’d, 847 F.3d 657 (9th Cir. 2017).....	9
<i>Poly-Flex Const., Inc. v. Neyer, Tiseo & Hindo, Ltd.</i> 600 F. Supp. 2d 897 (W.D. Mich. 2009).....	16
<i>Rodriguez v. JLG Indus., Inc.</i> No. CV1104586MMMSHX, 2012 WL 12883784 (C.D. Cal. Aug. 3, 2012)....	18
<i>Smith v. Khouri</i> 481 Mich. 519 (2008).....	9
<i>Stastny v. S. Bell Tel. & Tel. Co.</i> 77 F.R.D. 662 (W.D.N.C. 1978)	16

1 *Trenz et al. v. On-Line Administrators, Inc. et al*
2 Case No. 2:15-cv-08356 5, 7

3 *Vicki Welch v. Metropolitan Life Insurance Co.*
4 480 F.3d 942 (9th Cir. 2007) 17

5 *Wood v. Detroit Auto Inter-Ins. Exch.*
6 413 Mich. 573 (1982) 9

7 Statutes

8 M.C.L.
9 § 600.6013(3)..... 19

10 Other Authorities

11 Michigan Rules of Professional Conduct, Rule 1.5(a)..... 8, 9

12 Rule 23(f)..... 11

13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

1 Defendant On-Line Administrators, Inc. dba Peak Performance Marketing
2 Solutions, nka Defendant On-Line Administrators, LLC (“Peak”) respectfully
3 submits this Answering Brief to the Opening Brief Regarding Damages (“Motion”),
4 filed by Plaintiff Volkswagen Group of America, Inc. (“VWGoA”).

5 **I. INTRODUCTION AND BACKGROUND**

6 The amount of damages sought by VWGoA is grossly excessive and
7 inappropriate. For the reasons explained below, the Court should deny the Motion
8 and find that VWGoA is entitled to an amount in damages that it finds appropriate
9 and permissible and, in any event, in an amount no more than \$1,102,770.44.

10 From approximately 2008 to 2016, VWGoA hired Peak to call Volkswagen
11 and Audi owners to remind them to service their vehicles at Volkswagen and Audi
12 dealerships. The calls were part of VWGoA’s Target and Retain After Sales
13 Customers (“TRAC”) program. Peak performed under the contract and placed the
14 calls without complaint from VWGoA and without any claim (even to this day) that
15 Peak did anything wrong. Unfortunately, the calls requested by VWGoA got both
16 VWGoA and Peak sued in a class action alleging violations of the Telephone
17 Consumer Protection Act (the “TCPA”). That suit was titled *Trenz et al. v. On-Line*
18 *Administrators, Inc. et al*, Case No. 2:15-cv-08356 (the “*Trenz* Litigation”).

19 The allegations in the *Trenz* Litigation were run-of-the-mill TCPA
20 allegations, and were ultimately proven meritless. VWGoA and Peak were each
21 defendants, faced with the same claims and legal issues, the same discovery, and the
22 same litigation, but each were represented by different firms. VWGoA and Peak
23 prevailed, entirely. Of the four named Plaintiffs, two dismissed their claims with
24 prejudice, and the other two lost on summary judgment. One of the two that lost on
25 summary judgment filed an appeal, and VWGoA settled with that plaintiff for a
26 nominal sum.

27 In this case, VWGoA seeks reimbursement for its settlement costs and costs
28 of defense from Peak. Peak maintains that VWGoA is not entitled to any relief

1 whatsoever – in its view, the parties’ contract does not require Peak to defend or
2 indemnify VWGoA and neither does any other legal doctrine. But, as a result of the
3 Court’s order granting VWGoA’s Motion for Partial Summary Judgment, the
4 primary issue remaining for the trial court to resolve is the amount that VWGoA is
5 entitled to receive to reimburse it for the attorneys’ fees and costs it incurred to
6 defend itself in the *Trenz* Litigation. Under the set of Terms and Conditions relied
7 on by VWGoA, assuming defense and indemnification is owed, VWGoA is entitled
8 only to its “**reasonable** attorneys’ fees and other professional fees.” (*See* Compl.
9 Ex. D, § 8.1 (emphasis added).)

10 To help assess whether VWGoA’s fees were “reasonable,” Peak engaged
11 John S. Pierce—a well-known, well-respected expert in the field, who regularly
12 testifies and opines on the reasonableness of attorneys’ fees. Mr. Pierce is
13 eminently qualified. A long-time trial lawyer himself, he lectures on issues germane
14 to the reasonableness of attorneys’ fees, and—for the past 34 years—has served as
15 an arbitrator, litigator, consultant, and/or expert witness in a range of legal fee
16 disputes, including toxic tort and pollution cases, trade secret matters, complex
17 environmental contamination and coverage disputes, securities litigation, intellectual
18 property litigation, class action litigation, product liability matters, contract disputes,
19 mass tort litigation, asbestos litigation, complex commercial and business disputes,
20 recording royalty disputes, fee shifting cases, and construction defect cases. Since
21 1989, he has reviewed and analyzed well over \$4.5 billion in law firm invoices
22 reflecting legal fees and costs generated in litigation matters. (*See* Declaration of
23 Jack S. Pierce (“Pierce”), Expert Report attached thereto (“Pierce Report”), at 7.)
24 Not surprisingly, VWGoA has not challenged Mr. Pierce’s qualifications.

25 In this case, Mr. Pierce prepared an extremely detailed report, with substantial
26 supporting exhibits, all of which are attached to the Pierce Declaration. He did so
27 after reviewing pleadings and documents from the *Trenz* Litigation, the billing
28 entries by VWGoA’s attorneys in that matter, the billing entries by Peak’s attorneys

1 in that matter, and other materials. VWGoA is also not challenging Mr. Pierce’s
2 opinions based on the materials he considered.

3 In the end, after reviewing the records relating to the *Trenz* Litigation, Mr.
4 Pierce opines that, of the more than \$2.2 million billed by VWGoA’s attorneys in
5 the underlying litigation, at least \$1.05 million was unreasonable. This conclusion
6 is not surprising. As detailed in Mr. Pierce’s report and the exhibits thereto,
7 VWGoA employed two separate law firms in the *Trenz* Litigation, and those two
8 firms, combined, staffed the matter with 29 timekeepers. (Pierce Report at 15–16.)
9 The staffing was also top heavy—there were at least 11 partners to just five
10 associates. (*Id.*, Exs. B-1P and B-2P.) And the number of hours was extraordinarily
11 high—the two firms, together, billed 4,720 hours to the matter. (*Id.* at 15–16.)
12 Many of those entries were redacted, were vague, or were block billed. (*Id.* at 20–
13 38.)

14 Notably, part of Mr. Pierce’s analysis was to compare the time incurred by
15 VWGoA’s two law firms in the *Trenz* Litigation (Baker & Hostetler LLP and
16 Faegre Drinker Biddle & Reath LLP) to the time incurred by Peak’s law firm in the
17 *Trenz* Litigation (Sheppard, Mullin, Richter & Hampton LLP). As detailed in Mr.
18 Pierce’s report, VWGoA and Peak were sued for the same claims based on the same
19 set of facts; they each engaged in the same or similar discovery and depositions; and
20 they each filed the same or similar pleadings. Despite facing substantially same
21 amount of labor as VWGoA, Peak’s firm staffed the matter with just 15 total time
22 keepers—about half the number of time keepers as VWGoA’s attorneys. Peak’s
23 firm also staffed the matter more appropriately, with just two partners and the rest
24 either associates or paralegals. (*Id.* Ex. B-3P.) And, overall, Peak’s attorneys billed
25 just 1,823 hours to the matter. (*Id.* at 16.) The differences are astounding: VWGoA
26 employed twice the number of firms, who staffed the matter with about twice the
27 number of timekeepers, all of whom billed, in the aggregate, about 2.5 times more
28 hours, ultimately resulting in fees that were about twice as much. (*Id.* at 16–17.)

1 Despite VWGoA’s fees being twice as much or more as Peak’s on nearly every
2 metric, in the end, based on his review, Mr. Pierce opines that VWGoA’s hours
3 should be reduced, not by half, but by 85% of half (or 42.5%).

4 As a result, Mr. Pierce concludes that, of the more than \$2.2 million in legal
5 fees and costs claimed by VWGoA, **no more than \$1,096,770.44 should be**
6 **allowed.** As set forth below, the Court should concur with Mr. Pierce’s opinions
7 and reduce the fee request accordingly. In addition, as explained below, VWGoA
8 should be awarded no more than \$6,000 for the settlement of the matter, and should
9 not be awarded pre-judgment interest. As a result, Peak respectfully requests that
10 the Court deny the Motion and find that VWGoA is entitled to an amount in
11 damages that it finds appropriate and permissible and, in any event, in an amount no
12 more than **\$1,102,770.44.**

13 **II. THE COURT SHOULD REDUCE VWGOA’S FEE REQUEST**

14 **A. Applicable Legal Standard**

15 The parties generally agree on the legal standard applicable to the Court’s
16 determination of the “reasonable” amount of fees that VWGoA can be awarded. As
17 set forth in the Michigan Rules of Professional Conduct, Rule 1.5(a): “The factors
18 to be considered in determining the reasonableness of a fee include the following:
19 (1) the time and labor required, the novelty and difficulty of the questions involved,
20 and the skill requisite to perform the legal service properly; (2) the likelihood, if
21 apparent to the client, that the acceptance of the particular employment will preclude
22 other employment by the lawyer; (3) the fee customarily charged in the locality for
23 similar legal services; (4) the amount involved and the results obtained; (5) the time
24 limitations imposed by the client or by the circumstances; (6) the nature and length
25 of the professional relationship with the client; (7) the experience, reputation, and
26 ability of the lawyer or lawyers performing the services; and (8) whether the fee is
27 fixed or contingent.” (emphasis added)).

28

1 In this case, Peak is not challenging the reasonableness of VWGoA’s
2 requested fees under factors (2) through (8). Rather, Peak’s challenge is to the first
3 factor – “(1) the time and labor required, the novelty and difficulty of the questions
4 involved, and the skill requisite to perform the legal service properly.” *Id.* Not
5 surprisingly, excepting the hourly rates of attorneys (which are not at issue), the
6 most relevant factor in the Court’s decision is the “skill, time, and labor” involved in
7 defending the *Trenz* Litigation. *Wood v. Detroit Auto Inter-Ins. Exch.*, 413 Mich.
8 573, 588 (1982), *Smith v. Khouri*, 481 Mich. 519, 531 (2008).

9 **B. The *Trenz* Litigation Was A Standard TCPA Action That Did Not**
10 **Present Novel Or Difficult Questions**

11 In their Motion, VWGoA asserts that the *Trenz* Litigation was “large and
12 burdensome in scope,” suggesting that the case presented novel or difficult issues.
13 That is not correct. It was a standard TCPA case, alleging that class members were
14 contacted with an autodialer. The two main issues were (1) whether an autodialer
15 was used; and (2) whether class members consented. TCPA cases, particularly back
16 then, were a dime a dozen, and the law was well-developed. Ultimately, summary
17 judgment was entered in favor of Defendants as to two of the named-Plaintiffs, and
18 the other two named-Plaintiffs dismissed their claims with prejudice. (*See*
19 Declaration of Jay T. Ramsey (“Ramsey Decl.”) ¶¶ 2-4.)

20 The case lasted almost seven years – a long time for a TPCA case – but that
21 was because some of the initial rulings by the judge originally assigned to the matter
22 (Birotte) were later reconsidered and re-ruled upon by the re-assigned judge
23 (Staton). (Ramsey Decl. ¶¶ 2-5.) There was also the start of the pandemic in 2020.
24 (*Id.*) Further, while there were many docket entries in the *Trenz* Litigation (271),
25 that is not particularly large, and there were only 12 substantive noticed motions.
26 (*Id.*) By comparison, in the case that VWGoA relies on throughout its brief –
27 *Perfect 10, Inc. v. Giganews, Inc.*, No. CV 11-07098-AB SHX, 2015 WL 1746484,
28

1 at *1 (C.D. Cal. Mar. 24, 2015), aff'd, 847 F.3d 657 (9th Cir. 2017) – there were 30
2 noticed motions and nearly 700 docket entries.

3 Discovery in the *Trenz* Litigation was also fairly limited, at least by the
4 standards of major litigation in federal court. There were ten depositions total
5 (Karlsgodt Decl. ¶ 25) – *not* ten per side – and those included depositions of named-
6 plaintiffs in a TCPA case, which are generally straightforward, and were
7 straightforward in this case. (Ramsey Decl. ¶¶ 6-7.) VWGoA notes that it produced
8 approximately 5,000 pages of documents (Karlsgodt Decl. ¶ 28), but that is small
9 compared to litigation these days – indeed, that production, printed in full, fills just
10 two bankers’ boxes. (*Id.*) In addition, the 5,000 page production consists of just
11 1,985 documents total. (*Id.*)

12 The point is, the underlying *Trenz* Litigation lasted a long time, and perhaps
13 involved more litigation than many TCPA actions, but it was not a large,
14 cumbersome litigation, with numerous witnesses, many parties, novel legal issues,
15 or really anything else of note.

16 **C. The Time And Labor Spent By VWGoA Was Unreasonably High**

17 The Pierce Report details the excessive billing by VWGoA’s attorneys.
18 (Pierce Report pgs. 15-20.) In the end, he opines that, of the more than \$2.2 million
19 in legal fees and costs sought by VWGoA, no more than \$1,096,770.44 should be
20 categorized as reasonable. In summary:

21 (1) VWGoA employed two separate law firms in the *Trenz* Litigation –
22 Baker Hostetler (“Baker”) and Faegre Drinker Biddle & Reath LLP (“Faegre”).

23 (2) Baker Hostetler staffed the matter with 19 total time keepers, and
24 Faegre staffed the matter with 10 timekeepers. There were thus 29 total time
25 keepers on the matter for VWGoA. That is unreasonable and excessive for almost
26 any action, and certainly a TCPA litigation.

27 (3) The staffing was also partner heavy. According to the Karlsgodt
28 Declaration (¶¶ 37-48), Baker’s staffing included five partners (Karlsgodt, Forsheit,

1 Colton, Flink, and Donley), five associates (Goldberg, Henderson, Holder, Hooper,
 2 Pearson), and two non-attorneys. According to the Van Oort Declaration (¶¶19-24),
 3 Faegre’s staffing included at least three partners (Van Oort, McCann, Sole) and
 4 three associates (Washburn, Murphy, and Koehler). There were thus at least eight
 5 partners on the matter for VWGoA. Again, that is unreasonable.

6 (4) The total hours for the two firms were excessive. For its part, Faegre
 7 billed 260.54 hours, and according to the Van Oort Declaration, they assisted with a
 8 Rule 23(f) petition, two mediations, and follow-on settlement discussions. (Van
 9 Oort Decl. ¶ 9.) Assuming 60 hours for the Rule 23(f) petition, that’s 100 hours
 10 from Faegre, *per mediation*. Of course, Baker also incurred time attending the same
 11 settlement conferences, and so there is an unavoidable duplication of effort.

12 (5) Baker’s hours were astronomical. They billed a total of 4,460.10 hours
 13 to the matter. By comparison, Sheppard Mullin (counsel for Peak in the underlying
 14 case), billed a total of just 1,823.50. The attorneys for VWGoA thus billed almost
 15 2.5 times more hours than the attorneys for Peak. (Pierce Report, pgs. 15-20.) In
 16 fact, by every metric, VWGoA’s attorneys staffed the matter and/or billed hours
 17 more than double Peak’s attorneys. Below is a chart from Pierce’s Report (pg. 19),
 18 detailing the overall staffing, the total hours, and the associated fees. In each case,
 19 VWGoA’s attorneys were at least double.

Excessive Staffing, Hours, and Fees [Percentage Comparison of VW to Peak’s Numbers]					
	Party	Peak	VW	Difference	VW Percent Greater
25	1. Staffing	15	29	14	193.33 %
26	2. Hours	1,823.50 hrs.	4,720.64 hrs.	2,897.14 hrs.	258.88%
27	3. Computed Fees	\$1,010,714.50	\$2,054,292.45	\$1,043,577.95	203.25%
28					

1 (6) Pierce did more than look at the total hours. Pierce looked at two major
2 projects in the case – briefing on a Motion to Decertify and Supplemental Briefing
3 on the same motion. He analyzed the billing entries of each firm, confirming the
4 hours spent on the project, and confirming that the work was the same or similar. In
5 each case, VWGoA’s attorneys, in total, spent at least 2.5 more hours than Peak’s,
6 generating about double the total fees. (Pierce Report, pgs. 17-18.)

7 (7) VWGoA attempts to blunt the force of these comparisons, claiming that
8 VWGoA’s attorneys took on vastly more work. That is false:

- 9 • Pierce analyzed the billings of Baker, Faegre, and Sheppard
10 Mullin, concluding that counsel for VWGoA and Peak
11 performed largely the same tasks, assisted in preparing the same
12 motions, engaged in the same discovery, and so on. While there
13 may be some variability in the amount different firms spend on
14 the same activities, a multiple of 2.5 times is unreasonable.
- 15 • Pierce specifically analyzed the billings of different motions,
16 where counsel for each party worked jointly on the projects.
17 That review confirmed that the same work was done by both sets
18 of attorneys.
- 19 • In his declaration, Karlsgodt claims that “attorneys at Baker were
20 tasked with drafting the motion for certification and preparing
21 lengthy support documents” (Karlsgodt Decl. ¶ 17), suggesting
22 that Peak’s attorneys were not involved. Both side’s attorneys
23 were involved equally in the preparation of documents. In this
24 instance, Baker provided an initial draft (dated October 11,
25 2018), and then Peak’s attorneys provided a substantial re-write
26 (dated October 12, 2018). The parties then worked together to
27 draft declarations (from each of their clients), and prepare
28 documents (again, from each of their clients). (Ramsey Decl. ¶

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

9.) Again, Pierce recognizes that different firms and attorneys can staff and work on a matter differently, but VWGoA’s attorneys spending more than double the time as Peak’s is unreasonable.

- Karlsgodt similarly claims that “VWGoA took the laboring oar with preparing a majority of the supplemental brief and supporting documents.” (Karlsgodt Decl. ¶ 19.) Again, both sides participated in preparing the draft. In this case, VWGoA’s attorneys and Peak’s attorneys had different views on how the supplemental briefing should be done, and so each worked on competing drafts. Ultimately, the two drafts were merged together and then edited by each side. (Ramsey Decl. ¶ 10.) Again, Pierce recognizes that different firms and attorneys can staff and work on a matter differently, but VWGoA’s attorneys spending more than double the time as Peak’s is unreasonable.
- Karlsgodt notes that the case “involved extensive third party investigations, discovery and fact gathering from numerous dealers across the country.” (Karlsgodt Decl. ¶¶ 26-27.) That was true, but because VWGoA didn’t want to be seen as subpoenaing its own dealers, Peak’s counsel handled all of those subpoenas. Bridget Russell, an associate at Sheppard Mullin at the time (now special counsel), took the laboring oar on those subpoenas and follow-up. Sheppard Mullin’s records reflect that she billed approximately 150 hours to that task. (Ramsey Decl. ¶ 11.) VWGoA’s attorneys would also have been involved, including in reviewing the records, but to suggest that VWGoA’s attorneys handled it, to the exclusion of Peak’s, is false.

1 • Karlsgodt states that Billy Donley and Rachel Hooper, at Baker,
2 were brought on to “focus[] on trial preparations.” (Karlsgodt
3 Decl. ¶ 30.) The matter never got close to trial – in fact,
4 although a class was certified, class notice never went out.
5 (Ramsey Decl. ¶ 11.) In total, VWGoA’s “trial team” – Donley
6 and Hooper – billed 1,519.5 hours to the matter. (See Pierce
7 Report, Exhibit B-1P.) It’s unclear why so much of their time
8 would have been needed, or why it would not have been
9 duplicative of what Karlsgodt and Pearson were “focused on
10 briefing and TCPA issues.” (Karlsgodt ¶ 30.) Worse, each of
11 them billed over 700 hours to the matter (721.4 for Donley;
12 798.1 for Hooper), which was roughly the same as Karlsgodt
13 (726.9 hours), who was lead counsel on the case for VWGoA.
14 (See Pierce Report, Exhibit B-1P.) All of this duplication was
15 unreasonable.

16 (8) In the end, although VWGoA’s attorneys billed more than 2.58 times
17 the hours as Peak’s attorneys, resulting in billings about double of Peak’s attorneys,
18 Pierce opines that a reduction of just 85% of the difference (or about 42.5% of the
19 total) is appropriate. As Pierce notes, in his opinion, “the 15% difference is a
20 recognition that firms may approach the same legal tasks differently.” (Pierce
21 Report, pgs. 19-20.)

22 (9) In addition to the excessive, duplicative billing, VWGoA’s billing
23 entries are littered with vague entries, block billing, and redactions. (See Pierce
24 Report, pgs. 20-37.) Pierce opines that reducing the hours on these entries is
25 appropriate and necessary. These reductions are relatively small, resulting in
26 reduced fees of just \$160,132.57.

27
28

1 (10) Finally, Pierce’s report details that there are fee discrepancies in what
2 was actually performed, compared to what was actually billed, resulting in
3 overbilling of \$87,172.05. (Pierce Report, pg. 40, Exhibits D-1 and D-2.)

4 * * *

5 In total, after reducing VWGoA’s fees for the unreasonable number of hours,
6 and further reducing time based on vague entries, block billing, and redactions (all
7 without double counting the reductions), and further reducing fees based on
8 incorrect billings, Pierce concludes that, of the more than \$2.2 million requested by
9 VWGoA, no more than \$1,096,770.44 should be categorized as reasonable. (Pierce
10 Report, pg. 40.)

11 **D. VWGoA’s Expected Attacks On Pierce’s Report Are Either**
12 **Meritless Or Immaterial**

13 VWGoA filed a motion in limine to exclude or limit Pierce’s opinions. The
14 Court denied the motion as moot, but Peak expects that VWGoA will reargue those
15 points. Accordingly, Peak addresses those arguments below.

16 ***1. VWGoA Has Wrongly Argued That Mr. Pierce’s Opinions,***
17 ***Comparing VWGoA’s Fees To Peak’s Fees Is Irrelevant Under***
18 ***Michigan Law***

19 VWGoA has argued that Pierce’s comparisons of the hours spent by
20 VWGoA’s attorneys to Peak’s attorneys are not appropriate. This argument should
21 be rejected. As explained above, time and labor is a primary factor in determining
22 the reasonable of a fee request. Of course, if the time and labor is a factor to be
23 examined, evaluating one law firm’s fees with the fees of another law firm
24 representing a different party in the same case is relevant. How could it not be?
25 VWGoA and Peak were sued for the *same* thing, based on the *same* facts; they each
26 engaged in the *same or similar* discovery and depositions; and they each filed the
27 *same or similar* pleadings. The fact that Peak’s counsel incurred fees and costs that
28 were, by all measures, *half* of those incurred by VWGoA’s counsel—despite the

1 two parties having engaged in nearly identical discovery and motion practice—is
2 relevant and probative evidence of whether VWGoA’s fees were reasonable.
3 Consistent with this, the law, including in Michigan, holds that comparisons
4 between firms in the same matter is relevant to whether the fees of one firm were
5 reasonable. *See, e.g., Poly-Flex Const., Inc. v. Neyer, Tiseo & Hindo, Ltd.*, 600 F.
6 Supp. 2d 897, 919 (W.D. Mich. 2009) (noting that the “great disparity between the
7 fees paid by the two parties” is relevant to the reasonableness of a fee request); *see*
8 *also In re Fine Paper Antitrust Litig.*, 751 F.2d 562, 587 (3d Cir. 1984) (concluding
9 that evidence of fees and expenditures of other parties may be relevant to the issue
10 of the reasonableness of the petitioner’s fees and leaves questions of discovery on
11 this issue to the informed discretion of the district court); *Naismith v. Professional*
12 *Golfers Asso.*, 85 F.R.D. 552, 563 (N.D. Ga. 1979) (concluding that the number of
13 hours spent by defendants counsel, their billing rates, and the total fees are relevant
14 to assessing reasonableness of plaintiff’s fees); *Stastny v. S. Bell Tel. & Tel. Co.*, 77
15 F.R.D. 662, 663–64 (W.D.N.C. 1978) (“In a contest over what time was reasonably
16 and necessarily spent in the preparation of a case, it is obvious that the time that the
17 opposition found necessary to prepare its case would be probative. Each party must
18 prepare to question the same witnesses, must review the same documents and other
19 evidence, and must anticipate a presentation by the opposition of a complexity
20 related to the facts in issue.”).

21 **2. VWGoA Has Wrongly Argued That Mr. Pierce’s Testimony**
22 **Challenging Redacted, Vague, and Block Billed Time Entries**
23 **Is Inadmissible**

24 In part of his opinion, Mr. Pierce opines that the fees incurred by VWGoA’s
25 attorneys should be reduced based on vague billing entries, redactions in the entries
26 (rendering them vague or intelligible), and/or block billing. (*See Pierce Report*, at
27 20–38.) In the end, the total amount that Mr. Pierce opines should be reduced is
28 about \$60,000 for vague billing entries; \$15,000 for block-billed entries; and

1 \$86,000 for redacted billing entries (for a total reduction of about \$161,000). (*Id.* at
2 38–39.) Such reductions are standard fare and are made by courts all the time,
3 including in Michigan. *See, e.g., Int’l-Matex Tank Terminals-Ill. v. Chem. Bank*,
4 No. 1:08-CV-1200, 2010 WL 3222515, at *8 (W.D. Mich. June 16, 2010), *report*
5 *and recommendation adopted sub nom. Int’l-Matez Tank Terminals-Ill. v. Chem.*
6 *Bank*, No. 1:08-CV-1200, 2010 WL 3238917 (W.D. Mich. Aug. 16, 2010); *Gratz v.*
7 *Bollinger*, 353 F. Supp. 2d 929, 939 (E.D. Mich. 2005); *see also, e.g., Vicki Welch v.*
8 *Metropolitan Life Insurance Co.* 480 F.3d 942 (9th Cir. 2007); *Apple, Inc. v.*
9 *Samsung Elec. Co., Ltd.*, No. C 11–1846 LHK (PSG), 2012 WL 5451411, at *5
10 (N.D. Cal. Nov. 7, 2012); *Ctr. for Food Safety v. Vilsack*, No. C–08–00484 JSW
11 (EDL), 2011 WL 6259891, at *8 (N.D. Cal. Oct. 13, 2011).

12 Despite the above, VWGoA previously relied on a single Michigan case,
13 *Lakeside Retreats LLC v. Camp No Counselors LLC*, 340 Mich. App. 79, 98 (Mich.
14 Ct. App. 2022), to support its contention that the format of billing entries is not
15 relevant to the reasonable fee analysis. In *Lakeside Retreats*, the court declined to
16 reduce a fee request based on certain time entries being challenged in that case. But
17 that does not mean, in a different case, with different time entries, reductions would
18 not be appropriate. Indeed, as noted above, federal courts applying Michigan law
19 have considered the format of billing entries in determining the reasonableness of
20 the claimed fees, and have discounted those fees where, as here, block billing was
21 used. *See, e.g., Int’l-Matex Tank Terminals-Ill.*, 2010 WL 3222515, at *8
22 (discounting various billing entries and noting that “[b]ecause the . . . activities are
23 ‘block billed’ with other, proper charges, it is not possible to excise with precision
24 the time improperly billed for th[ese] activit[ies]. Any risk of imprecision in this
25 regard should fall on plaintiff, because of the inadequate time records in this
26 regard.”); *Gratz*, 353 F. Supp. 2d at 939 (“The Court believes that a ten percent
27 (10%) reduction in Maslon’s requested fees is appropriate due to its attorneys’ block
28 billing and vague entries.”).

1 3. ***VWGoA’s Other Prior Attacks On Mr. Pierce’s Opinions Are***
2 ***Immaterial***

3 VWGoA also previously quibbled with certain aspects of Mr. Pierce’s
4 testimony and analysis. However, errors, weaknesses, or challenges to a calculation
5 go “to the weight of an expert opinion, not its admissibility.” *Rodriguez v. JLG*
6 *Indus., Inc.*, No. CV1104586MMMSHX, 2012 WL 12883784, at *11 (C.D. Cal.
7 Aug. 3, 2012) (citing *United States v. Prime*, 431 F.3d 1147, 1153 (9th Cir. 2005)).
8 The Court should therefore reject any argument by VWGoA to exclude Mr. Pierce’s
9 testimony and report. A few examples bear this out.

10 First, in a handful of places, VWGoA previously argued that Mr. Pierce’s
11 analysis is flawed because he should have included certain hours in part of his
12 analysis, when he did not, or excluded other hours when he included them. Such
13 challenges are properly a rebuttal expert. Such challenges do not go to whether Mr.
14 Pierce’s testimony is admissible. In any event, a few entries here and there is not
15 material in the scope of this case, or call into question Mr. Pierce’s opinions.

16 Second, in the past, VWGoA cherry picked a few stray lines from Mr.
17 Pierce’s deposition testimony, citing them in an effort to suggest that Mr. Pierce
18 could not explain his analysis. But even a cursory review of just the few pages of
19 his deposition testimony that VWGoA included shows that Mr. Pierce explained his
20 analysis and what went into it. The fact that counsel can pluck one line out of
21 testimony and misconstrue it out of context is not a basis to conclude that Pierce’s
22 testimony is inadmissible, and it certainly is not enough to discredit the opinions.

23 **III. THE COURT SHOULD AWARD ONLY \$6,000 WITH RESPECT TO**
24 **VWGOA’S SETTLEMENT OF THE TRENZ LITIGATION**

25 VWGoA settled with *one* named-plaintiff in the underlying *Trenz* Litigation,
26 agreeing to pay \$6,000 to Plaintiff *Trenz* and the remainder (\$269,000) to *Trenz*’s
27 attorneys. (*See* Motion at pgs. 26-27.) This settlement was entered into after the
28 trial court had entered summary judgment on *Trenz*’s individual claims, in a case

1 that had been de-certified. Trenz was appealing the entry of summary judgment.
2 Either way, there was no basis that Trenz could recover any attorneys’ fees, even if
3 he prevailed on appeal and prevailed in the trial court thereafter. The TCPA does
4 not include any provision for the award of attorneys’ fees, and there was no class
5 action.

6 As VWGoA notes, the indemnity provision requires indemnification of
7 “*reasonable*.... settlements.” VWGoA’s decision to enter into a wholly
8 unreasonable settlement, in an action where it had already prevailed, and then to pay
9 \$269,000 to the plaintiff’s attorney, when there was no right to such fees at all, does
10 not give it a right to get that unreasonable amount from Peak. Accordingly, the
11 Court should award VWGoA no more than \$6,000 with respect to the settlement.

12 **IV. THE COURT SHOULD NOT AWARD PRE-JUDGMENT INTEREST**

13 VWGoA requests interest under M.C.L. § 600.6013(3). But VWGoA does
14 not explain how it calculates the prejudgment interest at all and, of course, any such
15 calculation would need to be modified, depending on the Court’s ultimate award.
16 Accordingly, VWGoA’s request for prejudgment interest should be denied.

17 **V. CONCLUSION**

18 For the foregoing reasons, Peak respectfully requests that the Court deny the
19 Motion and find that VWGoA is entitled to an amount in damages that it finds
20 appropriate and permissible and, in any event, in an amount no more than
21 \$1,102,770.44. That consists of \$1,096,770.44 in attorneys’ fees and costs, and
22 \$6,000 in settlement costs.

23 ///
24 ///
25 ///
26 ///
27 ///
28 ///

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

Dated: May 2, 2025

SHEPPARD, MULLIN, RICHTER & HAMPTON LLP

By

/s/ Jay T. Ramsey

JAY T. RAMSEY

KEVIN MURPHY

Attorney for Defendant
On-Line Administrators, Inc., n/k/a On-Line
Administrators, LLC