

**UNITED STATES DISTRICT COURT  
DISTRICT OF MASSACHUSETTS**

**Heather Bernstein, individually and on behalf  
of all others similarly situated,**

**Plaintiff,**

**V.**

**Conopco, Inc.,**

**Defendant.**

**ClassAction Complaint**

**C.A. NO. \_\_\_\_\_**

Heather Bernstein (hereafter also referred to as "Plaintiff") alleges, based upon personal knowledge related to herself, and upon information and belief, obtained in part from an investigation conducted by her attorneys, as to all other matters, as follows:

**INTRODUCTION**

1. Plaintiff brings this putative class action lawsuit, on behalf of herself and a class of similarly situated Massachusetts individuals (hereafter also referred to as "Class"), against Conopco, Inc. (hereafter also referred to as "Conopco" or "Defendant").
2. Plaintiff seeks to remedy Defendant's deceptive labeling, marketing, and sale of its "Breyers Delights Vanilla Bean Low Fat Ice Cream" (hereafter also referred to as "Product")
3. Defendant has misled Plaintiff and reasonable consumers to believe the Product contains vanilla beans as the ingredient that provides for the Product's characterizing vanilla flavor.

4. In reality, it contains "natural flavor," as the ingredient that provides for the Product's characterizing vanilla flavor.
5. Plaintiff seeks damages, injunctive relief, and a jury trial for Defendant's deceptive and misleading actions that have unjustly enriched the Defendant.

### **PARTIES**

6. Plaintiff is currently, and has been throughout the Class Period, a Massachusetts resident and she currently lives in the municipality of Pittsfield, Berkshire County, Massachusetts. During the Class Period, Plaintiff purchased Defendant's Product on several occasions based on the representation and reasonable belief that the Vanilla Bean ice cream contained vanilla beans.
7. Defendant is a New York corporation with a principal place of business in Englewood Cliffs, New Jersey.

### **JURISDICTION AND VENUE**

8. Jurisdiction of this Court is proper under 28 U.S.C. §1332(d)(2). Diversity jurisdiction exists as Defendant is a New York corporation with its principal place of business in New Jersey and Plaintiff is a resident of Massachusetts. The amount in controversy exceeds \$5,000,000 for Plaintiff and the Class, exclusive of interest and costs, reaped by Defendant

from their transactions with Plaintiff and the Class, as a direct and proximate result of the wrongful conduct alleged herein, and by the injunctive and equitable relief sought.

9. Jurisdiction is proper according to the Class Action Fairness Act of 2005 (hereafter also referred to as "CAFA"). 28 U.S.C. § 1332(d)(2).
  
10. Venue is proper within this judicial district under 28 U.S.C. § 1391 because a substantial portion of the underlying transactions and events complained of herein occurred in this judicial district.

#### **SUMMARY OF THE CASE**

11. Plaintiff and the Class purchased Defendant's Product on the reasonable, but the mistaken, belief that the Product contained vanilla beans.
  
12. The Product's front label prominently and conspicuously displays the words "Vanilla Bean" ice cream and an image of a flowering vanilla plant that contains vanilla seeds from the vanilla pod.
  
13. The prominent and conspicuous display of the word "Vanilla Bean" on the Product's front label misleads reasonable consumer to believe that the Product contained vanilla beans as the Product's characterizing ingredient that delivers the Product's promised vanilla flavor.
  
14. Images of a flowering vanilla plant and vanilla bean pods on the Product's front label further misled Plaintiff and reasonable consumers to believe that the Product contained

vanilla beans as the Product's characterizing ingredient, which delivers the Product's promised vanilla flavor.

15. Additionally, the Product's tiny black specks misled Plaintiff and the Class to mistakenly believe that the Product contained vanilla beans.

16. In truth, however, the Product does not contain vanilla beans.

17. Instead, the Product is flavored by "natural flavor" that provides for the Product's characterizing vanilla flavor.

18. Defendant deceives Plaintiff and the Class into believing that its Product contains vanilla as its characterizing ingredient, in the form of vanilla bean seeds from the vanilla bean pod portion of the vanilla orchid plant.

19. Defendant's labeling its Product as if it contains vanilla beans as an ingredient, without reference to any wording that would inform reasonable consumers that the Product does not contain vanilla beans, is deceptive, misleading, and unjust.

20. Defendant intends that consumers rely upon the Product's front label, and reasonable consumers, do in fact, rely on the Product's front label to honestly state the nature of its ingredients.

21. Defendant's deception flows from the fact that the Product does not disclose, on the Product's front label, that the Product is a vanilla-flavored product that does not contain vanilla as an ingredient in the form of vanilla beans.
22. Since the Product does not disclose that vanilla is a flavor and not an ingredient, the Product's labeling is not in compliance with federal food labeling laws and regulations and substantively identical state food labeling laws and regulations.
23. Substantively identical federal and Massachusetts laws deem a food product "misbranded" if "its labeling is false or misleading in any particular." (See 21 U.S.C. § 343(a) and Massachusetts ALM GL ch. 94 § 187.)
24. Any food product that is expected to contain its characterizing ingredient but does not, and instead is flavored, must disclose that fact to consumers on the Product's front label. Failure to do so misleads reasonable consumers into believing they are purchasing a food product with qualities it does not have and is in clear violation of the law.
25. Defendant's actions in its representations and omissions relating to vanilla Beans as an ingredient are deceptive, misleading, and provide the basis for an unjust enrichment claim.

### **PRODUCT LABEL**

26. Below are images of the Product's front label and a listing of the ingredients depicted on the label located on the Product's backside on its ingredient list.

27. Image 1 below is an image of the Product's front label.



*Image 1*

28. Image 2 below is an image of the ingredients depicted on the label's ingredient list located on the Product's backside.

**INGREDIENTS:** SKIM MILK, SOLUBLE CORN FIBER, ERYTHRITOL, MILK PROTEIN CONCENTRATE, CREAM, **LESS THAN 2% OF:** SUGAR, VEGETABLE GUMS (GUAR, CAROB BEAN), NATURAL FLAVOR, REB A (STEVIA LEAF EXTRACT), VITAMIN A PALMITATE.

*Image 2*

**FEDERAL AND STATE STATUTORY AND REGULATORY  
FOOD LABELING FRAMEWORK**

**Federal Food, Drug, and Cosmetic Act, 21 U.S.C. § 301 *et seq.***

29. The federal "Food, Drug, and Cosmetic Act," codified at 21 U.S.C. § 301 *et. seq.*, (hereafter also referred to as "FDCA"), is a federal statute that comprehensively but not exclusively regulates the sale of food products to the consuming public.

30. The FDCA deems food "misbranded" if its labeling is "false or misleading in any particular." (See 21 U.S.C. § 343(a)(1))

31. The FDCA defines the term "food" to include "articles used for food or drink for man."  
(See 21 U.S.C. §§ 321(f))

32. Ice cream products are considered food according to the FDCA's definition of food.

33. One of the primary reasons for enacting the FDCA was to prevent misbranding of food product labeling.

34. The FDCA considers a food product misbranded if "any" representation is false or misleading. It prohibits any statement, design, or device that may deceive or mislead consumers who are misled by such actions.

**Federal Food and Drug Administration's Food Labeling Regulations**

35. The FDCA gives the federal Food and Drug Administration (hereafter also known as "FDA") the responsibility to ensure that foods are correctly labeled. (See 21 U.S.C. § 393(b)(2)(A))
36. The FDA oversees food labeling in the United States through a detailed and comprehensive regulatory umbrella that includes the FDCA's federal statutes and the FDA's federal regulations.
37. According to the FDA's authority from the FDCA, the FDA has promulgated comprehensive regulations to implement the FDCA concerning food labeling requirements (hereafter also referred to as "FDA Regulations") (See 21 C.F.R. § 101.1 *et seq.*)
38. 21 C.F.R. § 101.22 contains the federal regulations that apply to food labeling.
39. 21 C.F.R. § 101.22(i) contains the specific regulation that applies when a food label makes a representation about a "primary recognizable flavor(s), by word, vignette, e.g., the depiction of a fruit, or other means."
40. Massachusetts has expressly adopted the federal labeling requirements. Massachusetts food labeling laws require that all packaged food complies with all labeling requirements in federal food regulation, 21 C.F.R. § 101.22. (See 105 CMR 590.001; Massachusetts Food Code § 3-201.11) Massachusetts requires this "to safeguard public health and provide

to consumers food that is safe, unadulterated, and honestly presented."; Massachusetts Food Code § 3-601.12("[f]ood shall be offered for human consumption in a way that does not mislead or misinform the consumer.")

41. The information panel on a food product which, per 21 C.F.R. § 101.2(a), is "that part of the label immediately contiguous and to the right of the principal display panel," must include a "designation of ingredients" that consists of a listing of the food's ingredients "by common or usual name in descending order of predominance." (See 21 C.F.R. § 101.4(a)(1))

42. The FDCA prohibits the misbranding of any food. (See 21 U.S.C. §331(b)) Generally, a food is "misbranded" if, among other things, its labeling is false or misleading." (See 21 U.S.C. § 343) 21 C.F.R. §101.22 (i) specifically provides:

If the label, labeling, or advertising of a food makes any direct or indirect representations with respect to the primary recognizable flavor(s), by word, vignette, e.g., depiction of a fruit, or other means, or if for any other reason the manufacturer or distributor of a food wishes to designate the type of flavor in the food other than through the statement of ingredients, such flavor shall be considered the characterizing flavor and shall be declared in the following way:

(1) If the food is one that is commonly expected to contain a characterizing food ingredient, e.g., strawberries in "strawberry shortcake," and the food contains natural flavor derived from such ingredient and an amount of characterizing ingredient insufficient to independently characterize the food, or the food contains no such ingredient, the name of the characterizing flavor may be

immediately preceded by the word "natural" and shall be immediately followed by the word "flavored" in letters not less than one-half the height of the letters in the name of the characterizing flavor, e.g., "natural strawberry flavored shortcake," or "strawberry flavored shortcake."

43. The Product sold by Defendant is characterized as Vanilla Bean Ice Cream. It does not contain Vanilla Bean but rather is flavored with natural flavor. Therefore, by law, Defendant must disclose that the Product is flavored on the Product's front label. Defendant has failed to make such a disclosure and therefore is not in compliance with the law.

**FEDERAL AND MASSACHUSETTS FOOD LABELING LAWS  
ARE SUBSTANTIVELY IDENTICAL**

44. Plaintiff does not plead, and as a result of this disclaims, causes of action under the FDCA, and regulations promulgated thereunder by the FDA. Plaintiff relies on the FDCA and FDA regulations only to the extent such laws and regulations have been separately enacted as state laws or regulations or provide a predicate basis of liability under state law.

45. Massachusetts law provides that a food is considered misbranded if the food label is false or misleading in any particular, and further incorporates by reference the federal food labeling laws and regulations.

46. Plaintiff is not alleging causes of action under the FDCA and FDA Regulations. Plaintiff relies on the FDCA and the FDA Regulations only to the extent that the FDCA and the

FDA Regulations have been independently and separately enacted as state food labeling laws and regulations, and further provide a basis of liability under Massachusetts Law.

47. Plaintiff is not suing because Defendant's conduct violates the FDCA and the FDA Regulations. Instead, Plaintiff is suing for Defendant's conduct that is not in compliance with the FDCA and the FDA Regulations. Therefore, Defendant's conduct violates Massachusetts Law and provides the basis for Plaintiff's unjust enrichment claim

48. Since federal and Massachusetts food labeling laws and regulations identically prohibit misbranded food products, federal food labeling laws and regulations do not preempt Massachusetts food labeling laws and regulations.

### **INGREDIENT VERSUS FLAVOR**

49. Some oil, protein, essence, or other extraction of the vanilla bean may have been used to create the Product's natural flavor. However, that natural flavor does not consist of "vanilla beans," as a reasonable consumer would understand. Instead, the scientists who created the Product's natural flavor would have isolated proteins from the vanilla bean's cells and tissue or extracted oils or essences from the vanilla bean. However, because those isolated compounds may not taste like vanilla, the scientist would have combined those extractions with any other extractions from other plants and animals to create a flavoring substance that tastes like vanilla. (See <https://www.scientificamerican.com/article/what-is-the-difference-be-2002-07-29/> , last accessed January 28, 2021, describing the process for creating natural flavors.)

50. Properly indicating that the Product is flavored is not only a legal requirement, but it is a material term on which a reasonable consumer rely.

### **COMPETITOR PRODUCTS**

51. Images 3 and 4 below are image of the front label and the ingredient list located on the label on the backside, respectively, of a Hagen-Dazs vanilla bean ice cream distributed by Nestle Dreyer's Ice Cream Company.

52. The Product's front label, Image 3, displays the words "vanilla bean" ice cream and depicts the words "vanilla bean" on the ingredient list located on the label on the Product's backside.

53. The Haagen-Dazs Vanilla Bean Ice Cream is a product that, like Conopco's Product, displays the words vanilla bean on the product's front label as the ingredient responsible for the product's characterizing vanilla flavor.

54. However, unlike Conopco's Product, the Haagen-Dazs Vanilla Bean Ice Cream displays the words "Vanilla Bean" on its ingredient list (Image 4).

55. Unlike Conopco's Product, vanilla beans is an ingredient are responsible for the Haagen-Dazs product's characterizing vanilla flavor.

56. Therefore, the Haagen-Dazs Vanilla Bean Ice Cream is lawfully labeled and not misbranded.



*Image 3*

**INGREDIENTS:** CREAM, SKIM MILK, CANE SUGAR, EGG YOLKS, GROUND VANILLA BEANS, VANILLA EXTRACT.

*Image 4*

57. Images 5 and 6 below are, respectively, images of the front label and the ingredient list located on the label on the backside of a Halo Top Vanilla Bean Ice Cream distributed by Wells Enterprises, Inc. dba Wells Dairy, Inc.

58. The Halo Top product's front label displays the words "vanilla bean" ice cream (Image 5) and depicts the words "vanilla bean" on the ingredient list located on the label on the product's backside (Image 6).

59. The Halo Top Vanilla Bean Ice Cream is a product that, like Conopco's Product, displays the words vanilla bean on the product's front label as the ingredient responsible for the product's characterizing vanilla flavor.

60. However, unlike Conopco's Product, the HaloTop Vanilla Bean Ice Cream displays the words "Vanilla Bean" on its ingredient list.

61. Unlike Conopco's Product, vanilla beans as an ingredient are responsible for the Halo Top product's characterizing vanilla flavor.

62. Therefore, the Halo Top product is lawfully labeled and not misbranded.



*Image 5*

**Ingredients:**

Skim Milk, Eggs, Erythritol, Prebiotic Fiber, Milk Protein Concentrate, Cream, Organic Cane Sugar, Vegetable Glycerin, Natural Flavor, Sea Salt, Vanilla Beans, Organic Carob Gum, Organic Guar Gum, Organic Stevia Leaf Extract.

*Image 6*

**CLASS ACTION ALLEGATIONS**

63. Plaintiff brings this action on behalf of herself and on behalf of all other individual Massachusetts consumers who purchased Defendant's Product. The Class Period is limited to the statute of limitations applicable to the cause of action. Plaintiff brings this class action lawsuit pursuant to Federal Rule of Civil Procedure 23(a), and 23(b)(1), 23(b)(2) and 23(b)(3). Excluded from the Class are the Defendant and its employees, principals, affiliated entities, legal representatives, successors, and assigns.

64. Upon information and belief, thousands of Class members are geographically dispersed throughout Massachusetts. Therefore, individual joinder of all members of the Class would be impracticable.

65. Common questions of law or fact exist as to all members of the Class. These questions predominate over the questions affecting only individual class members. These common legal or factual questions include: (1) whether Defendant's labeling of its Product is likely

to deceive class members; (2) whether Defendant's representations are unlawful; and (3) the appropriate measure of damages and restitution.

66. Plaintiff's claims are typical of the Class's claims in that Plaintiff was a consumer who purchased Defendant's Product in Massachusetts that was characterized by a specific ingredient yet did not contain that ingredient. Instead, it was flavored – a fact that was not disclosed on the Product's front label. Therefore, Plaintiff is no different in any relevant respect from any other Class member, and the relief sought is common to the Class.

67. Plaintiff is an adequate representative of the Class because her interests do not conflict with the Class members' interests she seeks to represent. She has retained counsel competent and experienced in conducting complex class action litigation. Plaintiff and her counsel will adequately protect the interests of the Class.

68. A class action is superior to other available means for the fair and efficient adjudication of this dispute. The damages suffered by each individual Class member likely will be relatively small, especially given the relatively small cost of the food products at issue and the burden and expense of individual prosecution of the complex litigation necessitated by Defendant's conduct. Thus, it would be virtually impossible for Class members individually to effectively redress the wrongs done to them.

69. Moreover, even if Class members could afford individual actions, it would still not be preferable to class-wide litigation. Individualized actions present the potential for

inconsistent or contradictory judgments. By contrast, a class action presents far fewer management difficulties and provides the benefits of single adjudication, economies of scale, and comprehensive supervision by a single court.

70. In the alternative, the Class may be certified because Defendant has acted or refused to act on grounds generally applicable to the Class, thereby making appropriate preliminary and final equitable relief for the Class.

### **COUNT I** **Unjust Enrichment**

71. Plaintiff alleges and incorporates by reference the allegations in all of this Complaint's preceding paragraphs as though fully set forth therein.

72. As a direct and proximate result of Defendant's misconduct as set forth above, Defendant has been unjustly enriched. Expressly, by its misconduct described herein, Defendant has accepted a benefit in the form of monies paid by Plaintiff and the Class. The Defendant had an appreciation or knowledge of the benefit conferred on it by Plaintiff and the Class.

73. It would be inequitable for Defendant to retain the profits, benefits, compensation, consideration, and other monies obtained by and from its wrongful conduct in promoting, marketing, distributing, and selling the Product. On behalf of herself and all others similarly situated, Plaintiff seeks restitution from Defendant an order of this Court proportionally disgorging all profits, benefits, compensation, consideration, and other monies obtained by Defendant from its wrongful conduct.

WHEREFORE, Plaintiff, on behalf of herself and the Class, prays for judgment as follows:

- a. Certification of the Class under Federal Rule of Civil Procedure 23 and appointment of Plaintiff as representative of the Class and her counsel as Class Counsel;
- b. Actual damages;
- c. Restitution and disgorgement of Defendant's revenues or profits to Plaintiff and the members of the proposed Class as permitted by applicable law;
- d. Statutory pre-judgment and post-judgment interest on any amounts;
- e. Payment of reasonable attorneys' fees and recoverable litigation expenses as may be allowable under applicable law; and
- f. Such other relief as the Court may deem just and proper.

### **Jury Demand**

Plaintiff requests a trial by Jury on all claims.

Heather Bernstein,  
By Counsel,

*/s/ John T. Longo*      *1/28/21*

---

John T. Longo, Esq. MA BBO 632387  
Law Office of John T. Longo  
177 Huntington Avenue, 17th Fl, Suite 5  
Boston, MA 02115  
Phone (617) 863-7550  
jtlongo@jtlongolaw.com

*/s/ Peter N. Wasylyk*

---

Peter N. Wasylyk, RI Bar #3351

*(Pro Hac Vice To Be Filed)*

Law Offices of Peter N. Wasylyk  
1307 Chalkstone Avenue  
Providence, RI 02908  
Phone (401) 831-7730  
Fax (401) 861-6064  
pnwlaw@aol.com

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

I. (a) PLAINTIFFS

Heather Bernstein

(b) County of Residence of First Listed Plaintiff Berkshire, MA (EXCEPT IN U.S. PLAINTIFF CASES)

(c) Attorneys (Firm Name, Address, and Telephone Number) John T. Longo, 177 Huntington Avenue, 17th Fl, Suite 5 Boston, MA 02115 (617) 863-7550

DEFENDANTS

Conopco, Inc.

County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY)

NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

- 1 U.S. Government Plaintiff, 2 U.S. Government Defendant, 3 Federal Question (U.S. Government Not a Party), 4 Diversity (Indicate Citizenship of Parties in Item III)

III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

- Citizen of This State, Citizen of Another State, Citizen or Subject of a Foreign Country, PTF DEF, 1 1, 2 2, 3 3, 4 4, 5 5, 6 6

IV. NATURE OF SUIT (Place an "X" in One Box Only)

Click here for: Nature of Suit Code Descriptions.

Table with columns: CONTRACT, REAL PROPERTY, CIVIL RIGHTS, TORTS, PRISONER PETITIONS, FORFEITURE/PENALTY, LABOR, IMMIGRATION, BANKRUPTCY, SOCIAL SECURITY, FEDERAL TAX SUITS, OTHER STATUTES. Includes various legal categories like Personal Injury, Property Damage, Labor, etc.

V. ORIGIN (Place an "X" in One Box Only)

- 1 Original Proceeding, 2 Removed from State Court, 3 Remanded from Appellate Court, 4 Reinstated or Reopened, 5 Transferred from Another District (specify), 6 Multidistrict Litigation - Transfer, 8 Multidistrict Litigation - Direct File

VI. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity): 28 U.S.C. §1332(d)(2) Brief description of cause: Defendant sold mislabeled ice cream to Massachusetts consumers.

VII. REQUESTED IN COMPLAINT:

CHECK IF THIS IS A CLASS ACTION UNDER RULE 23, F.R.Cv.P. DEMAND \$ CHECK YES only if demanded in complaint: JURY DEMAND: Yes No

VIII. RELATED CASE(S) IF ANY

(See instructions): JUDGE DOCKET NUMBER

DATE SIGNATURE OF ATTORNEY OF RECORD

1/28/2021 /s/ John T. Longo

FOR OFFICE USE ONLY

RECEIPT # AMOUNT APPLYING IFP JUDGE MAG. JUDGE

**INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44**

## Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- I.(a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
- (b) County of Residence.** For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
- (c) Attorneys.** Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".
- II. Jurisdiction.** The basis of jurisdiction is set forth under Rule 8(a), F.R.Cv.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.  
 United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here. United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.  
 Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.  
 Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.**)
- III. Residence (citizenship) of Principal Parties.** This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- IV. Nature of Suit.** Place an "X" in the appropriate box. If there are multiple nature of suit codes associated with the case, pick the nature of suit code that is most applicable. Click here for: [Nature of Suit Code Descriptions](#).
- V. Origin.** Place an "X" in one of the seven boxes.  
 Original Proceedings. (1) Cases which originate in the United States district courts.  
 Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441.  
 Remanded from Appellate Court. (3) Check this box for cases remanded to the district court for further action. Use the date of remand as the filing date.  
 Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.  
 Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.  
 Multidistrict Litigation – Transfer. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407.  
 Multidistrict Litigation – Direct File. (8) Check this box when a multidistrict case is filed in the same district as the Master MDL docket.  
**PLEASE NOTE THAT THERE IS NOT AN ORIGIN CODE 7.** Origin Code 7 was used for historical records and is no longer relevant due to changes in statute.
- VI. Cause of Action.** Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional statutes unless diversity.** Example: U.S. Civil Statute: 47 USC 553 Brief Description: Unauthorized reception of cable service.
- VII. Requested in Complaint.** Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.  
 Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction.  
 Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases.** This section of the JS 44 is used to reference related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.

**Date and Attorney Signature.** Date and sign the civil cover sheet.

UNITED STATES DISTRICT COURT
DISTRICT OF MASSACHUSETTS

1. Title of case (name of first party on each side only) Heather Bernstein v Conopco, Inc.

2. Category in which the case belongs based upon the numbered nature of suit code listed on the civil cover sheet. (See local rule 40.1(a)(1)).

- I. 160, 400, 410, 441, 535, 830\*, 835\*, 850, 880, 891, 893, R.23, REGARDLESS OF NATURE OF SUIT.
II. 110, 130, 190, 196, 370, 375, 376, 440, 442, 443, 445, 446, 448, 470, 751, 820\*, 840\*, 895, 896, 899.
III. 120, 140, 150, 151, 152, 153, 195, 210, 220, 230, 240, 245, 290, 310, 315, 320, 330, 340, 345, 350, 355, 360, 362, 365, 367, 368, 371, 380, 385, 422, 423, 430, 450, 460, 462, 463, 465, 480, 485, 490, 510, 530, 540, 550, 555, 560, 625, 690, 710, 720, 740, 790, 791, 861-865, 870, 871, 890, 950.
\*Also complete AO 120 or AO 121. for patent, trademark or copyright cases.

3. Title and number, if any, of related cases. (See local rule 40.1(g)). If more than one prior related case has been filed in this district please indicate the title and number of the first filed case in this court. None

4. Has a prior action between the same parties and based on the same claim ever been filed in this court? YES NO [checked]

5. Does the complaint in this case question the constitutionality of an act of congress affecting the public interest? (See 28 USC §2403)

YES NO [checked]

If so, is the U.S.A. or an officer, agent or employee of the U.S. a party?

YES NO [checked]

6. Is this case required to be heard and determined by a district court of three judges pursuant to title 28 USC §2284?

YES NO [checked]

7. Do all of the parties in this action, excluding governmental agencies of the United States and the Commonwealth of Massachusetts ("governmental agencies"), residing in Massachusetts reside in the same division? - (See Local Rule 40.1(d)).

YES NO [checked]

A. If yes, in which division do all of the non-governmental parties reside?

Eastern Division Central Division Western Division

B. If no, in which division do the majority of the plaintiffs or the only parties, excluding governmental agencies, residing in Massachusetts reside?

Eastern Division Central Division Western Division

8. If filing a Notice of Removal - are there any motions pending in the state court requiring the attention of this Court? (If yes, submit a separate sheet identifying the motions)

YES NO

(PLEASE TYPE OR PRINT)

ATTORNEY'S NAME John T. Longo NOTE: Named Plaintiff resides in Western Division but class is all MA.

ADDRESS 177 Huntington Avenue, 17th Fl, Suite 5 Boston, MA 02115

TELEPHONE NO. (617) 863-7550