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18 page]

19 **UNITED STATES DISTRICT COURT**  
20 **CENTRAL DISTRICT OF CALIFORNIA**  
21 **WESTERN DIVISION**

22 *In re Mattel, Inc. Securities*  
23 *Litigation*

24 Case No. 2:19-cv-10860-MCS (PLAx)

25 **REPLY MEMORANDUM IN**  
26 **FURTHER SUPPORT OF**  
27 **(I) LEAD PLAINTIFFS' MOTION**  
28 **FOR FINAL APPROVAL OF**  
**SETTLEMENT AND PLAN OF**  
**ALLOCATION AND (II) LEAD**  
**COUNSEL'S MOTION FOR**  
**ATTORNEYS' FEES AND**  
**LITIGATION EXPENSES**

Judge: Hon. Mark C. Scarsi  
Courtroom: 7C, 7th Floor  
Date: May 2, 2022  
Time: 9:00 a.m.

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1 0.00002% of the estimated number of damaged Mattel shares purchased during the  
2 Class Period—a tiny percentage of the Class. Notably, although institutional  
3 investors held the vast majority of the Mattel common stock outstanding during the  
4 Class Period, no institutional investor has requested exclusion or submitted an  
5 objection. The absence of any objection or request for exclusion by these  
6 sophisticated class members is additional evidence of the fairness and reasonableness  
7 of the proposed Settlement, Plan of Allocation, and the fee and expense request.

8 **I. THE REACTION OF THE CLASS SUPPORTS APPROVAL OF THE**  
9 **SETTLEMENT, THE PLAN OF ALLOCATION, AND THE**  
10 **REQUESTED ATTORNEYS’ FEES AND LITIGATION EXPENSES**

11 **A. The Court-Approved Notice Program**

12 Pursuant to the Court’s Preliminary Approval Order (ECF No. 146), the  
13 Claims Administrator, JND Legal Administration (“JND”), conducted a robust  
14 notice program under Lead Counsel’s supervision. The notice program included  
15 mailing over 194,000 Notice Packets to potential Class Members and nominees,  
16 publishing the Summary Notice in *The Wall Street Journal* and over the *PR*  
17 *Newswire*, and establishing a website, [www.MattelSecuritiesLitigation.com](http://www.MattelSecuritiesLitigation.com), which  
18 provides copies of the Notice, Claim Form, and other information and documents.

19 The Notice informed Class Members of the terms of the proposed Settlement  
20 and Plan of Allocation, and that Lead Counsel would apply for attorneys’ fees in an  
21 amount not to exceed 25% of the Settlement Fund and for payment of Litigation  
22 Expenses in an amount not to exceed \$1,500,000. *See* Notice ¶¶ 5, 60. The Notice  
23 also advised Class Members of their right to request exclusion from the Class or to  
24 object to the proposed Settlement, the Plan of Allocation, and/or the request for  
25 attorneys’ fees and expenses by the deadline of April 11, 2022. *See* Notice at p. 3.

26 JND began mailing the Notice and Claim Form (together, the “Notice Packet”)  
27 to potential Class Members on February 4, 2022. *See* Segura Decl. (ECF No. 149-3),  
28 at ¶¶ 3-6. As of April 22, 2022, JND had mailed a total of 194,424 Notice Packets

1 to potential Class Members and nominees. *See* Supplemental Declaration of Luiggy  
2 Segura (“Supp. Segura Decl.”) (Ex. 1), at ¶ 2.<sup>2</sup> On March 28, 2022, two weeks prior  
3 to the objection deadline, Lead Plaintiffs and Lead Counsel filed their opening papers  
4 in support of the instant Motions. These papers were immediately available on the  
5 public docket (ECF Nos. 147-49) and were made available on the settlement website  
6 and Lead Counsel’s website the following day. *See* Supp. Segura Decl. ¶ 3.

7       Following this extensive notice program, just one Class Member has submitted  
8 an objection (ECF No. 151), which is discussed in Part II below. In addition, only  
9 twelve requests for exclusion have been received, all submitted by individual  
10 investors or individual or family trusts. Of the twelve requests for exclusion  
11 received, two state that no shares of Mattel common stock were purchased during the  
12 Class Period (and thus the persons requesting exclusion were not members of the  
13 Class); five did not provide any information about the Mattel shares purchased during  
14 the Class Period (so it is not possible to tell if these individuals were Class Members  
15 or not); and another three requests indicated that the shares were sold before the  
16 August 8, 2019 corrective disclosure (and thus, these individuals are not Class  
17 Members because they were not “damaged” by the alleged misconduct). The final  
18 two requests for exclusion indicate the persons requesting exclusion collectively held  
19 a total of 52.61 shares of Mattel but did not provide details on the timing of those  
20 purchases.<sup>3</sup> Assuming that all of those shares were purchased during the Class Period  
21 and held until after the corrective disclosure, these opt-outs would nonetheless  
22 represent less than 0.00002% of the total number of allegedly damaged Mattel shares.

23

24

25 <sup>2</sup> References to “Ex. \_\_\_” in this memorandum refer to exhibits to the Supplemental  
26 Declaration of John Rizio-Hamilton, filed herewith.

27

28 <sup>3</sup> Although certain of the requests for exclusion did not provide all of the information  
about the requestors’ transactions in Mattel common stock required by the Notice  
and Preliminary Approval Order, Lead Plaintiffs respectfully request that the Court  
approve all of the requests for exclusion, despite any such deficiencies.

1           **B. The Reaction of the Class Supports Approval of the Settlement**  
2           **and Plan of Allocation**

3           The Class’s reaction to the proposed Settlement has been extremely favorable.  
4           The fact that only one objection was received after mailing of the Notice to over  
5           194,000 potential Class Members supports approval of the Settlement. *See*  
6           *Rodriguez v. W. Publ’g Corp.*, 563 F.3d 948, 967 (9th Cir. 2009) (affirming as “a  
7           favorable reaction to the settlement” the submission of 54 objections relative to  
8           376,301 notices); *Kim v. Tinder, Inc.*, 2022 WL 1051851, at \*11 (C.D. Cal. Mar. 4,  
9           2022) (where there were two objections and 979 opt-outs following notice to 240,000  
10          class members, the Court found that “[t]he extremely low number of Class Members  
11          either opting out or objecting to the Amended Settlement, indicates significant  
12          overall support for the Amended Settlement and strongly supports final approval”);  
13          *see also Nat’l Rural Telecomm. Coop. v. DIRECTV, Inc.*, 221 F.R.D. 523, 529 (C.D.  
14          Cal. 2004) (the “absence of a large number of objections” raises a “strong  
15          presumption” that the settlement terms are “favorable to the class members”).

16          Moreover, institutional investors held the vast majority of outstanding shares  
17          of Mattel common stock during the Class Period. Many of these institutions have  
18          substantial financial interests in this Action, have legal departments to review the  
19          proposed Settlement, and have objected to settlements in other cases. The absence  
20          of *any* objections or requests for exclusion from these sophisticated investors with  
21          ample means and incentive to object to the Settlement provides further evidence of  
22          the Settlement’s fairness. *See, e.g., In re Extreme Networks, Inc. Sec. Litig.*, 2019  
23          WL 3290770, at \*9 (N.D. Cal. July 22, 2019) (“Many potential class members are  
24          sophisticated institutional investors; the lack of objections from such institutions  
25          indicates that the settlement is fair and reasonable.”); *Hefler v. Wells Fargo & Co.*,  
26          2018 WL 6619983, at \*9 (N.D. Cal. Dec. 18, 2018) (“[T]hat not one sophisticated  
27          institutional investor objected to the Proposed Settlement is indicia of its fairness.”).  
28



1           **C.     The Reaction of the Class Supports Approval of the Fee and**  
2           **Expense Request**

3           The reaction of the Class should also be considered with respect to Lead  
4 Counsel’s motion for attorneys’ fees and Litigation Expenses. The receipt of just  
5 one objection to the fee motion—which, as discussed below, is meritless—supports  
6 a finding that the requested fees and expenses are fair and reasonable. *See, e.g.,*  
7 *Waldbuesser v. Northrop Grumman Corp.*, 2017 WL 9614818, at \*5 (C.D. Cal. Oct.  
8 24, 2017) (finding that receipt of two objections to the fee, after mailing 210,000  
9 notices, was “remarkably small given the wide dissemination of notice,” and justified  
10 a fee award of one-third of settlement fund); *In re Nuvelo, Inc. Sec. Litig.*, 2011 WL  
11 2650592, at \*3 (N.D. Cal. July 6, 2011) (finding one objection to the fee request to  
12 be “a strong positive response from the class, supporting an upward adjustment of  
13 the benchmark” fee award).

14           Additionally, “[a]s with the Settlement itself, the lack of objections from  
15 institutional investors who presumably had the means, the motive, and the  
16 sophistication to raise objections weighs in favor of approval” of the requested  
17 attorneys’ fees. *Wells Fargo*, 2018 WL 6619983, at \*15; *see also In re Rite Aid*  
18 *Corp. Sec. Litig.*, 396 F.3d 294, 305 (3d Cir. 2005) (that “a significant number of  
19 investors in the class were ‘sophisticated’ institutional investors that had  
20 considerable financial incentive to object had they believed the requested fees were  
21 excessive” and did not do so, supported approval of request).

22           **II.     MR. HAYES’S OBJECTION SHOULD BE REJECTED**

23           The sole objection received was submitted by James J. Hayes. *See* ECF No.  
24 151 (“Objection”). In the Objection, Mr. Hayes raises no objection to approval of  
25 the Settlement itself. He argues that the Plan of Allocation is unfair because it  
26 provides compensation to Class Members who purchased Mattel shares prior to 2019  
27 and does not provide any compensation to traders in Mattel options. Objection at 1-  
28 2. Mr. Hayes also contends that the attorneys’ fees requested by Lead Counsel are

1 excessive. *Id.* at 2. As discussed below, Mr. Hayes’s Objection is without merit and  
2 should be rejected.

3 **A. Mr. Hayes’s Objection to the Plan of Allocation Should be**  
4 **Rejected**

5 Mr. Hayes argues that the proposed Plan of Allocation is not fair or reasonable  
6 because—in his view—it should have: (a) precluded any recovery for Class Members  
7 who purchased Mattel common stock before 2019; (b) provided the greatest level of  
8 recovery for Class Members who purchased immediately before the corrective  
9 disclosure on August 8, 2019; and (c) provided compensation to purchasers of Mattel  
10 call options and sellers of Mattel put options. Objection at 1-2.

11 This objection is without merit. A plan of allocation “need only have a  
12 reasonable, rational basis.” *Nguyen v. Radiant Pharms. Corp.*, 2014 WL 1802293,  
13 at \*5 (C.D. Cal. May 6, 2014). The Plan of Allocation proposed by Lead Plaintiffs  
14 has a rational basis because it tracks the allegations made in the Complaint, the scope  
15 of the certified Class, and Lead Plaintiffs’ damages expert’s analysis as to loss  
16 causation and damages.<sup>4</sup> The Plan is based on Lead Plaintiffs’ claims that:  
17 (a) beginning on August 2, 2017, Defendants made material misstatements and  
18 omissions concerning Mattel’s internal controls and financial statements; (b) these  
19 misstatements and omissions caused the price of Mattel common stock to be inflated  
20 during the entire Class Period; and (c) the inflation continued until Mattel’s  
21 disclosure, after the close of trading on August 8, 2019, that it had received a  
22 whistleblower letter, which caused Mattel’s stock price to decline. Consistent with  
23 those claims, all claimants who purchased during the Class Period, and held their  
24 shares until after the corrective disclosure, are eligible to recover under the Plan.

25 In contrast, Mr. Hayes’s alternative Plan of Allocation is not consistent with  
26

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27 <sup>4</sup> The proposed Plan of Allocation is set out in Appendix A to the Notice (ECF No.  
28 149-3, at pp. 23-27).

1 the claims alleged in the Action or the certified Class. His alternative Plan would  
2 deny any recovery for investors who purchased Mattel common stock from August  
3 2, 2017 through the end of 2018 (*i.e.*, for more than two-thirds of the Class Period),  
4 even if those investors held their shares through August 8, 2019 and were damaged  
5 by the alleged corrective disclosure. This would be improper. Investors who  
6 purchased their Mattel shares after Defendants' alleged misstatements at the start of  
7 the Class Period and who continued to hold those shares until after the corrective  
8 disclosure were harmed in the same way as investors who purchased closer to the  
9 corrective disclosure date. There is no reason why investors who purchased their  
10 shares earlier in the Class Period should be denied recovery. And there is no reason  
11 why investors who purchased closer to the corrective disclosure date should be  
12 entitled to a greater recovery than investors who purchased their shares sooner after  
13 the alleged misstatements and omissions had entered the market. Mr. Hayes does  
14 not offer an explanation—nor is there one—for why the price of Mattel's stock did  
15 not become artificially inflated until 2019, given that the tax accounting error and  
16 concealment of that error occurred in 2017 and remained uncorrected until the end  
17 of the Class Period. (We note that Mr. Hayes's sole purchase of Mattel common  
18 stock during the Class Period occurred in February 2019 (ECF No. 151, at 1, 4),  
19 which may account for his preference that only 2019 purchasers benefit from the  
20 Settlement.)

21 Mr. Hayes's argument that Plan of Allocation is unfair because it does not  
22 provide any compensation for holders of options on Mattel stock is similarly without  
23 merit. The Class certified by the Court includes only purchasers or acquirors of  
24 Mattel common stock—it does not include traders in options or any other securities.  
25 ECF No. 137, at 15. Thus, as is appropriate, the Settlement benefits only Class  
26 Members, and the Plan of Allocation allocates compensation to Class Members  
27 based on their purchases or acquisitions of Mattel common stock, not any other  
28 securities. *See* Notice ¶ 58; Plan ¶¶ 8, 17.

1 It is well established that the lead plaintiffs in a securities class action have the  
2 sole authority to determine what claims to assert on behalf of the Class, and that this  
3 authority includes the discretion to assert claims on behalf of certain securities and  
4 not others. *See, e.g., In re New Oriental Educ. & Tech. Grp. Sec. Litig.*, 293 F.R.D.  
5 483, 486-88 (S.D.N.Y. 2013) (optionholder could not require lead plaintiff to assert  
6 claims on behalf of options); *In re Bank of Am. Corp. Sec. Litig.*, 2011 WL 4538428,  
7 at \*2 (S.D.N.Y. Sept. 29, 2011) (holding that lead plaintiffs had discretion to bring  
8 claims only on behalf of common stockholders, and not optionholders, and stating  
9 that a lead plaintiff has “the authority and discretion to determine which claims to  
10 pursue”); *In re WorldCom, Inc. Sec. Litig.*, 2004 WL 2591402, at \*10, 15 (S.D.N.Y.  
11 Nov. 12, 2004) (rejecting an objection to a settlement which “request[ed] that the  
12 definition of the Class be expanded to include sellers of default swaps”).<sup>5</sup>

13 Moreover, consistent with the definition of the Class, the “Released Plaintiffs’  
14 Claims” under the Settlement are limited to claims “that relate to the purchase or  
15 acquisition of Mattel common stock during the Class Period.” Stipulation ¶ 1(qq).  
16 Thus, Mr. Hayes is free to bring his own action asserting claims on other securities  
17 if he wishes to do so. *See, e.g., Bank of America*, 2010 WL 1438980, at \*2-3  
18 (purchasers of options could not require lead plaintiffs to expand the class, but were  
19 “free to pursue their claims as individual cases”); *Boyd v. NovaStar Fin., Inc.*, 2007  
20 WL 2026130, at \*3 & n.2 (W.D. Mo. July 9, 2007) (noting that class action seeking  
21 recovery for purchasers of common stock had excluded purchasers of options, but  
22 that purchasers of options could file their own lawsuits). Such options traders  
23

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24 <sup>5</sup> *See generally In re Facebook, Inc., IPO Sec. & Derivative Litig.*, 2013 WL 4399215,  
25 at \*3 (S.D.N.Y. Aug. 13, 2013) (courts “have consistently held that a lead plaintiff  
26 has the sole authority to determine what claims to pursue on behalf of the class”); *In*  
27 *re Bank of Am. Corp. Sec. Litig.*, 2010 WL 1438980, at \*1-2 (S.D.N.Y. Apr. 9, 2010)  
28 (“in a securities class action, a lead plaintiff is empowered to control the management  
of the litigation as a whole, and it is within the lead plaintiff’s authority to decide what  
claims to assert on behalf of the class”).

1 therefore suffer no prejudice, and have no basis to object to the Settlement or Plan of  
2 Allocation.

3 **B. Mr. Hayes’s Objection to the Motion for Attorney’s Fees Should**  
4 **be Rejected**

5 Mr. Hayes also objects to Lead Counsel’s motion for attorneys’ fees.  
6 Objection at 2. However, other than a generalized objection that the requested fee is  
7 “excessive under the circumstances,” *id.*, Mr. Hayes does not articulate any specific  
8 factual reasons why the fee is excessive or cite any authority supporting his objection.  
9 Such generalized objections are rejected. *See Asghari v. Volkswagen Grp.*, 2015 WL  
10 12732462, at \*29-30 (C.D. Cal. May 29, 2015) (rejecting objections to fees that “do  
11 not articulate why the requested fees are excessive or unreasonable”); *In re Lidoderm*  
12 *Antitrust Litig.*, 2018 WL 4620695, at \*5 (N.D. Cal. Sept. 20, 2018) (rejecting as  
13 “conclusory” an objection that contended that class counsel’s requested fees were  
14 too high, but did “not cite any record evidence or legal authority”).

15 Instead, Mr. Hayes’s objection to the fee request reiterates his previously  
16 discussed objections to the Plan of Allocation. Mr. Hayes contends that the fee is  
17 excessive because he believes that Lead Counsel erred in arguing that the Class  
18 Period should begin on August 2, 2017 (rather than in 2019) and in not including  
19 optionholders in the class. Objection at 2. As discussed above, these arguments are  
20 without merit, and provide no basis for concluding that the fee requested is excessive.

21 On the contrary, as discussed in detail in Lead Counsel’s initial papers, the  
22 requested fee of 25% of the Settlement Fund is consistent with the benchmark fee  
23 award in this Circuit, and fair and reasonable under all the circumstances.

24 **C. Mr. Hayes Is Not a Typical *Pro Se* Litigant, But a Serial Objector**

25 While Mr. Hayes is not an attorney, he should not be afforded the leeway  
26 typically afforded to *pro se* litigants because he has a substantial track record in  
27 bringing objections to class action settlements—including, unfortunately, many  
28 frivolous objections. Mr. Hayes has been sanctioned for doing so. *See Hayes v.*

1 *Harmony Gold Mining Co.*, No. 13-635, Order at 2 (2d Cir. Dec. 16, 2013) (imposing  
2 “leave-to-file” sanction on Hayes for “continued filing of duplicative, vexatious, or  
3 clearly meritless appeals, motions, or other papers”) (Ex. 2); *Hayes v. Genesis Health*  
4 *Ventures, Inc.*, 362 B.R. 657, 662 (D. Del. 2007) (affirming sanctions imposed on  
5 Hayes, noting that he presented the “quintessential case for the application of  
6 sanctions” due to his “bad faith” and “unreasonable and vexatious litigation”).<sup>6</sup>

7 Because of his substantial history in bringing similar objections, Mr. Hayes  
8 need not be afforded the leniency that would normally be afforded a *pro se* litigant.  
9 *See, e.g., Wong v. Accretive Health, Inc.*, 773 F.3d 859, 861 n.1 (7th Cir. 2014)  
10 (“Despite Hayes’s *pro se* status, he is an experienced litigator.”); *Hayes v. Harmony*  
11 *Gold Mining Co.*, 509 F. App’x 21, 23 n.1 (2d Cir. 2013) (declining to consider  
12 waived argument despite customary solicitude offered to *pro se* litigants because  
13 Hayes is “a frequent class action objector and appellant”).

#### 14 CONCLUSION

15 For the foregoing reasons, and those set forth in their opening papers, Lead  
16 Plaintiffs and Lead Counsel respectfully request that the Court approve the  
17 Settlement, the Plan of Allocation, and the motion for attorneys’ fees and expenses.  
18 Copies of the proposed (i) Judgment Approving Class Action Settlement; (ii) Order  
19 Approving Plan of Allocation of Net Settlement Fund; and (iii) Order Awarding  
20 Attorneys’ Fees and Litigation Expenses are attached to the Supplemental Rizio-  
21 Hamilton Declaration as Exhibits 4, 5, and 6, respectively.

22 \_\_\_\_\_  
23 <sup>6</sup> Mr. Hayes has sought to profit from his class-action objections and appeals by  
24 seeking payments from class counsel in exchange for agreeing to withdraw his  
25 objections or appeals. *See In re Initial Pub. Offering Sec. Litig.*, 728 F. Supp. 2d  
26 289, 294 (S.D.N.Y. 2010) (finding Hayes to be a “serial objector” who had  
27 withdrawn an objection to a class settlement in exchange for payment to himself and  
28 a related organization). Mr. Hayes has been quoted as saying, “‘Even a frivolous  
appeal will prevent’ an immediate payout. . . . ‘So they’re usually willing to settle  
for some payment.’” David Golvin, ‘Vexatious’ Geologist Makes Class-Action  
*Fights His Business*, Bloomberg, Nov. 10, 2011, at 4 (Ex. 3).



1 Dated: April 25, 2022

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