

Bird Marella Secures \$164 Million Verdict Against LuLaRoe After Two-Month Jury Trial

After six years of litigation and a two-month jury trial, a Bird Marella trial team led by partner Ekwan Rhow, with assistance from partner Gopi Panchapakesan, associates Christopher Jumin Lee and Miri Gold, and paralegals Alison Hyon and Pamela Moore, prevailed against multilevel marketing conglomerate LuLaRoe and related defendants. The resulting verdict awards Bird Marella's client, Cresden, LLC, over \$164 million in total damages. Cresden will also be awarded its attorney's fees as the prevailing party.

The jury verdict confirmed each of Cresden's essential claims – namely that the defendants breached written sourcing agreements relating to tens of millions of dollars of products, orchestrated a comprehensive fraud relating to their multi-billion dollar business model, and attempted to hide the resulting revenues.