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13 **UNITED STATES DISTRICT COURT**
14 **NORTHERN DISTRICT OF CALIFORNIA, OAKLAND DIVISION**
15

16 HARSH ALKUTKAR, individually and on
behalf of all others similarly situated,

17 Plaintiff,

18 v.
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20 BUMBLE INC. and BUMBLE HOLDING
LIMITED,

21 Defendants.
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Case No. 4:22-cv-00422-PJH

Assigned to the Hon. Phyllis J. Hamilton

**PLAINTIFF'S OPPOSITION TO
DEFENDANTS' MOTION TO DISMISS
CLASS ACTION COMPLAINT**

Date: June 30, 2022

Time: 1:30 p.m.

Courtroom: 3, 3rd Floor

Action Filed: January 22, 2022

Trial Date: None Set

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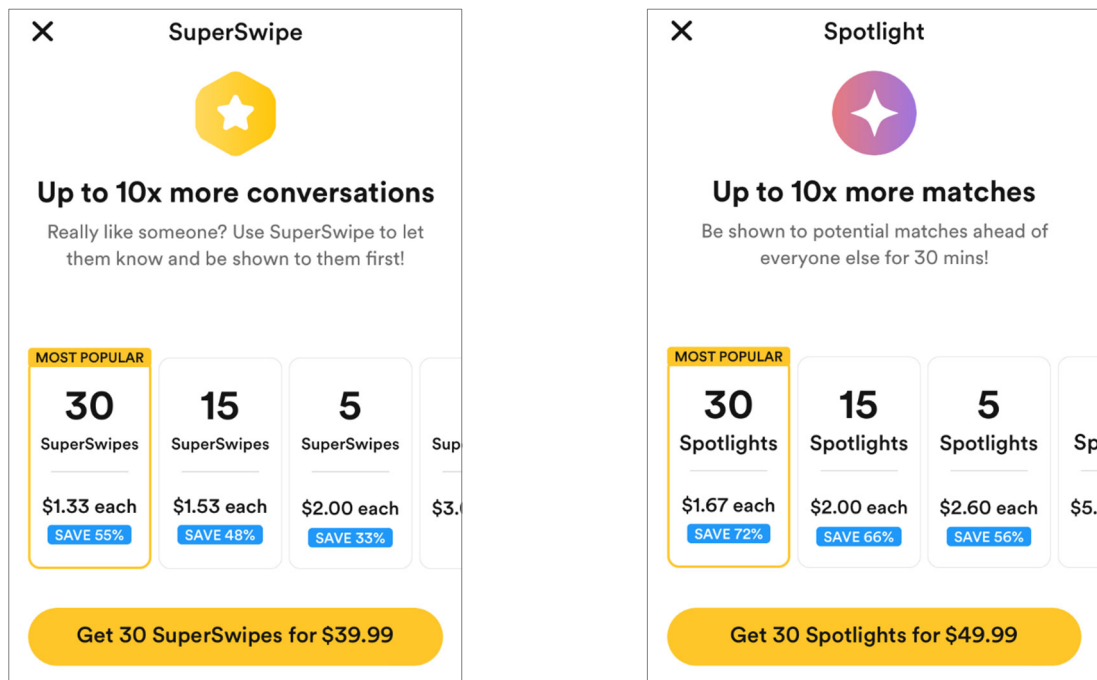
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I. INTRODUCTION

Defendants’ Motion to Dismiss Plaintiff Harsh Alkutkar’s Class Action Complaint (“Motion”) should be denied in its entirety with respect to Bumble Holding Limited (“Bumble”).¹ This is a class action for false advertising on the popular dating software application called Bumble (the “Bumble app”). The Bumble app works by presenting users with the profiles of other users, on which users can swipe left or right to “like” or “dislike” the other user. When two users mutually swipe right and “like” each other’s profile, they “match.” Once two users match, the Bumble app creates a private line of communication between them so they can start a conversation.

To increase the likelihood of matching with other users, Bumble advertises premium features that users can purchase. Two of those features, SuperSwipes and Spotlights, are the subject of this action. To induce users to purchase SuperSwipes and Spotlights, Bumble falsely advertises they provide users with “Up to 10 more matches” and “Up to 10x more conversations.”



(ECF No. 1 (“Compl.”) ¶ 3.) Plaintiff purchased SuperSwipes and Spotlights believing he would receive ten times, or close to ten times, more matches and conversations. In fact, Plaintiff received hardly any increase in matches, if any at all.

¹ Plaintiff does not oppose the Motion with respect to Defendant Bumble Inc.

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