

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK
MANHATTAN

Anita Washington, individually and on behalf
of all others similarly situated,

Plaintiff,

- against -

Uber Technologies, Inc.,

Defendant

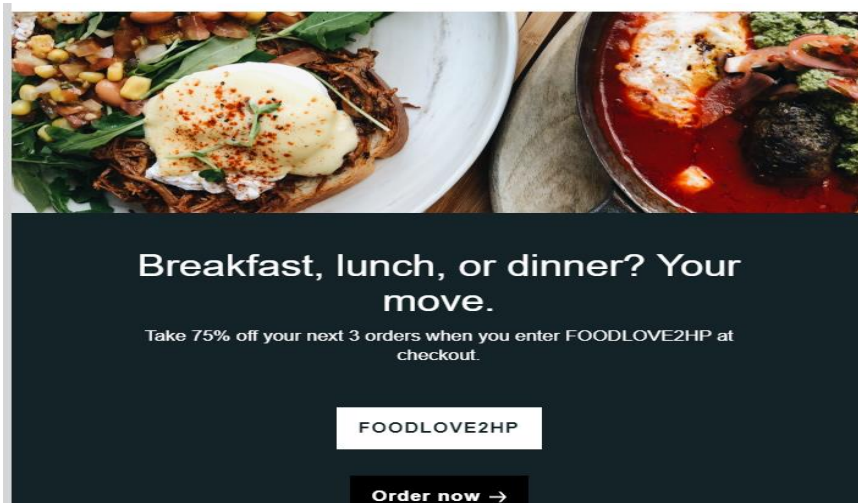
1:21-cv-09157

Class Action Complaint

Jury Trial Demanded

Plaintiff alleges upon information and belief, except for allegations pertaining to plaintiff, which are based on personal knowledge:

1. Uber Technologies, Inc. (“defendant”) operates a third-party food delivery service under the Uber Eats brand.
2. Defendant issues significant promotional offers to gain customers, or market share, based on the reasonable belief that once a customer begins to use its platform, this “stickiness” will cause them to remain a user when the promotions eventually end.



3. In issuing promotions, Defendant calculates sales tax based on the price of the food items *prior* to applying the promotional discount, which overcharges its customers.

4. Consider the food costing \$30.23, supplemented by a \$20 promotion.

Food	30.23
Sales Tax (8%)¹	2.42

5. Defendant arrives at \$2.42 in sales tax, based on the food's price of \$30.23.

6. This overcharges customers by disregarding the effect of the \$20 promotion.

7. When a purchase price is reduced through application of a coupon, of which Defendant's promotion is a type, it affects the way sales tax is computed.

8. A coupon is an instrument entitling the holder to a reduced purchase price based on the amount of the coupon.

9. There are two main types of coupons – manufacturers' coupons and store-issued coupons.

10. While both reduce the amount the purchaser pays, they affect the amount subject to sales tax differently.

11. A manufacturer's coupon (or manufacturer's promotion) is issued by the manufacturer.

12. When a customer uses a manufacturer's coupon, the purchaser pays sales tax on the full price of the item, not on the discounted price.

13. Since the seller is reimbursed from the manufacturer for the amount of the coupon, the selling price is not reduced, even though the purchaser pays a reduced amount.

14. The amount of this coupon is part of the selling price of the item and is subject to tax

¹ Eight percent is not the sales tax percent charged in NYC, but this is only an example, as the issue is present within NYC also.

if the item purchased is taxable.

15. A store-issued coupon, in contrast, is issued by the store to the purchaser, and is offered as an incentive to customers to shop at the store.

16. This discount is not reduced by a third-party, i.e., a manufacturer.

17. Since the seller is not reimbursed for the amount of the coupon, the seller receives a reduced amount.

18. Since the seller receives a lower amount, sales tax is calculated on this lower price.

19. Defendant’s promotions are the equivalent of store-issued coupons, because it is incentivizing purchasers to use its delivery service, instead of rivals.

20. Since the promotions issued by Defendant are not the equivalent of manufacturers’ coupons, the amount on which sales tax is calculated is less than \$30.23.

21. Consider again the same figures, which include, as required, delivery and service fees in the total taxable amount.

Food	30.23
Service Fee	4.57
Delivery Fee	0.99
Promotion	-20.00
Taxable Amount	15.79

22. When sales tax is calculated on the taxable amount, purchasers should only pay \$1.26 in sales tax.

Taxable Amount	15.79
Sales Tax (8%)	1.26

23. In this example, the purchaser pays \$1.16 more, or almost twice as much.

24. Reasonable users of Uber Eats would not expect they would be paying higher than required, unlawful, and erroneous amounts of sales tax.

25. Defendant benefits from these small charges, given the high volume of its business.

26. Had Plaintiff and proposed class members known the truth, they would not have paid Uber Eats excess sales tax, and would have kept that money for themselves.

Jurisdiction and Venue

27. Jurisdiction is proper pursuant to Class Action Fairness Act of 2005 (“CAFA”). 28 U.S.C. § 1332(d)(2).

28. The aggregate amount in controversy exceeds \$5 million, including any statutory damages, exclusive of interest and costs.

29. The small amounts charged to each individual customer, when multiplied by the thousands of orders placed with promotions each day, are upwards of \$10,000.

30. Based on this practice continuing for several years, the amount in controversy exceeds \$5 million.

31. Plaintiff Anita Washington is a citizen of New York.

32. Defendant Uber Technologies, Inc., is a Delaware corporation with a principal place of business in San Francisco, San Francisco County, California.

33. Plaintiff and defendant are citizens of different states.

34. Defendant transacts business within this district, through the marketing, advertising, and contracting with various restaurants and independent delivery personnel, to transport food from restaurants to the addresses of customers.

35. Venue is in this district because plaintiff resides in this district and the actions giving rise to the claims occurred within this district.

36. Venue is in the Manhattan Courthouse in this District because a substantial part of the events or omissions giving rise to the claim occurred in Bronx County, i.e., Plaintiff’s use of

Uber Eats and her overpayment of sales tax.

Parties

37. Plaintiff Anita Washington is a citizen of Bronx, Bronx County, New York.
38. Plaintiff has used the Uber Eats app to order food and has done so increasingly during the COVID-19 pandemic.
39. Plaintiff has used promotions issued by Uber Eats, which have made her more likely to continue to use Uber Eats instead of competitors.
40. Plaintiff has been overcharged sales tax in the manner described herein.
41. Defendant Uber Technologies, Inc., is a Delaware corporation with a principal place of business in San Francisco, California, San Francisco County.
42. Defendant is known for its eponymous ride hailing service, Uber.
43. Defendant began Uber Eats six years ago, and its annual revenue is close to \$5 billion.
44. Uber Eats allows customers to search local restaurants and have food delivered.
45. Uber Eats works with thousands of restaurants in New York City alone to deliver food.
46. Uber Eats is in a fiercely competitive market and backed by billions in venture capital investment, allowing it to spend heavily to bring customers to its service.
47. Uber Eats' market share compared to competitor food delivery providers is above 25%, with over sixty-six million customers nationwide, with these figures increasing rapidly due to its promotions.
48. Consumers are likely to use Uber Eats, based on brand recognition and trust of Uber.
49. This level of trust is critical when it comes to having strangers bring food to your

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