

SETTLEMENT AGREEMENT

1. INTRODUCTION

1.1 Parties

This Settlement Agreement is entered into by and between Hollywood Fashion Tape, Inc. (“Hollywood”) and Anthony Held, Ph.D., P.E. (“Held”), with Held and Hollywood collectively referred to as the “Parties.” Held is an individual residing in the State of California who seeks to promote awareness of exposures to toxic chemicals and improve human health by reducing or eliminating hazardous substances contained in consumer products. Hollywood employs ten or more persons and is a person in the course of doing business for purposes of the Safe Drinking Water and Toxic Enforcement Act of 1986, California Health & Safety Code § 25249.6 *et seq.* (“Proposition 65”).

1.2 General Allegations

Held alleges that Hollywood has manufactured, distributed and/or sold in the State of California vinyl/PVC toiletry bags containing concentrations of di(2-ethylhexyl)phthalate (“DEHP”) above the allowable state limits without the requisite Proposition 65 warning. DEHP is listed pursuant to Proposition 65 as a chemical known to the State of California to cause birth defects or other reproductive harm.

1.3 Product Description

The “Products” that are covered by this Settlement Agreement are defined as vinyl/PVC toiletry bags containing DEHP including, but not limited to, *Fashion Emergency Kit, #1027319, #81020, UPC #8 16431 00480 3, Hollywood Fashion Secrets Bride's Fashion Emergency Kit, #12240537, Hollywood Landing Gear, #1025 02, UPC 8 16431 00044 7, and Hollywood Mani Kit, UPC 8 16431 00443 8*, manufactured, imported and/or distributed for sale in the State of California by Hollywood.

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1.4 Notice of Violation

On or about August 28, 2014, Held served Hollywood and various public enforcement agencies with a “60-Day Notice of Violation” (the “Notice”) that provided the recipients with notice of alleged violations of Proposition 65 based on Hollywood’s failure to warn consumers that the Products exposed users in the State of California to DEHP. To the best of the Parties’ knowledge, no public enforcer has prosecuted the allegations set forth in the Notice.

1.5 No Admission

Hollywood denies all factual and legal allegations contained in Held’s Notice, and maintains that all of the products it has sold and/or offered for sale in the State of California, including the Products, have been and are in compliance with all laws. Nothing in this Settlement Agreement shall be construed as an admission by Hollywood of any fact, finding, conclusion of law, issue of law or violation of law, nor shall compliance with this Settlement Agreement constitute or be construed as an admission by Hollywood of any fact, finding, conclusion of law, issue of law or violation of law. However, this Section shall not diminish or otherwise affect Hollywood’s obligations, responsibilities and duties under this Settlement Agreement.

1.6 Effective Date

For purposes of this Settlement Agreement, the term “Effective Date” shall mean the date this Settlement Agreement is signed by all Parties.

2. INJUNCTIVE RELIEF: REFORMULATION STANDARD

2.1 Reformulation Standard

Reformulated Products are defined as Products containing concentrations less than 0.1 percent (1000 parts per million) of DEHP, di-n-butyl (“DBP”), butyl benzyl phthalate (“BBP”) and diisononyl phthalate (“DINP”) in each accessible component when analyzed by a laboratory accredited by the State of California, a federal agency, NVLAP (National Volunteer Laboratory Accreditation Program), American Association for Lab Accreditation (A2LA), ANSI-ASQ National Accreditation Board (ANAB) – ACLASS brand (an ANAB company), International Accreditation Service, Inc. (IAS), Laboratory Accreditation Bureau (L-A-B), Perry Johnson

Laboratory Accreditation, Inc. (PJLA), International Laboratory Accreditation Cooperation (ILAC), or similar nationally recognized accrediting organization (such laboratory referred hereinafter as an “Accredited Lab”) pursuant to U.S. Environmental Protection Agency testing methodologies 3580A and 8270C, or equivalent methodologies utilized by federal or state agencies for the purpose of determining DEHP, DBP, BBP or DINP content in a solid substance. By entering into this Settlement Agreement, the Parties do not intend to expand or restrict any obligations or responsibilities that may be imposed upon Hollywood by laws other than Proposition 65, nor do the Parties intend this Settlement Agreement to affect any defenses available to Hollywood under laws other than Proposition 65.

2.2 Vendor Notification Requirement

To the extent is has not already done so, on the Effective Date, Hollywood shall provide the reformulation standard specified in Section 2.1 to each of its then-current Vendors of Products that will be sold or offered for sale to California citizens and shall instruct each Vendor to use reasonable efforts to provide Products that comply with the reformulation standard for Reformulated Products in Section 2.1 above. For purposes of this Settlement Agreement, the term “Vendor(s)” means a person or entity that manufactures, imports, distributes, sells, or otherwise supplies the Products or component parts of the Products to Hollywood, its parents, assignees, subsidiaries and/or affiliated entities under common ownership.

3. PENALTIES PURSUANT TO HEALTH & SAFETY CODE § 25249.7(b)

In settlement of all the claims referred to in this Settlement Agreement, Hollywood shall pay a total of \$7,500 in accordance with this Section. Each penalty payment will be allocated by Held in accordance with California Health & Safety Code § 25249.12(c)(1) & (d), with 75% of the funds being remitted to the California Office of Environmental Health Hazard Assessment (“OEHHA”) and the remaining 25% of the penalty being retained by Held, as follows:

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3.1 Initial Civil Penalty

Hollywood shall pay an initial civil penalty within five (5) days of the Effective Date in one check made payable as follows: “Anthony Held, Client Trust Account” in the amount of \$1,500. All penalty payments shall be delivered to the address listed in Section 3.5 below.

3.2 Final Civil Penalty

Hollywood shall pay a final civil penalty of \$6,000 on or before August 1, 2015. The final civil penalty shall be waived in its entirety if an officer of Hollywood provides Held with written certification that Hollywood has met and continues to meet the Reformulation Standard specified in Section 2.1 above such that all Products manufactured, produced, assembled, imported, distributed, shipped, sold or offered for sale by Hollywood in State of California after the Effective Date and continuing into the future are Reformulated Products. Held must receive any such certification on or before July 15, 2015; time is of the essence.

Unless waived in its entirety, Hollywood shall a check for any remaining portion of the final civil penalty made payable to “Anthony Held, Client Trust Account.” In accordance with California Health & Safety Code § 25249.12(c)(1) & (d), Held will remit 75% of the funds remitted to OEHHA and retain 25% of the funds. Hollywood shall be liable for payment of interest, at a rate of 10% simple interest, for all amounts due and owing under this Section that are not received within two business days of the due date.

3.3 Representations

Hollywood represents that the sales data and other information concerning its Product sales information, knowledge of DEHP, prior reformulation and/or warning efforts, that it provided to Held in negotiating this Settlement Agreement was truthful to its knowledge at the time of execution of this Settlement Agreement and a material factor upon which Held relied to determine the amount of civil penalties assessed pursuant to Health & Safety Code § 25249.7. If, within twelve months of the Effective Date, Held discovers and presents to Hollywood, evidence demonstrating that the preceding representation and warranty was materially inaccurate, then Hollywood shall have 30 days to meet and confer regarding Held’s contention. Should this 30 day

period pass without any such resolution between Held and Hollywood, Held shall be entitled to file a formal legal claim including, but not limited to, a claim for damages for breach of contract.

3.4 Reimbursement of Fees and Costs

The parties acknowledge that Held and his counsel offered to resolve this dispute without reaching terms on the amount of fees and costs to be reimbursed to them, thereby leaving this fee issue to be resolved after the material terms of the agreement had been settled. Held then expressed a desire to resolve the fee and cost issue shortly after the other settlement terms had been finalized. The parties then attempted to (and did) reach an accord on the compensation due to Held and his counsel under general contract principles and the private attorney general doctrine codified at California Code of Civil Procedure § 1021.5, for all work performed through the mutual execution of this agreement. Hollywood shall pay \$21,500 for fees and costs incurred as a result of investigating, bringing this matter to Hollywood’s attention, and negotiating a settlement in the public interest, which Held agrees to accept in two equal installments, the first installment being due within five (5) days of the Effective Date, and the second installment on September 1, 2015. Hollywood shall tender each check payable to “The Chanler Group” to the address listed in Section 3.5 below. Hollywood shall be liable for payment of interest, at a rate of 10% simple interest, for all amounts due and owing under this Section that are not received within two business days of the due date.

3.5 Payment Procedures

All payments pursuant to Sections 3.1, 3.2 and 3.4, shall be delivered to the following payment address:

The Chanler Group
Attn: Proposition 65 Controller
2560 Ninth Street
Parker Plaza, Suite 214
Berkeley, CA 94710

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4. RELEASE OF ALL CLAIMS

4.1 Held's Release of Hollywood

This Settlement Agreement is a full, final, and binding resolution between Held and Hollywood of any violation of Proposition 65 that was or could have been asserted by Held on behalf of herself, his past and current agents, representatives, attorneys, successors and/or assignees, against Hollywood, its parents, subsidiaries, affiliated entities under common ownership, directors, officers, employees, attorneys and each entity to whom Hollywood directly or indirectly distributes or sells the Products including, but not limited to, downstream distributors, wholesalers, customers, franchisees, cooperative members, licensees and retailers ("Releasees"), based on the alleged failure to warn about potential exposures to DEHP contained in the Products sold and/or offered for sale by Hollywood in the State of California before the Effective Date as set forth in the Notice.

In further consideration of the promises and agreements herein contained, Held on behalf of himself, his past and current agents, representatives, attorneys, successors, and/or assignees, hereby waives all rights to institute or participate in, directly or indirectly, any form of legal action and releases all claims that he may have against Hollywood and Releasees, including, without limitation, all actions, causes of action, suits, liabilities, demands, obligations, damages, costs, fines, penalties, losses or expenses including, but not limited to, investigation fees, expert fees, and attorneys' fees arising under Proposition 65 with respect to DEHP, DBP, BBP or DINP in the Products sold and/or offered for sale by Hollywood before the Effective Date.

4.2 Hollywood's Release of Held

Hollywood waives any and all claims against Held, his attorneys and other representatives, for any and all actions taken or statements made (or those that could have been taken or made) by Held and his attorneys and other representatives, whether in the course of investigating claims or otherwise seeking enforcement of Proposition 65 against it in this matter and/or with respect to the Products.

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5. GOVERNING LAW

The terms of this Settlement Agreement shall be governed by the laws of the State of California and apply within the State of California. In the event that Proposition 65 is repealed or is otherwise rendered inapplicable by reason of law generally, or as to the Products and/or DEHP, then Hollywood shall provide written notice to Held of any asserted change in the law, and shall have no further obligations pursuant to this Settlement Agreement with respect to, and to the extent that, the Products are so affected.

6. NOTICES

Unless specified herein, all correspondence and notices required to be provided pursuant to this Settlement Agreement shall be sent by: (ii) first-class, registered or certified mail, return receipt requested; or (iii) overnight courier on any party by the other party at the following addresses:

For Hollywood:

Matt Goldberg, CEO
Hollywood Fashion Tape, Inc.
2112 Broadway Street NE, Suite 125
Minneapolis, MN 55413

For Held:

Proposition 65 Coordinator
The Chanler Group
2560 Ninth Street
Parker Plaza, Suite 214
Berkeley, CA 94710-2565

Any party, from time to time, may specify in writing to the other party a change of address to which all notices and other communications shall be sent.

7. COUNTERPARTS; FACSIMILE/PDF SIGNATURES

This Settlement Agreement may be executed in counterparts and by facsimile or portable document format (pdf) signature, each of which shall be deemed an original, and all of which, when taken together, shall constitute one and the same document.

8. ENTIRE AGREEMENT

This Settlement Agreement contains the sole and entire agreement and understanding of the Parties with respect to the entire subject matter hereof, and any and all prior discussions, negotiations, commitments and understandings related hereto. No representations, oral or otherwise, express or implied, other than those contained herein have been made by any party

hereto. No other agreements not specifically referred to herein, oral or otherwise, shall be deemed to exist or to bind any of the Parties.

9. COMPLIANCE WITH HEALTH & SAFETY CODE § 25249.7(f)

Held agrees to comply with the reporting form requirements referenced in California Health & Safety Code § 25249.7(f).

10. MODIFICATION

This Settlement Agreement may be modified only by a written agreement of the Parties.

11. AUTHORIZATION

The undersigned are authorized to execute this Settlement Agreement on behalf of their respective Parties and have read, understood and agree to all of the terms and conditions of this Settlement Agreement.

AGREED TO:

AGREED TO:

Date: July 6, 2015

Date: _____

By: 
Anthony Held

By: _____
Matt Goldberg, CEO
Hollywood Fashion Tape, Inc.

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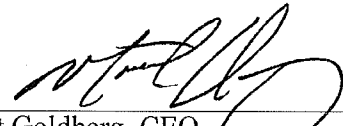
AGREED TO:

Date: _____

By: _____
Anthony Held

AGREED TO:

Date: 7/2/15

By: 
Matt Goldberg, CEO
Hollywood Fashion Tape, Inc.