1 2 3 4 5 6 7	J. JONATHAN HAWK (SBN 254350) jhawk@whitecase.com WHITE & CASE LLP 555 South Flower Street, Suite 2700 Los Angeles, CA 90071-2433 Telephone: (213) 620-7700 Facsimile: (213) 452-2329 Attorneys for Plaintiff X CORP.	
8		S DISTRICT COURT
9 10	NORTHERN DISTR	AICT OF CALIFORNIA
11	X CORP., a Nevada corporation,	Case No.
12	Plaintiff,	COMPLAINT FOR:
13	V.	(1) BREACH OF CONTRACT
14 15	CENTER FOR COUNTERING DIGITAL HATE, INC., a Washington, D.C. non-profit corporation; CENTER FOR COUNTERING DIGITAL HATE LTD., a British non-profit	(2) VIOLATION OF THE COMPUTER FRAUD AND ABUSE ACT
161710	organization; and DOES 1 through 50, inclusive,	(3) INTENTIONAL INTERFERENCE WITH CONTRACTUAL RELATIONS; AND
18 19	Defendants.	(4) INDUCING BREACH OF CONTRACT
20		DEMAND FOR JURY TRIAL
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platform is overwhelmed with harmful content.

1. Defendants Center for Countering Digital Hate, Inc. ("CCDH US") and Center for Countering Digital Hate Ltd. ("CCDH UK," collectively "CCDH") -- activist organizations masquerading as research agencies, funded and supported by unknown organizations, individuals and potentially even foreign governments with ties to legacy media companies -- have embarked on a scare campaign to drive away advertisers from the X platform. CCDH has done this by engaging in a series of unlawful acts designed to improperly gain access to protected X Corp. data, needed by CCDH so that it could cherry-pick from the hundreds of millions of posts made each day on X and falsely claim it had statistical support showing the

INTRODUCTION

- 2. CCDH intentionally and unlawfully accessed data it sought regarding the X platform in two ways. CCDH US, as a registered user of X, scraped data from X's platform in violation of the express terms of its agreement with X Corp. CCDH also convinced an unknown third party -- in violation of that third party's contractual obligations -- to improperly share login credentials to a secured database that CCDH then accessed, and retrieved information from, on multiple occasions without authorization. CCDH, in turn, selectively quoted data it obtained via those methods. It did so out of context in public reports and articles it prepared to make it appear as if X is overwhelmed by harmful content, and then used that contrived narrative to call for companies to stop advertising on X.
- 3. CCDH's underhanded conduct is nothing new. It has a history of using similar tactics not for the goal of combating hate, but rather to censor a wide range of viewpoints on social media with which it disagrees. CCDH's efforts often rely on obtaining and intentionally mischaracterizing data in "research" reports it prepares to make it appear as if a few specific users (often media organizations and high profile individuals) are overwhelming social media platforms with content that CCDH deems harmful. CCDH uses those reports to demand that platform providers kick the targeted users off of their platforms, thus silencing their viewpoints on broadly debated topics such as COVID-19 vaccines, reproductive healthcare, and climate change. In this manner, CCDH seeks to prevent public dialogue and the public's access to free

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27 28 expression in favor of an ideological echo chamber that conforms to CCDH's favored viewpoints.

- 4. CCDH's methodologies in preparing its "research" reports have been widely criticized as "flawed" for using inappropriately small sample sizes and quoting data out of context, and CCDH has been accused of using those methodologies to create "faulty narratives" about the type and volume of harmful content on platforms. CCDH nonetheless continues to prepare its incorrect reports and articles, including those against X Corp., in efforts to silence users it disagrees with on topics of public debate, and now to cause serious financial harm to X Corp.
- 5. In direct response to CCDH's efforts, some companies have paused their advertising spend on X. CCDH's unlawful conduct as alleged herein has directly and proximately damaged X Corp. in an amount to be proven at trial, but in any event at least tens of millions of dollars that X Corp. estimates it has lost in advertising revenues and other costs incurred. More fundamentally still, CCDH's scare campaign to global advertisers and its ongoing pressure on brands is an attempt to stifle freedom of speech on the X platform.
- 6. X Corp. brings this lawsuit to vindicate its rights against CCDH, as well as any presently unknown supporters and funders who have, among other things, directed, instructed, acted as agents of or in concert with, and/or who have participated in meaningful ways in CCDH's unlawful conduct as alleged herein. As below, the identities of such supporters and funders of CCDH, which has been referred to by a United States Senator as a "[f]oreign dark money group," are presently unknown, but X Corp. has named Doe Defendants and will amend the Complaint to assert their true names and capacities once they are ascertained through discovery.

PARTIES

7. Plaintiff X Corp. is a corporation organized and existing under the laws of the State of Nevada, with its principal place of business in San Francisco, California. X Corp. is successor in interest to Twitter, Inc. X Corp. provides the X service ("X," formerly referred to as Twitter). X is a real-time, open, public conversation platform, where people can see every

side of a topic, discover news, share their perspectives, and engage in discussion and debate. X allows people to create, distribute, and discover content and has democratized content creation and distribution. X allows users to create and share ideas and information instantly through various product features, including public posts.

8. Defendant CCDH US is a non-profit corporation organized and existing under the laws of Washington, D.C., with its principal place of business in Washington, D.C. CCDH US is a user of X. It created an account on the platform in 2019, and currently has the handle @CCDHate, accessible at https://twitter.com/CCDHate:



- 9. Defendant CCDH UK is a non-profit organization formed under English law and headquartered in London. X Corp. is informed and believes, and on that basis alleges, that CCDH US and CCDH UK are affiliated corporate entities, work together in a coordinated fashion, including on matters alleged herein, and even share the same CEO, Imran Ahmed.
- 10. CCDH and DOES 1 through 50 (collectively, "**Defendants**") are responsible for the harm caused. All of them knew, or should have known, that CCDH US's breach of contract with X Corp., and its unlawful efforts to gain access to data from X Corp. -- which CCDH then selectively quoted out of context to facilitate its demands for companies to stop advertising on X -- would cause financial harm to X Corp.
- 11. Defendants were in some manner responsible for the acts alleged herein and the harm, losses and damages suffered by X Corp. as alleged herein. X Corp. is informed and

agent, alter ego, conspirator, and aider and abettor of the other Defendants and was acting in the course and scope of such agency and/or acted with the permission, consent, authorization or ratification of the other Defendants.

12. Defendants, Does 1 through 50, inclusive, are sued herein under fictitious names.

believes, and on that basis alleges, that while participating in such acts, each Defendant was the

Their true names and capacities are unknown to X Corp. at this time. When their true names and capacities are ascertained, X Corp. will amend this Complaint by asserting their true names and capacities herein.

JURISDICTION AND VENUE

- 13. This Court has jurisdiction over this proceeding pursuant to 28 U.S.C. § 1332(a), as there is complete diversity between the Parties and the amount in controversy exceeds \$75,000. This Court also has jurisdiction over this proceeding under 28 U.S.C. §§ 1331 and 1367(a), as this Complaint asserts a claim arising under the laws of the United States and the remaining claims asserted by X Corp. form part of the same case or controversy under Article III of the United States Constitution.
- 14. Venue is proper in this judicial district pursuant to 28 U.S.C. §1391(b) because a substantial part of the acts, events, and omissions giving rise to X Corp.'s claims occurred in this judicial district, and because X Corp. and CCDH US agreed in their contract that "[a]ll disputes related to these Terms or the Services will be brought solely in the federal or state courts located in San Francisco County, California, United States."

COMMON FACTUAL ALLEGATIONS

I. CCDH Advocates for Internet Censorship

15. CCDH has a history of advocating for censorship on the internet. One of CCDH's tactics in this regard is to prepare and publish what it refers to as "research" reports and articles. Those reports and articles openly target organizations and individuals -- including publishers, current and former politicians, and political commentators -- who express viewpoints via social media platforms that differ from CCDH's own views on widely debated topics, including COVID-19 vaccinations, reproductive healthcare, and climate change. CCDH makes

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16. CCDH prepares its "research" reports and articles using flawed methodologies to advance incorrect, misleading narratives. CCDH's methodologies use, for example, inappropriately small and cherry-picked, non-randomized data samples that focus on only the social media accounts of organizations and people expressing viewpoints contrary to CCDH's own views. They also use rudimentary tactics like labeling as "hate speech" content that merely

selectively chosen keywords on a platform while ignoring the context in which those words were mentioned. CCDH's reports and articles do <u>not</u> include meaningful discussion or analysis

does not conform to CCDH's ideological views, and counting the number of mentions of

- of the billions of posts that comport with CCDH's viewpoints. As such, they fail to include context that shows the true breadth and totality of viewpoints that participate in open discussion
- on social media platforms regarding topics covered in CCDH's reports and articles. And in
- measuring the reach of certain content, CCDH's reports and articles ignore an industry-standard
- metric referred to as "impressions," which reflects the total number of times a piece of content
- has been seen, and represents the total exposure it has received. CCDH's methodologies thus
- would assign the same weight to a post viewed by only one user as to a post seen by hundreds of
- 7 millions of users.
 - 17. Using its flawed "research" methodologies, CCDH prepares and publishes its "research" reports and articles to create the incorrect narrative that certain viewpoints, which CCDH deems wrong and harmful, are rampant on social media platforms, and that the targeted organizations and people who do not share CCDH's views are responsible for the majority of that content. CCDH's reports and articles then call for social media platforms, including X, to remove those organization's and people's accounts entirely, i.e., "de-platforming," to silence their speech.
 - 18. CCDH's reports and articles, coupled with its demands to entirely remove certain users from platforms, are transparent efforts to censor viewpoints that CCDH disagrees with, and reveal CCDH's goal of leaving on the platforms only viewpoints that CCDH supports.

 CCDH's reports and articles, to this end, seek to present an extremely distorted picture of what

is actually being discussed and debated, and seek to undermine platforms serving as digital town squares, where a wide range of beliefs can and should be debated in a healthy manner.

- 19. CCDH, for example, published a report on March 24, 2021, titled "The Disinformation Dozen," targeting twelve high-profile individuals known for opposing COVID vaccines and pro-vaccination messaging. This report is publicly accessible on CCDH's website at https://counterhate.com/research/the-disinformation-dozen/. The report concludes that "[j]ust twelve anti-vaxxers are responsible for almost two-thirds of anti-vaccine content circulating on social media platforms," and that platforms should kick those specific users off of social media entirely, thus removing them from the digital town square and censoring their viewpoints. As stated by the report's "key findings," "[d]e-platforming repeat offenders is the most effective way of stopping the proliferation of dangerous misinformation."
- 20. That report was criticized by at least one of the major social media platforms it purportedly analyzed for creating a "faulty narrative" without "any evidence" to support its conclusion. According to that platform provider, CCDH's report relied on a small sample size that did not properly represent the volume of content that people had shared about COVID vaccines in the preceding months.
- 21. On November 2, 2021, CCDH engaged in similar tactics in a report called "The Toxic Ten," claiming that ten specific publishers critical of climate change theories were responsible for 69% of interactions with climate change denial content on social media platforms, and that those publishers, funded by advertising revenues, "creat[e] the sense that there is a more extensive debate than there really is." This report is publicly accessible on CCDH's website at https://counterhate.com/research/the-toxic-ten/.
- 22. CCDH's November 2, 2021 report was criticized by a major social media platform it mentioned, calling the methodology "flawed" for (again) focusing on a very small sample size that was not representative of the hundreds of millions of pieces of content that people were sharing on the platform on the topic of climate change more generally.

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II. CCDH Engages in Unlawful Conduct to Target X Corp. as Part of CCDH's Campaigns to Censor Contrary Viewpoints and to Financially Harm X Corp.

- 23. Within the last year, CCDH has used similar schemes to repeatedly create faulty narratives regarding X Corp. and the X service, with the express goal of seeking to harm X Corp.'s business by driving advertisers away from the platform. To enable and facilitate those efforts, CCDH has engaged in a series of unlawful acts to secure data regarding X that CCDH could then mischaracterize in its reports and articles alongside calls for companies not to advertise on X.
- 24. As set forth in detail below, CCDH, on several occasions since at least March 2021, has intentionally sought and obtained unauthorized access to data sets regarding X that were provided by X Corp. to Runtime Collective Ltd., T/A Brandwatch ("Brandwatch") pursuant to written agreements. Those data sets were and are accessible only via secure login credentials that Defendants (except for the third party who is included as a Doe Defendant and improperly shared its login credentials with CCDH) were never authorized to have. CCDH, in turn, and on at least two occasions after accessing that data without authorization, quoted the unlawfully accessed data incompletely and out of context to create unsubstantiated and incorrect assertions about the presence of hate speech on X.
- 25. CCDH, as a registered user of the X service, also breached its agreement with X Corp., i.e., the Terms of Service ("**ToS**"), which expressly prohibit "scraping" without X's "prior consent." CCDH's February 9, 2023 report admits to scraping X to obtain data for the report, in which CCDH uses its manufactured and inaccurate narrative to openly call for companies to not advertise on X, claiming they would otherwise be "bankrolling the spread of hate and disinformation on Twitter."

Α. X Corp.'s Agreements With Brandwatch

26. Brandwatch, a trusted partner of X, provides SaaS products that enable its customers to conduct brand monitoring on social media, customer research on opinions and trends, campaign planning and campaign effectiveness measurement, competitive analysis and risk management, influencer identification and market research, and audience segmentation and analysis.

- the "Master License Agreement" (the, "2020 MLA"). Pursuant to that agreement, X Corp. agreed that Brandwatch could access certain data regarding X, referred to as "Licensed Materials" including Tweets (i.e., posts on the X platform), to enable Brandwatch's customers to use its SaaS products to analyze posts and X/Twitter users. Brandwatch's products could facilitate analysis of, for example, posts for features such as sentiment or topics, and users for features such as influence or expertise. They could also analyze data at the aggregate level, combining data points to show trends, themes, changes over time, segments, breakdowns, and similar outputs. Brandwatch's products could then display data to Brandwatch's customers at both the individual and aggregate level.
 - 28. The 2020 MLA provides, among other things, that Brandwatch agrees that it will "not attempt to (and will not allow others to): ... (c) copy, sell, lease, sublicense, distribute, redistribute, syndicate, create derivative works of assign or otherwise transfer or provide access to, in whole or in part, the Licensed Material to any third party." It defines "Licensed Material" as including "Twitter Content," i.e., "any and all content, media, information and data (and copies and derivative works thereof) made available to Customer through the Twitter Technology or by other means authorized by Twitter." The 2020 MLA also provides that Brandwatch will keep "Twitter Content" secure.
 - 29. On April 27, 2023, X Corp. and Brandwatch entered into a second written agreement, titled the "Twitter Customer Order Form" (the "2023 Order Form," together with the 2020 MLA, the "Brandwatch Agreements"). The 2023 Order Form again governs X Corp.'s provision of certain data to Brandwatch, to be used in connection with Brandwatch's SaaS products.
 - 30. The 2023 Order Form, similar to the 2020 MLA, contains a provision providing

as "Twitter."

¹ The 2020 MLA was signed by Twitter International Unlimited Company, a company organized and existing under the laws of Ireland with its headquarters in Dublin ("TIUC"). TIUC is a subsidiary of X Corp., and the 2020 MLA expressly provides that TIUC entered into the 2020 MLA "on behalf of itself and its affiliates," collectively defined

that Brandwatch will "not attempt to (and will not allow others to) copy, sell, lease, sublicense,				
distribute, redistribute, syndicate, create derivative works of assign or otherwise transfer or				
provide access to, in whole or in part, the Licensed Material to any third party." The 2023				
Order Form also includes a list of Brandwatch's "Affiliates" that agree to the terms of the				
Brandwatch Agreement, and can thus access the data provided by X Corp. "solely through				
[Brandwatch's] accounts enabled by Twitter under the Agreement." The 2023 Order Form				
provides that "any breach of this Agreement by an Affiliate shall be deemed Your				
[Brandwatch's] breach, for which You and the applicable Affiliate(s) shall be responsible and				
jointly and severally liable."				
31. The Brandwatch Agreements have governed access to the Licensed Materials vi				

- 31. The Brandwatch Agreements have governed access to the Licensed Materials via Brandwatch's SaaS products since 2020, including at all times relevant to the allegations in this Complaint.
 - B. CCDH Obtains Unauthorized Access to and Misuses Data Provided By X

 Corp. Under the Brandwatch Agreement, and Also Breaches the ToS
- 32. The data provided by X Corp. to Brandwatch, to be analyzed using Brandwatch's SaaS products, is compiled in a manner not publicly available. Only those with login credentials provided by X and/or Brandwatch, including Brandwatch's Affiliates and customers, can access and analyze the data using Brandwatch's SaaS products.
- 33. Twitter is informed and believes, and on that basis alleges, that none of the Defendants (except for the third party who is included as Doe Defendant and improperly shared its login credentials with CCDH) are or ever have been customers of Brandwatch, and have never been provided with login credentials that would enable them to permissibly access the data with authorization. None of the Defendants (again, except for the third party who improperly shared its login credentials with CCDH) are or ever have been parties to the Brandwatch Agreements. And neither X nor Brandwatch has ever consented, in any form or in

² The 2023 Order Form similarly defines "Licensed Material" similar to the 2020 Master License Agreement, i.e., as "Tweets, Tweet IDs, Twitter end user profile information, and any other content of Twitter made available to you through Twitter Technology or by any other means authorized by Twitter, and any copies and derivative works thereof."

any way, to any of Defendants (except the third party who provided CCDH with its login credentials and who is named as a Doe Defendant) the data that X Corp. provided to Brandwatch under the Brandwatch Agreements.

- 34. In order to prepare and publish the so-called "research" reports and articles about X, CCDH has -- since at least March 2011 -- necessarily obtained access to and accessed the Licensed Materials improperly and without authorization. Indeed, CCDH has admitted as much, citing Brandwatch—a platform it never had any right to access—as a source of its data in its "research" reports, despite that data being accessible only to authorized users via login credentials, which the CCDH was not. These actions were unknown to Brandwatch and to X until recently.
- 35. X Corp. is informed and believes, and on that basis alleges, that CCDH knew at all relevant times, and in any event no later than March 2021, that X Corp. and Brandwatch are parties to the Brandwatch Agreements. CCDH knew at all relevant times that the Brandwatch Agreements prohibit Brandwatch from allowing third parties to, among other things, access, distribute, create derivative works from, or otherwise transfer the Licensed Materials. CCDH further knew at all relevant times that only X Corp. and Brandwatch, as well as certain of Brandwatch's Affiliates and customers, were permissibly provided with login credentials to access the secured Licensed Materials under the Brandwatch Agreements. CCDH knew that neither it nor any of the other Defendants (except the third party who provided CCDH with its login credentials and who is named as a Doe Defendant) was authorized to access the Licensed Materials, except perhaps the unknown third party who provided CCD with its login credentials.
- 36. X Corp. is informed and believes, and on that basis alleges, that CCDH, knowing these things, and knowing that it was unable to access the Licensed Materials it needed to prepare its reports and articles with CCDH's desired narratives, induced one of Brandwatch's customers, whose identity is presently unknown to X Corp., to provide CCDH with its login credentials in violation of the Brandwatch Agreements. CCDH then impermissibly and without authorization accessed the Licensed Materials on several occasions, and used limited, selective, and incomplete data from that source (as well as from CCDH's impermissible scraping of X)

that CCDH then presented out of context in a false and misleading manner in purported "research" reports and articles as set forth herein.

1. CCDH's March 24, 2021 Report Admits to Accessing Data Provided Under the Brandwatch Agreement

- 37. As above, CCDH published a report on March 24, 2021, titled "Disinformation Dozen," claiming that "[j]ust twelve anti-vaxxers are responsible for almost two-thirds of anti-vaccine content circulating on social media platforms," including Twitter (now X). CCDH admits in that report that it accessed data from X Corp. via Brandwatch, for use in its report.
- 38. CCDH's March 24, 2021 report admits, in part, that "[w]e collected this sample using Brandwatch, an enterprise social listening tool, to extract anti-vaccine tweets posted between 1 February and 16 March 2021 based on text analysis. Retweets and quote tweets were also extracted to discover which pieces of anti-vaccine content were shared most frequently."

2. CCDH's November 10, 2022 Article Admits to Accessing Data Provided Under the Brandwatch Agreement

- 39. On November 10, 2022, CCDH published an article on its website, titled "Fact check: Musk's claim about a fall in hate speech doesn't stand by to scrutiny", publicly accessible at https://counterhate.com/blog/fact-check-musks-claim-about-a-fall-in-hate-speech-doesnt-stand-up-to-scrutiny/. The article purports to assess, among other things, a claim by Elon Musk that "hate speech declined to 'below our prior norms." In doing so, CCDH provides what it claims are statistics showing the number of posts and reposts "mentioning" certain slurs during the week beginning October 31, 2022.
- 40. CCDH's article claims the statistics refute statements from X Corp. executives issued around the same time regarding hateful conduct, including a statement that X Corp. "not only mitigated the recent surge in harmful behavior, but [has] reduced impressions on this content in Search by ~95% relative to even prior baselines. We're continuing our work to make Twitter safer every day." Even putting aside that CCDH's flawed methodology -- e.g., that its purported statistics in the November 10, 2022 article focus merely on the number of posts and reposts containing certain terms and not the number of impressions for those pieces of content --

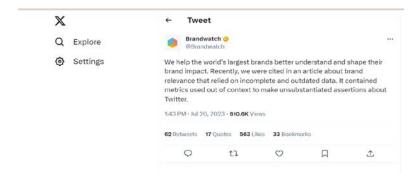
CCHD's article admits that it obtained its data regarding content on X from Brandwatch's products.

- 41. CCHD's November 10, 2022 article admits that CCDH analyzed "data from the social media analytics tool Brandwatch," and admits that its "methodology" includes "[d]ata collected using Brandwatch, which includes original tweets, retweets and quote tweets."
 - 3. CCDH's November 10, 2022 Article Admits to Accessing Data
 Provided Under the Brandwatch Agreement
- 42. CCDH similarly obtained unauthorized access to the data that X Corp. provided to Brandwatch under the Brandwatch Agreements to prepare a report issued on February 9, 2023, titled "Toxic Twitter," publicly accessible on CCDH's website at https://counterhate.com/research/toxic-twitter/.
- 43. That report states that CCDH "is a US-headquartered international nonprofit NGO." It expressly calls for companies to stop advertising on X based on CCDH's incorrect implications in its report that hate speech viewed on X is on the rise, and its incorrect assertions that X Corp. "doesn't care about hate speech" and allows "accounts of homophobes, misogynists, self-professed neo-Nazis, and conspiracy theorists because it's highly profitable."
- 44. Importantly, to obtain data that it needed for and mischaracterized in its February 9, 2023 report, CCDH again improperly accessed data that X Corp. provided to Brandwatch under the Brandwatch Agreements. The February 9, 2023 report cites several data points for which non-public Brandwatch sources are quoted. And yet again, CCDH was never provided login credentials by Twitter or Brandwatch to lawfully access that data.
- 45. CCDH's February 9, 2023 report also admits that CCDH breached the ToS to obtain data included in the report.
- 46. Moreover, as a user of X, CCDH necessarily agreed to the ToS when it registered to create an account. The ToS are, and at all relevant times, have been, accessible at https://twitter.com/en/tos. At all times relevant to the allegations herein, the ToS prohibit scraping data from X. Section 4 of the ToS, titled "Using the Services," provides that "scraping the Services without the prior consent of Twitter is expressly prohibited."

- 47. CCDH's February 9, 2023 report states that "[t]o gather tweets from each of the ten reinstated accounts, [CCDH's] researchers used the social media web-scraping tool SNScrape, which utilizes Twitter's search function to enable data collection." X Corp. has never given CCDH (or the creators of SNScrape) consent to scrape X.
- 48. Further, Twitter is informed and believes, and on that basis alleges, that CCDH has impermissibly and unlawfully scraped X on multiple occasions since at least 2021 in connection with preparing its reports and articles, in clear violation of the ToS to which CCDH US agreed.

4. Major Press Relies on CCDH's Reports and Articles

- 49. CCDH's reports and articles, including its February 9, 2023 report and the conclusions therein, have attracted attention in the press, with media outlets repeating CCDH's incorrect assertions that hate speech is increasing on X.
- 50. Recently, Bloomberg picked up CCDH's purported "research" in an article released on July 19, 2023. That article, titled "Twitter's Surge in Harmful Content a Barrier to Advertiser Return," quoted CCDH's Head of Research, Callum Hood, claiming that hate speech is increasing on Twitter. The article went on to state that CCDH's research claims, for example, that "[d]uring the first three months of Musk's tenure the rate of daily tweets containing slurs against Black Americans more than tripled." That Bloomberg article expressly recognizes that CCDH acknowledges its "research" was conducted via "social media analysis tool Brandwatch."
- 51. Mr. Hood was also recently quoted in a Time article from July 19, 2023 discussing CCDH's "research" about X Corp. and X. The Time article quotes Mr. Hood as stating that "[Elon] Musk is not keeping his promises to advertisers, and their ads are appearing next to really harmful content."
- 52. This series of events prompted Brandwatch to post a public statement on X, accessible at https://twitter.com/Brandwatch/status/1682129059310862353, clarifying that data from CCDH's report as cited in the press is "used out of context to make unsubstantiated assertions about Twitter:"



53. X Corp.'s CEO, Linda Yaccarino, likewise sought to correct the incorrect and misleading narrative from CCDH's February 9, 2023 report, explaining in connection with a news article that relied on the report, that CCDH relies on "a collection of incorrect, misleading, and outdated metrics. . . . It also lacks extremely important context not to mention critical updates on our progress and actions." That Tweet is available at https://twitter.com/lindayaX/status/1681656761101479936.

C. Doe Defendants' Influence

- 54. Twitter is informed and believes, and on that basis alleges, that CCDH's conduct as described herein is intended to do more than further CCDH's own censorship efforts.
- 55. Twitter is informed and believes, and on that basis alleges, that CCDH is being supported by funding from X Corp.'s commercial competitors, as well as government entities and their affiliates. Indeed, in connection with its "Disinformation Dozen" report discussed above, one United States Senator referred to CCDH as "[a] foreign dark money group." Other articles have claimed that CCDH is, in part, funded and supported by foreign organizations and entities whose directors, trustees, and other decision-makers are affiliated with legacy media organizations.
- 56. Twitter is informed and believes, and on that basis alleges, that CCDH is acting, as alleged herein, with the intent to inflict significant financial harm on X Corp., including at the behest of and in concert with funders, supporters, and other entities. CCDH is, on information

and belief, acting in the course and scope of such agency and/or acting with the permission, consent, authorization or ratification of these unknown funders, supporters, and other entities, who are aware of and knowingly participating in the unlawful conduct alleged herein, with the intent to financially harm X Corp.

57. X Corp. currently lacks sufficient information to include the identities these entities, organizations, and persons in this Complaint. When their true names and capacities are confirmed through discovery, X Corp. will amend this Complaint by asserting their true names and capacities herein.

III. X Corp. Has Been Harmed By CCDH's Wrongful Conduct

- 58. CCDH widely disseminates its articles and "research" reports for free, often alongside requests for donations and subscribers. Those materials prepared by CCDH about X Corp. are all enabled by CCDH's wrongful conduct in unlawfully gathering data via scraping and via, but unbeknownst to, Brandwatch, which CCDH has then distorted to prepare its "research." CCDH's reports and articles could not have been prepared and disseminated but-for CCDH's unlawful scraping and unauthorized access to data via Brandwatch.
- 59. Those reports and articles have, in turn, caused significant financial harm to X Corp., including via lost advertising revenues.
- 60. CCDH's reports and articles, enabled by CCDH's unlawful conduct, have been viewed by companies that advertise on social media platforms, including X. A number of companies who advertised on X on an ongoing basis immediately paused spending for advertising on X after viewing CCDH's "research" reports and articles. X Corp. is aware of at least eight such specific organizations and companies, including large, multinational corporations that have historically run paid advertising on X, that in June and July 2023 immediately paused their advertising spend on X based on CCDH's reports and articles.
- 61. Separate companies, again including large multinational corporations that were planning on running future campaigns, have likewise paused those plans in reaction to seeing CCDH's "research" reports and articles discussing X Corp. as alleged herein. X Corp. is aware of at least five such specific companies that, as of November 2022, paused their plans for future

advertising spend on X based on CCDH's reports and articles.

- 62. Still other companies similar to those above have identified CCDH's "research" reports and articles as creating barriers to reactivating their paid advertising campaigns on X. X Corp. is aware of three such companies.
- 63. Based on the historical spend of the companies and organizations that have paused paid advertising and/or paused plans for future paid advertising, X Corp. estimates that it has lost at least tens of millions of dollars in lost revenues as of the date of this Complaint, with those amounts subject to increasing as time goes on. Defendants' and CCDH's breach of the ToS and unauthorized access to data via Brandwatch are a but-for and proximate cause of these lost revenues, as CCDH's conduct to obtain that data (which it then distorted) was necessary for CCDH to make its allegations against X Corp. and X regarding hate speech and other types of content on X.
- 64. X Corp. has further incurred additional losses caused by CCDH's unauthorized access to data via Brandwatch. Among other things, X Corp. has conducted internal investigations in efforts to ascertain the nature and scope of CCDH's unauthorized access to the data, has allocated significant employee resources and time to participate and assist in those investigations, and has incurred attorneys' fees and other costs in aid of those investigations and in enforcing the relevant agreements, all of which were reasonably incurred in responding to CCDH's offense and/or conducting a damage assessment. These additional losses far exceed \$5,000 and, as of the date of this Complaint, are in excess of tens of thousands of dollars and will continue to increase.
- 65. Most fundamentally, X Corp. has been harmed in its mission to provide its users with a platform in which topics of paramount public concern can be discussed and debated free from the censorship efforts of activist organizations advancing narrow ideological agendas through deceitful means.

FIRST CAUSE OF ACTION

(Breach of Contract – Against CCDH US)

66. X Corp. hereby realleges and incorporates the allegations in paragraphs 1

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73.

X Corp. hereby realleges and incorporates the allegations in paragraphs 1

Defendants)

through 72, as though fully set forth herein.

- 74. X Corp. brings this action under 18 U.S.C. § 1030(g) allowing any injured person to maintain a civil action against the violator of 18 U.S.C. § 1030(g) (the "CFAA").
- 75. Defendants, except for the third party who provided CCDH with its login credentials, have violated the CFAA by knowingly, and with intent to defraud X Corp., accessing a protected computer, without authorization, and by means of such conduct furthered the fraud and obtained one or more things of value.
- 76. X Corp. provided non-public data to Brandwatch under the Brandwatch Agreements. That data was then stored on a protected computer, as defined under 18 U.S.C. § 1030(e)(2). The data was accessible to only those with login credentials, including Twitter, Brandwatch, Brandwatch Affiliates, and certain Brandwatch customers.
- 77. Defendants (except for the third party who is included as a Doe Defendant and improperly shared its login credentials with CCDH) were never validly given login credentials to access the data provided under the Brandwatch Agreements. Those Defendants nonetheless, knowing the data was secured pursuant to the Brandwatch Agreements and that those Defendants did not have authorization to access it, convinced an unknown third party, who is likely a Brandwatch customer, to share its login credentials with the remaining Defendants. Those Defendants then accessed that data without authorization, as admitted in CCDH's reports and articles discussed above, in furtherance of obtaining data regarding X that those Defendants could mischaracterize as part of its campaign to call on companies to stop advertising on X.
- 78. X has suffered loss as a result of these violations, including, without limitation, amounts expended attempting to conduct internal investigations in efforts to ascertain the nature and scope of CCDH's unauthorized access to the data, significant employee resources and time to participate and assist in those investigations, and attorneys' fees in aid of those investigations and in enforcing the relevant agreements. These losses amount to well over \$5,000 aggregated over a one-year period.
- 79. Pursuant to 8 U.S.C. § 1030(g), X Corp. is entitled to recover its losses and obtain injunctive relief prohibiting those Defendants from further violations of the CFAA and to

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prohibit those Defendants from using the data they obtained by accessing the data without authorization.

THIRD CAUSE OF ACTION

(Intentional Interference with Contractual Relations – Against All Defendants)

- 80. X Corp. hereby realleges and incorporates the allegations in paragraphs 1 through 79, as though fully set forth herein.
 - 81. X Corp. and Brandwatch are parties to the Brandwatch Agreements.
- 82. Defendants knew about the Brandwatch Agreements. In particular, on information and belief, Defendants knew that Brandwatch had access to X Corp. data that Defendants sought. Defendants knew that, except for the third party who is included as a Doe Defendant and improperly shared its login credentials with CCDH, they could not access that data because they did not have login credentials to access that data. Those Defendants knew, based on their experience in purporting to analyze data associated with social media platforms (including via Brandwatch's tools as stated in CCDH's reports and articles) that for Brandwatch to have access to X Corp. data for its SaaS products to analyze, X Corp. must have contracts with Brandwatch, and that Brandwatch would be prohibited under the terms of the Brandwatch Agreements from providing access to unauthorized parties, or allowing any unauthorized parties to access that data.
- 83. Defendants were aware of the harm to X Corp. that would result from Defendants accessing the data provided to Brandwatch under the Brandwatch Agreements. Indeed, Defendants intended to cause that harm. They intended to obtain access to the data, without authorization, by using someone else's login credentials. They intended to mischaracterize the data regarding X in the various reports and articles discussed above, to support Defendants' demands for companies to stop advertising on X. They intended that, in direct response to their conduct, advertisers would stop advertising on X.
- 84. Defendants' conduct prevented Brandwatch from performing under the Brandwatch Agreements. Brandwatch failed to secure the data from X Corp. according to the terms of the agreements. As a direct and proximate result of Defendants intentionally

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interfering with the Brandwatch Agreements as alleged herein, X Corp. has suffered monetary and other damages of at least tens of millions of dollars, which amount is in excess of the jurisdictional minimum of this Court, subject to proof of a greater amount of damages at the time of trial.

FOURTH CAUSE OF ACTION

(Inducing Breach of Contract – Against All Defendants)

- 85. X Corp. hereby realleges and incorporates the allegations in paragraphs 1 through 84, as though fully set forth herein.
 - 86. X Corp. and Brandwatch are parties to the Brandwatch Agreements.
- 87. Defendants knew about the Brandwatch Agreements. In particular, on information and belief, Defendants knew that Brandwatch had access to X Corp. data that Defendants sought. Defendants knew that, except for the third party who is included as a Doe Defendant and improperly shared its login credentials with CCDH, they could not access that data because they did not have login credentials to access that data. Those Defendants knew, based on their experience in purporting to analyze data associated with social media platforms (including via Brandwatch's tools as stated in CCDH's reports and articles) that for Brandwatch to have access to X Corp. data for its SaaS products to analyze, X Corp. must have contracts with Brandwatch, and that Brandwatch would be prohibited under the terms of the Brandwatch Agreements from providing access to unauthorized parties, or allowing any unauthorized parties to access that data.
- 88. Defendants intended to cause Brandwatch to breach the Brandwatch Agreements. Defendants, except for the third party who is included as a Doe Defendant and improperly shared its login credentials with CCDH, knew they did not have access to the data, and that they could not get access to it without obtaining login credentials from someone who validly had them. Those Defendants knew, or reasonably should have known, that obtaining login credentials from a valid user to access the data would cause Brandwatch to breach the Brandwatch Agreements, by allowing an unauthorized third party (i.e., Defendants) to gain access to the data without proper permissions or authorizations. Defendants knew and intended

1	that, in direct response to their conduct, advertisers would stop advertising on X.					
2	89. X Corp. was harmed and suffered damages as a result of Defendants' conduct					
3	when companies paused or refrained from advertising on X, in direct response to CCDH's					
4	reports and articles as discussed above. Defendants' conduct was a substantial factor in					
5	Brandwatch's breach of the Brandwatch Agreements.					
6	90. As a direct and proximate result of Defendants inducing Brandwatch to breach					
7	the Brandwatch Agreements as alleged herein, X Corp. has suffered monetary and other					
8	damages in the amount of at least tens of millions of dollars, which amount is in excess of the					
9	jurisdictional minimum of this Court, subject to proof of a greater amount of damages at the					
10	time of trial.					
11	PRAYER FOR RELIEF					
12	WHEREFORE, X Corp. prays for judgment against Defendants as follows:					
13	a. Damages according to proof sufficient to compensate X Corp. for damages					
14	sustained as a result of Defendants' actions as alleged herein, including, but not limited to,					
15	losses under the CFAA;					
16	b. That Defendants, all of their agents, servants, employees, representatives, and all					
17	others in active concert or participation with them, either directly or indirectly, be preliminarily					
18	and permanently enjoined from:					
19	i. accessing the Licensed Materials provided by X Corp. to Brandwatch					
20	under the Brandwatch Agreements.					
21	ii. using or disclosing any data obtained via logging into the Licensed					
22	Materials provided by X Corp. to Brandwatch under the Brandwatch					
23	Agreements.					
24	c. An award of pre- and post-judgment interest on all monetary relief prayed for					
25	above, and as may be permitted by law; and					
26	d. All such other and further relief as the Court may deem just and proper.					
27	JURY DEMAND					
28	In accordance with Rule 38(b) of the Federal Rules of Civil Procedure, X Corp. demand					

1	a trial by jury of all issues triable by a jury.	
2	Dated: July 31, 2023	WHITE & CASE LLP
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4		By: /s/ J. Jonathan Hawk
5		By: /s/ J. Jonathan Hawk J. Jonathan Hawk
6		Attorneys for Plaintiff X CORP.
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except as provided by local ru	les of court. This form, approvet sheet. (SEE INSTRUCTIONS O	ed in its original f	orm by the.	Judicial Conference of t	the Unite	ed States in September 1974,	is required for the Clerk of	
I. (a) PLAINTIFFS				DEFENDANTS				
X CORP.				Center for Countering Digital Hate, Inc., Center for Countering Digital Hate, Ltd., Does 1-50				
(b) County of Residence of First Listed Plaintiff San Francisco County (EXCEPT IN U.S. PLAINTIFF CASES)				County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY)				
						INATION CASES, USE THE LC ND INVOLVED.	OCATION OF	
(c) Attorneys (Firm Name,	Address, and Telephone Number)			Attorneys (If Known))			
J. Jonathan Hawk, White & Case LLP	raun cos, una rerepriorie riumoer)							
555 S. Flower Street, Suite 2700, Los Angele (213) 620-7741	es, CA 90071-2433							
II. BASIS OF JURIS	SDICTION (Place an "X" in	One Box Only)	III. CIT	TZENSHIP OF PE	RINCII	PAL PARTIES (Place an '	'X" in One Box for Plaintiff	
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2 U.S. Government Defend	ant 4 Diversity		Citizei	n of Another State	2	2 Incorporated and Prin	•	
	(Indicate Citizenship of			n or Subject of a n Country	3	of Business In Anoth	6 6	
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110 Insurance 120 Marine	PERSONAL INJURY	PERSONAL I		625 Drug Related Seiz Property 21 USC		422 Appeal 28 USC § 158 423 Withdrawal 28 USC § 157	375 False Claims Act 376 Qui Tam (31 USC § 3729(a))	
130 Miller Act	310 Airplane 315 Airplane Product Liability	365 Personal Inju Liability	ıry – Product	690 Other	3			
140 Negotiable Instrument	320 Assault, Libel & Slander	367 Health Care/		LABOR		PROPERTY RIGHTS	400 State Reapportionment	
150 Recovery of	330 Federal Employers'	Pharmaceuti		710 Fair Labor Standar	rds Act	820 Copyrights	410 Antitrust	
Overpayment Of Veteran's Benefits	Liability	Injury Produ 368 Asbestos Per	•	720 Labor/Management	nt	830 Patent	430 Banks and Banking	
151 Medicare Act	340 Marine	Product Liab		Relations		835 Patent—Abbreviated New	450 Commerce 460 Deportation	
152 Recovery of Defaulted	345 Marine Product Liability 350 Motor Vehicle	PERSONAL PR		740 Railway Labor Ac 751 Family and Medic	ľ	Drug Application 840 Trademark	470 Racketeer Influenced &	
Student Loans (Excludes Veterans)	355 Motor Vehicle Product	370 Other Fraud		Leave Act		880 Defend Trade Secrets	Corrupt Organizations	
153 Recovery of	Liability	371 Truth in Len	C	790 Other Labor Litiga	ation	Act of 2016	480 Consumer Credit	
Overpayment	360 Other Personal Injury	380 Other Person Damage	iai Property	791 Employee Retirem		SOCIAL SECURITY	485 Telephone Consumer Protection Act	
of Veteran's Benefits	362 Personal Injury -Medical Malpractice	385 Property Dar	mage Product	Income Security A		861 HIA (1395ff)	490 Cable/Sat TV	
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X 190 Other Contract 195 Contract Product Liability	CIVIL RIGHTS	PRISONER PE	TITIONS	462 Naturalization Application		863 DIWC/DIWW (405(g)) 864 SSID Title XVI	Exchange	
196 Franchise	440 Other Civil Rights	HABEAS CO		465 Other Immigration	on	865 RSI (405(g))	890 Other Statutory Actions 891 Agricultural Acts	
REAL PROPERTY	441 Voting	463 Alien Detain		Actions	-	FEDERAL TAX SUITS	893 Environmental Matters	
210 Land Condemnation	442 Employment 443 Housing/	510 Motions to V Sentence	acate			870 Taxes (U.S. Plaintiff or	895 Freedom of Information	
220 Foreclosure	Accommodations	530 General			I	Defendant)	Act	
230 Rent Lease & Ejectment	445 Amer. w/Disabilities—	535 Death Penalt	ty		87	871 IRS-Third Party 26 USC	896 Arbitration 899 Administrative Procedure	
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VI. CAUSE OF	te the U.S. Civil Statute under	which you are fili	ng (Do not c	ite jurisdictional statutes i	unless div	versity):		
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	ief description of cause: reach of contract, unautho	orized compute	r access, i	ntentional interfere	nce wit	h contractual relations		
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VIII. RELATED CAS	SE(S), JUDGE			DOCKET NU	MBER			

DIVISIONAL ASSIGNMENT (Civil Local Rule 3-2)

(Place an "X" in One Box Only) × SAN FRANCISCO/OAKLAND SAN JOSE **EUREKA-MCKINLEYVILLE**

IF ANY (See instructions):

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS-CAND 44

Authority For Civil Cover Sheet. The JS-CAND 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved in its original form by the Judicial Conference of the United States in September 1974, is required for the Clerk of Court to initiate the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

- **I. a) Plaintiffs-Defendants.** Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.
 - b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)
 - c) Attorneys. Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)."
- II. Jurisdiction. The basis of jurisdiction is set forth under Federal Rule of Civil Procedure 8(a), which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.
 - (1) United States plaintiff. Jurisdiction based on 28 USC §§ 1345 and 1348. Suits by agencies and officers of the United States are included here.
 - (2) <u>United States defendant</u>. When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.
 - (3) <u>Federal question</u>. This refers to suits under 28 USC § 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.
 - (4) <u>Diversity of citizenship</u>. This refers to suits under 28 USC § 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; **NOTE: federal question actions take precedence over diversity cases.)**
- III. Residence (citizenship) of Principal Parties. This section of the JS-CAND 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.
- IV. Nature of Suit. Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the cause of action, in Section VI below, is sufficient to enable the deputy clerk or the statistical clerk(s) in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.
- V. Origin. Place an "X" in one of the six boxes.
 - (1) Original Proceedings. Cases originating in the United States district courts.
 - (2) Removed from State Court. Proceedings initiated in state courts may be removed to the district courts under Title 28 USC § 1441. When the petition for removal is granted, check this box.
 - (3) Remanded from Appellate Court. Check this box for cases remanded to the district court for further action. Use the date of remand as the filing
 - (4) Reinstated or Reopened. Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.
 - (5) <u>Transferred from Another District</u>. For cases transferred under Title 28 USC § 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.
 - (6) <u>Multidistrict Litigation Transfer</u>. Check this box when a multidistrict case is transferred into the district under authority of Title 28 USC § 1407. When this box is checked, do not check (5) above.
 - (8) Multidistrict Litigation Direct File. Check this box when a multidistrict litigation case is filed in the same district as the Master MDL docket.
 - <u>Please note that there is no Origin Code 7</u>. Origin Code 7 was used for historical records and is no longer relevant due to changes in statute.
- VI. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. Do not cite jurisdictional statutes unless diversity. Example: U.S. Civil Statute: 47 USC § 553. Brief Description: Unauthorized reception of cable service.
- VII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Federal Rule of Civil Procedure 23.
 - Demand. In this space enter the actual dollar amount being demanded or indicate other demand, such as a preliminary injunction.
 - Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.
- VIII. Related Cases. This section of the JS-CAND 44 is used to identify related pending cases, if any. If there are related pending cases, insert the docket numbers and the corresponding judge names for such cases.
- IX. Divisional Assignment. If the Nature of Suit is under Property Rights or Prisoner Petitions or the matter is a Securities Class Action, leave this section blank. For all other cases, identify the divisional venue according to Civil Local Rule 3-2: "the county in which a substantial part of the events or omissions which give rise to the claim occurred or in which a substantial part of the property that is the subject of the action is situated."

Date and Attorney Signature. Date and sign the civil cover sheet.