

**GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of the Attorney General**



**ATTORNEY GENERAL
KARL A. RACINE**

February 7, 2020

MARKET SURVEY

**OUTSIDE LEGAL SERVICES FOR LITIGATION
AGAINST JUUL LABS, INC. AND RELATED INVESTIGATIONS
OF E-CIGARETTE MANUFACTURERS**

SURVEY NO. DCCB-2020-S-0020

Pursuant to 27 DCMR 5017, the Office of the Attorney General for the District of Columbia (OAG) is conducting market research to familiarize itself with the potential qualified law firm to assist with litigation against Juul Labs, Inc. as well as to assist with investigations of other e-cigarette manufacturers. Under D.C. Code §2-354.13(3), the procurement for these legal services is exempt from the competitive procurement process. The responses to this market survey may be used to determine the availability of qualified firms, but it is not intended to be the basis for award.

BACKGROUND

Juul Labs, Inc. (“Juul”) is the dominant market player in a spiraling public health emergency of teenage e-cigarette use. OAG, on behalf of the District, has sued Juul in the Superior Court of the District of Columbia for violating the District’s Consumer Protection Procedures Act (“CPPA”) in its design and marketing of its e-cigarette products. The lawsuit seeks to protect District teenagers and the public against Juul’s deceptive and unfair trade practices. In addition to this litigation, OAG has pending investigations of several other e-cigarette manufacturers.

SUBMISSION OF INFORMATION

Interested firms should submit the following no later than 10:00 a.m. on February 18, 2020. The submission should be no longer than seven (7) pages and include:

1. A short statement of interest and availability;
2. A description of the firm’s experience in handling consumer protection cases, including representing states attorneys general and other government actors in similar proceedings.
3. Resumes for the attorneys who would handle these services;
4. The contingency fee percentage of gross recovery and additional fees, if any, recovered for similar consumer protection cases;
5. Certified Business Enterprise status; and
6. Disclosure of any actual or potential conflicts of interest.

Although this will not be a competitively awarded procurement, OAG values diversity as well as working with firms located in the District of Columbia, and encourages firms certified as small or local business enterprises by the District of Columbia Department of Small and Local Business Development pursuant to §2-218.31 *et seq.* to respond to this Market Survey.

If you would like more information, please contact Kate Konopka at Kathleen.Konopka@dc.gov or (202) 724-6610.

Sincerely,



JANICE PARKER WATSON
Associate Contracting Officer