

**LITIGATION RETENTION AGREEMENT  
FOR SPECIAL COUNSEL APPOINTED BY THE  
SOUTH CAROLINA ATTORNEY GENERAL  
AS TO GOOGLE ADVERTISING TECHNOLOGY LITIGATION**

This litigation retention agreement (“Agreement”) is by and between South Carolina Attorney General Alan Wilson (“Attorney General”) and the below-signed attorneys (“Special Counsel”).

**RECITALS**

WHEREAS, the Attorney General has concluded that it is in the best interest of the State of South Carolina to retain Special Counsel specifically for this litigation matter; and

WHEREAS, the Attorney General hereby engages Special Counsel to provide legal representation including, but not limited to, all preparation for, settlement of and/or actual litigation against Google, LLC, and any related parent companies or subsidiaries arising from their conduct regarding their display advertising technology services under consumer protection and antitrust law; and

WHEREAS, Special Counsel specifically represent that they have the skill, experience, expertise, resources, and competence necessary for the meaningful resolution of this litigation;

NOW THEREFORE, in consideration for the mutual promises and covenants set forth herein, and for other valuable consideration, the Attorney General and Special Counsel hereby agree to the following terms and conditions:

**ARTICLE I. TERM**

This Agreement, which shall serve as the appointment of the attorneys whose signatures are affixed below as Special Counsel to the Attorney General, commences on the date of the last signatory to this Agreement, and terminates at the completion of this litigation matter, unless this work is concluded earlier or the Attorney General or Special Counsel terminates the appointment earlier pursuant to Article VI of this Agreement. If the work for which this appointment is made is not completed by the termination date, then the Attorney General may re-appoint Special Counsel for an additional term or terms to be determined at that time. The Attorney General shall not be liable to compensate Special Counsel for any services rendered after termination of the Agreement.

**ARTICLE II. SERVICES**

**A. Scope of Appointment**

Special Counsel shall provide legal services, advice, and consultation to the Attorney General for this litigation in a manner consistent with accepted standards of practice in the legal profession.

In view of the personal nature of the services to be rendered under this appointment, the Attorney General shall be the sole judge of the adequacy of those services. The parties agree:

1. Special Counsel assumes joint responsibility with the Attorney General’s Office for the representation of the State in this litigation. However, the Attorney General shall have final

authority over all aspects of this litigation. The litigation may be commenced, conducted, settled, approved, and ended only with the express approval and signature of the Attorney General. The Attorney General, at his sole discretion, shall appoint a designated assistant or assistants (“designated assistant”) to oversee the litigation, which appointment the Attorney General may modify at will.

2. Special Counsel shall provide legal services to the Attorney General subject to the approval of the Attorney General’s Office for the purposes of seeking injunctive relief, monetary relief, and other relief against all entities in this litigation.
3. The Attorney General may provide attorneys and other staff members to assist Special Counsel with this litigation. The identity and responsibilities of such personnel so assigned shall be determined solely by the Attorney General. All pleadings, motions, briefs, formal documents, and agreements must bear the signature of the Attorney General or his designated assistant.
4. Special Counsel shall coordinate the provision of the legal services with the Attorney General or his designated assistant, other personnel of the Attorney General’s Office, and such others as the Attorney General may appoint as Special Counsel. All pleadings, motions, briefs, and other material which may be filed with the court shall first be provided to the Attorney General’s Office in draft form in a reasonable and timely manner for review and approval. Special Counsel shall copy the Attorney General’s Office on all case-related correspondence. Regular status meetings may be held as requested by the Attorney General.
5. Special Counsel shall communicate with state entities through the Attorney General’s Office unless otherwise authorized by the Attorney General.
6. Special Counsel shall provide sufficient resources, including attorney time, to prosecute this litigation in accordance with Rule 407, Rules of Professional Conduct, South Carolina Appellate Court Rules.
7. The scope of Special Counsel’s retention under this Agreement shall include appellate proceedings in this litigation.
8. The scope of Special Counsel’s retention under this Agreement shall include any litigation initiated by the defendant(s) against the Attorney General or the State relating to this litigation or this Agreement.

## **B. Non-Delegation of Work**

Special Counsel may not, without the express approval of the Attorney General, delegate any work whatsoever to any attorney in any other firm.

## **C. Employment Status**

Special Counsel will render services pursuant to this Agreement as an independent contractor. Neither Special Counsel nor any employee of Special Counsel shall be regarded as employed by, or as an employee of, the Attorney General or the State of South Carolina, nor shall they be considered public officials.

# **ARTICLE III. CASE MANAGEMENT**

## **A. Status Reports**

The Attorney General may at any time request status reports from Special Counsel regarding any aspect of this litigation. Within five business days after the request is received, Special Counsel shall submit such status reports to the Attorney General. Failure to timely provide such status reports may result in forfeiture of a portion of Special Counsel's compensation at the sole discretion of the Attorney General.

At a minimum, status reports must include a description of the current status of the litigation, any significant events that have occurred since the previous status report, and a prospective analysis of any significant future events.

## **B. Notices and Correspondence**

All notices, demands, requests, consents, approvals, and other instruments required to be given pursuant to the terms of this Agreement shall be in writing and shall be deemed to have been properly given when: (1) hand delivered; (2) sent by U.S. Registered or Certified mail, return receipt requested, postage prepaid; (3) if certified or registered mail is either refused or unclaimed, then by regular U.S. Mail; (4) by overnight delivery service with receipt (Airborne, FedEx, UPS, etc.); or (5) by email.

Both Special Counsel and the Attorney General may designate a representative to receive such instruments and correspondence as described herein. While both parties recognize this designation may be changed at any time, and without consent of the other party, by giving written notice of the new designated representative, until further notice, such instruments and/or correspondence should be addressed to:

Name: Alan Wilson  
Attorney General  
Address: P. O. Box 11549  
Columbia, SC 29211  
Phone: 803-734-3970

Name: C. Havird Jones, Jr.  
Senior Assistant Deputy Attorney General  
Address: P. O. Box 11549  
Columbia, SC 29211  
Phone: 803-734-3654  
Email: sjones@scag.gov

Name: Rebecca Hartner  
Assistant Attorney General  
Address: P. O. Box 11549  
Columbia, SC 29211  
Phone: 803-734-5855  
Email: rhartner@scag.gov

Name: James R. Dugan, II, Esq  
The Dugan Law Firm, APLC  
Address: One Canal Place  
365 Canal Street, Suite 1000  
New Orleans, Louisiana 70130  
Phone: (504) 648-0180  
Email: jdugan@dugan-lawfirm.com

Name: W. Mark Lanier  
Founder  
The Lanier Law Firm  
Address: 10940 W. Sam Houston Pkwy N  
Suite 100  
Houston, TX 77064  
Phone: 713-659-5200  
Email: mark.lanier@lanierlawfirm.com

Name: Ashley Keller  
Co-founder  
Keller Lenkner LLC  
Address: 150 N. Riverside Plaza,  
Suite 4270  
Chicago, IL 60606  
Phone: 312-741-5222  
Email: ack@kellerlenkner.com

Name: Charlie Condon  
Charlie Condon Law Firm, LLC  
Address: 880 Johnnie Dodds Blvd, Suite 1  
Mount Pleasant, SC 29464  
Phone: (843) 884-8146  
Email: charlie@charliecondon.com

### **C. Communication**

Special Counsel agrees to consult in advance, in person, by telephone, or in writing, with the Attorney General promptly on all matters that may be precedential, controversial, of particular public interest, or otherwise noteworthy or important, and to keep the Attorney General fully informed at all times.

Special Counsel shall give timely written notice to the Attorney General of any and all of the following legal events in this litigation:

1. Pleadings;
2. Dispositive motions;
3. Hearings;
4. Rulings;
5. Trials;
6. Settlement negotiations;
7. Appeals or Notice of Appeals;
8. Briefs filed by any party or entity;
9. Appellate arguments or decisions; and
10. Enforcement efforts

Special Counsel agrees to meet with Attorney General's Office personnel when and where requested by the Attorney General in furtherance of this litigation.

### **D. Settlement**

The Attorney General must approve in advance all aspects of this litigation and shall be included in any settlement discussions. Special Counsel agrees that any settlement in this case must receive the Attorney General's express prior approval in writing. Special Counsel shall confer with the Attorney General as early as practicable in any settlement negotiation process.

### **E. Appeals**

It is important that the Attorney General receives early notice of any potential appellate litigation in any way affecting the State. Therefore, Special Counsel agrees to give prompt oral and written notice to the Attorney General when receiving: (1) any dispositive decision by any appellate court affecting the litigation in any way; or (2) a Notice of Appeal from a court's decision filed by any party to this litigation.

## **F. Public Records**

Any material, data, files, discs, or documents created, produced, or gathered by Special Counsel, or in Special Counsel's possession in furtherance of this litigation, or which fulfills an obligation of this appointment, shall be considered the exclusive property of the State of South Carolina. Special Counsel agrees to adhere to South Carolina's Freedom of Information Act, South Carolina Code of Laws §§ 30-4-10 *et seq.*, for the purposes of maintaining all public records in accordance with State law. Public records requests are to be handled by the Attorney General's Office, and any public records requests received by Special Counsel shall be emailed to the Attorney General's Office within one business day of receipt. Special Counsel agrees to cooperate fully with the Attorney General's Office in responding to any public records request received by the Attorney General pertaining to this litigation, comply with the Attorney General's policy on document retention, and to refrain from destroying documents unless otherwise permitted under this policy. Special Counsel agrees to comply with Rule 417 of the South Carolina Appellate Court Rules. Special Counsel agrees to request written confirmation from the Attorney General's Office prior to destroying any documents. This Agreement shall be considered a public document.

## **G. Settlement or Judgment Proceeds**

All settlement or judgment proceeds shall be paid by or on behalf of the defendant(s) to the Attorney General's Office, which shall distribute them or have them distributed.

# **ARTICLE IV. COMPENSATION**

## **A. Contingent Status**

Notwithstanding any other term of this Agreement, Special Counsel shall receive no compensation of any kind for any services rendered unless the State of South Carolina receives a settlement or judgment in connection with this litigation.

## **B. Fee Schedule and Division**

If the State receives a settlement or award in connection with this litigation, Special Counsel will be compensated from the litigation's gross recovery (any final settlement or judgment received by the State, including any post-judgment interest) for their services as follows:

1. The Attorney General's Office shall be reimbursed for all actual costs and expenses (not including overhead) incurred in the litigation, any appeals, any separate suit against the Attorney General or the State regarding the litigation or this Agreement, and any appeals of such separate suit. Compensation under this Section IV.B.1 shall be deducted from the litigation's gross recovery before any further distribution is made. However, any attorneys' fees retained by the Attorney General's Office are not subtracted from the gross recovery for purposes of calculating Special Counsel's fee.
2. Special Counsel shall be reimbursed for certain costs and expenses incurred in this litigation, any appeals, any separate suit against the Attorney General or the State regarding the litigation or this Agreement, and any appeals of such separate suit, pursuant to Article V

below. Compensation under this Section IV.B.2 shall be deducted from the litigation's gross recovery before any further distribution is made.

3. After any deduction from the gross recovery pursuant to Section IV.B.1 and IV.B.2, if the defendant(s) filed a separate suit against the Attorney General or the State regarding this litigation or this Agreement, Special Counsel shall be compensated for time spent defending against such suit at the following rates: \$190 per hour for attorneys with 10 or more years of experience, \$130 per hour for attorneys with more than 6 but less than 10 years of experience, \$110 per hour for attorneys with more than 3 but less than 6 years of experience, \$100 per hour for attorneys with less than 3 years of experience, and \$60 per hour for paralegals. This applies only to time spent defending a lawsuit against the Attorney General or the State, and not to time spent on the litigation brought by the Attorney General against the defendant(s). Compensation under this Section IV.B.3 shall be deducted from the net recovery that remains after any deduction pursuant to Sections IV.B.1 and IV.B.2 and before any further distribution is made.

4. After any deductions from the gross recovery pursuant to Sections IV.B.1, IV.B.2, and IV.B.3, Special Counsel shall receive the following in attorneys' fees:

Amount of the remaining net recovery	Contingent percentage
First \$0 to \$25,000,000.00	21%
\$25,000,000.00 to \$50,000,000.00	18%
\$50,000,000.00 to \$75,000,000.00	15%
\$75,000,000.00 to \$100,000,000.00	13%
\$100,000,000.00 to \$125,000,000.00	11%
\$125,000,000.00 to \$150,000,000.00	9%
\$150,000,000.00 to \$250,000,000.00	4%
Greater than \$250,000,000.00	1%

5. If the defendant(s) appeal a successful trial court judgment in the litigation, in consideration for services in the appellate proceedings, Special Counsel shall receive the following in additional attorneys' fees:

Amount of the remaining net recovery	Contingent percentage
First \$0 to \$25,000,000.00	3%
\$25,000,000.00 to \$50,000,000.00	3%
\$50,000,000.00 to \$75,000,000.00	3%
\$75,000,000.00 to \$100,000,000.00	2%
\$100,000,000.00 to \$125,000,000.00	2%
\$125,000,000.00 to \$150,000,000.00	1%
\$150,000,000.00 to \$250,000,000.00	1%
Greater than \$250,000,000.00	1%

The Attorney General may, in his sole discretion, reduce these fees if he determines that the effort required to resolve the case on appeal does not justify increasing the fee. The fees awarded under this section are based on the entire net recovery remaining after any deductions from the gross recovery pursuant to Sections IV.B.1, IV.B.2, and IV.B.3, not just the portion of the net recovery attributable to post-judgment interest.

6. If Special Counsel's fee is to be divided among lawyers who are not in the same firm, all lawyers receiving a fee must jointly submit a) a declaration that the division is in proportion to the services performed by each lawyer or each lawyer assumes joint responsibility for the representation and b) the share each lawyer will receive, for written approval by the Attorney General's Office prior to the disbursement of any fee.

### **C. Early Settlement**

If the defendant(s) agree to a settlement or resolution prior to commencement of the action, shortly thereafter, or upon only initial responses, as determined by the Attorney General in his sole discretion, then Special Counsel's fees may be reduced to one half of that specified in Section IV.B.4 above, in the sole discretion of the Attorney General.

### **D. NAMFCU, NAAG, and USDOJ Settlements**

It is strictly agreed and understood by Special Counsel that the Attorney General, in his sole discretion, may choose to resolve claims in this litigation through settlements offered in conjunction with a NAMFCU, NAAG multistate, or USDOJ settlement. This discretion may be exercised both prior to and during the course of the litigation. If such a settlement is entered, the settlement amount may, in the Attorney General's sole discretion, be included in the gross recovery for fee purposes, for purposes of reimbursing expenses and costs pursuant to Article V, or not at all.

### **E. Non-Monetary Relief**

The above Fee Schedule applies to any settlement or judgment, whether the settlement or judgment is entirely monetary in nature or is combined with non-monetary relief. Should the litigation be resolved by settlement or judgment involving a combination of monetary and non-monetary relief (such as injunctive relief, non-monetary payment, the provision of goods and/or services or any other "in kind" terms, or any combination of those), the Attorney General in his sole discretion shall determine the monetary value to the State and whether any attorneys' fees should be awarded based on the monetary value.

### **F. Compensation upon Termination**

In the event this Agreement is terminated by Special Counsel, Special Counsel shall be reimbursed for expenses and costs only from the litigation's gross recovery and only for all properly documented expenses and costs, as defined in Article V of this Agreement, rendered prior to termination; there shall be no payment of any attorneys' fees unless the Attorney General agrees in writing to the payment of fees for work performed under such terms and conditions as may be set by him in his sole reasonable discretion. In the event the Attorney General terminates this



Agreement without cause, Special Counsel shall be reimbursed only from the litigation's gross recovery for all properly documented expenses and costs, as defined in Article V of this Agreement, rendered prior to termination, and Special Counsel shall be awarded appropriate attorneys' fees as determined by the Attorney General. If this Agreement is terminated for cause, Special Counsel will not be reimbursed for any expenses and costs or paid any fees or other compensation for any services relating to the litigation.

#### **G. No Other Payment Source**

Special Counsel shall be reimbursed solely from the litigation's recovery. Neither the State of South Carolina nor the Attorney General shall be required under this Agreement, or otherwise, to compensate or reimburse Special Counsel for their work in this litigation other than as set forth in Articles IV and V herein. Special Counsel shall not be entitled to and shall not accept compensation or reimbursement for this litigation from any other source.

#### **H. Court Approval of Fees and Costs**

When appropriate, the attorneys' fees and costs awarded to Special Counsel shall be approved by a Court of competent jurisdiction.

### **ARTICLE V. EXPENSES AND COSTS**

#### **A. Advancement of Expenses and Costs**

The Dugan Law Firm, Keller Lenkner, and Charlie Condon Law Firm shall advance certain incidental costs, expenses, and disbursements. The Lanier Law Firm shall advance all other expenses and costs including expert witness fees and costs, deposition costs, and costs of document production, other than those costs paid by the Attorney General's Office in its sole discretion. Special Counsel's agreement to advance these litigation expenses and costs, as well as its agreement to defer fees while any and all litigation (including appeals and enforcement actions) is pending has been taken into consideration in establishing the fee schedule above. For all of the following expenses, Special Counsel shall be reimbursed solely from the litigation's recovery.

#### **B. Expert and Consultant Fees**

Special Counsel shall seek prior approval from the Attorney General for the retention of experts or consultants before incurring expenses related to such experts. Provided that the Attorney General has approved the retention of an expert or consultant, the Lanier Law Firm shall be reimbursed for the expert's or consultant's retainer and fees incurred on an hourly basis. Other expert and consultant expenses will be reimbursed in accordance with the provisions of Section V.C.

#### **C. Other Expenses**

Special Counsel shall be reimbursed for other certain reasonable expenses and costs enumerated below.

1. Overnight lodging shall be reimbursed at actual cost up to a maximum of the rate published by the United States General Services Administration as of the date of the

lodging exclusive of taxes and fees. There is no reimbursement for in-room internet, room service, business center services, gratuity, or any other hotel services or upgrades.

2. There is no reimbursement for meals.

3. Automobile travel shall be reimbursed at the rate per mile published by the Internal Revenue Service for business miles driven as of the date of the automobile travel. Special Counsel must document the date of the travel, the address of the departure location, the address of the arrival location, and the purpose of the travel in order to be eligible for reimbursement. Automobile travel reimbursement must not exceed the commercial coach fare available for the same travel. There is no reimbursement for gas.

4. All other travel or travel-related expenses, including airfare, train, bus, taxi, shuttle, parking, and baggage fees, will be reimbursed at actual cost. Airfare reimbursements must be for commercial coach fares. There is no reimbursement for seat upgrades, preferred seating, preferred boarding, internet access, or any other transportation related upgrade.

5. Actual expenses for court fees and both offensive and defensive discovery, including but not limited to filing fees, service of process, motions fees, document productions, transcripts, and witness fees, as well as mailing costs related thereto. Charges for priority or overnight mail services shall be reimbursed only if use of such services is necessary. Should the cost of printing and copying any particular item under this section exceed \$100, such expense shall be reimbursed.

6. If Special Counsel determines that the hiring of an Outside Vendor for any discovery, electronic discovery, or printing related project is reasonably necessary to the litigation, Special Counsel shall assess and select an appropriate Outside Vendor based on objective criteria, including but not limited to expertise, experience, professional certifications, capacity, geographic location, and cost. The Attorney General retains the right to veto the selection of any Outside Vendor, and the Attorney General must give written approval prior to the use of or contracting with any Outside Vendor by Special Counsel.

7. There will be no reimbursement for printing, copying or mailing costs other than under Section V.C.5, secretarial, paralegal, or other staff costs or overtime, Westlaw, LexisNexis, PACER, or other research expenses, or any telephone calls, or any other expense, unless prior approval is obtained in writing from the Attorney General.

Any deviation from these rules, such as a hotel room higher than GSA rate, must be approved by the Attorney General's Office prior to Special Counsel incurring the expense. Should a significant, unusual, and unexpected expense arise that is necessary and germane to the litigation, Special Counsel may request approval from the Attorney General for such expense. The Attorney General shall, in his sole discretion, determine whether Special Counsel shall be reimbursed for such expenses.

#### **D. Hourly Fee**

Where Special Counsel seeks payment of an hourly fee for defending litigation brought against the Attorney General or the State under the terms of this Agreement, in accordance with Section IV.B.3, Special Counsel is required to submit detailed time records on a monthly basis for time worked over the previous month. The Attorney General's Office is not obligated to approve or reject any requests for hourly fees until after the conclusion of the litigation. Each monthly time record must clearly identify, by name or initials, the attorney or paralegal who performed the work, the date of the work, a detailed description of the work, and the number of hours or fraction thereof worked to the nearest tenth of an hour. When initials are used, the submission must identify all persons whose initials appear on the invoice and indicate whether each is an attorney or paralegal.

No time records shall be submitted or paid for work occurring either prior to the effective date of this Agreement or after its termination.

To the extent time was spent working on both the case brought by the Attorney General and the case where the Attorney General or the State is a defendant, it is Special Counsel's duty to separate the time based on the proportion fairly allocated to each case and only seek payment of an hourly fee for time fairly spent defending the Attorney General or the State in a case brought by the defendant(s). The Attorney General, in his sole discretion, may decline to pay an hourly fee for time determined to be unnecessary, unreasonable, and/or not submitted in accordance with the requirements of this Agreement.

#### **E. Form and Timing of Submission**

Special Counsel shall submit invoices every 90 days for any expenses incurred over the previous 90 days for which Special Counsel seeks reimbursement; however, the Attorney General's Office is not obligated to approve or reject any expenses until after the conclusion of the litigation.

For an expense to be reimbursed, Special Counsel must provide an original receipt reflecting the charges. Credit card statements are not sufficient unless approved by the Attorney General's Office. The receipts will be scanned and submitted to the Attorney General's Office as a single PDF document.

In addition, Special Counsel will provide an Excel spreadsheet that contains, at a minimum, the following information:

1. Date of expense,
2. Amount of expense,
3. Amount of expense for which reimbursement is sought,
4. Description of expense,
5. Page reference to the PDF document of receipts.

To the extent prior written approval of the Attorney General's Office was given for a particular expense, such approval shall be included with the invoice.

Proper documentation by receipts or otherwise shall be submitted with all invoices and all documentation shall be retained by Special Counsel for at least one full year following the

termination of this Agreement. All expenses must be itemized and no reimbursement will be granted for “miscellaneous” listings. The Attorney General may, in his sole discretion, decline to reimburse Special Counsel for any expenses determined to be unnecessary, unreasonable, improperly documented, or improperly submitted.

## **ARTICLE VI. TERMINATION**

### **A. Termination by the Parties**

The Attorney General reserves the right to terminate this Agreement at any time, in his sole discretion, and without cause or duty of explanation. Special Counsel may terminate its duties and obligations under the Appointment and this Agreement upon thirty (30) days written notice to the Attorney General. Termination on the part of the Special Counsel shall not be effective if the Attorney General finds in his sole discretion that such termination prejudices or has a material adverse effect on the State of South Carolina. Upon termination, all material, data, files, discs, or documents created, produced, or gathered by Special Counsel, or in Special Counsel’s possession in furtherance of this litigation, or which fulfills an obligation of this appointment shall be immediately delivered to the Attorney General as directed by him, and without encumbrance or lien or any cost or charge to the Attorney General.

## **ARTICLE VII. OTHER TERMS AND CONDITIONS**

### **A. Media Statements**

The parties agree that neither Special Counsel nor any partner, associate, employee, or any other person assisting with the legal work contemplated by this Agreement shall speak to any representative of a television station, radio station, newspaper, magazine, or any other media outlet concerning the work outlined or contemplated by this Agreement without first obtaining approval of the Attorney General. This Agreement specifically prohibits Special Counsel from speaking on behalf of the Attorney General or the State of South Carolina to any representative of the news media.

Because of the particular circumstances of this litigation, Special Counsel is authorized to make media statements related to the litigation generally or on behalf of other States represented by Special Counsel without first obtaining approval from the Attorney General.

### **B. Jurisdiction and Choice of Law**

This Agreement shall be administered in the State of South Carolina and shall be interpreted under the laws of the State of South Carolina. Special Counsel consents to complete jurisdiction in the appropriate courts of the State of South Carolina. This Agreement and any claims arising in any way out of it shall be governed by the laws of the State of South Carolina. Any litigation arising out of or relating in any way to this Agreement or the performance thereunder shall be brought in state courts of appropriate jurisdiction in the State of South Carolina, and Special Counsel hereby irrevocably consents to such exclusive jurisdiction.

### **C. Code of Professional Responsibility**

If, during the appointment as Special Counsel, a complaint is filed against Special Counsel or Special Counsel's firm, alleging a violation of Rule 407, Rules of Professional Conduct, South Carolina Appellate Court Rules, or the applicable rules governing the state bar in which Special Counsel has been admitted, or the Code of Professional Responsibility, Special Counsel shall give prompt written notice of such complaint to the Attorney General. The Attorney General retains the right, in his sole discretion, to immediately terminate this Agreement if he deems the complaint to adversely affect in any way Special Counsel's ability to perform their duties required herein, or to adversely affect this litigation, the Attorney General, or the State of South Carolina.

### **D. Insurance**

Special Counsel agrees to carry adequate professional liability insurance and to provide proof of same to the Attorney General promptly upon request.

### **E. Conflict of Interest**

Special Counsel represents that they have no conflict of interest with the State of South Carolina, its agencies, or subdivisions at this time. Special Counsel agrees that if a conflict of interest, potential or otherwise, arises, as defined by Rule 407, Rules of Professional Conduct, South Carolina Appellate Court Rules, during the term of this litigation, then Special Counsel will give timely written notice to the Attorney General. Special Counsel must request and obtain a written authorization from the Attorney General prior to undertaking any representation against or adverse to the State of South Carolina, its offices, boards, departments, or institutions during the term of this appointment.

### **F. Equal Opportunity**

Special Counsel hereby represents that neither they nor their law firms discriminate on the basis of race, religion, color, sex, age, national origin, or disability against any person in the employment of personnel in their offices.

### **G. Right to Contact**

To clarify, nothing in this Agreement shall be construed to prohibit defendant(s) from discussing this case with the Attorney General without the presence of Special Counsel if the Attorney General agrees to such discussion.

### **H. Entire Agreement/Integration**

This Agreement constitutes the entire understanding of the parties. Both parties agree that there is no other understanding or agreement other than the terms expressly stated herein.

### **I. Severability of Terms and Conditions**

If any provision of this Agreement shall be held invalid, illegal, or unenforceable in any respect, said provision shall be severed. The validity, legality, and enforceability of all other provisions of

this Agreement shall not in any way be affected or impaired unless such severance would cause this Agreement to fail of its essential purpose.

**J. Amendment or Modification**

No amendment or modification of this Agreement shall be effective against either party unless such amendment or modification is set forth in writing and signed by both parties.

**K. Headings**

The headings herein are for reference and convenience only. They are not intended and shall not be construed to be a substantive part of this Agreement or in any other way to affect the validity, construction, interpretation, or effect of any of the provisions of this Agreement.

**L. Counterparts**

This Agreement may be executed in one or more counterparts, each of which shall be an original and all of which constitute one and the same instrument.

[Signatures follow on the next page.]

*Alan Wilson*

Alan Wilson  
Attorney General of South Carolina

*8/9/21*

Date

James R. Dugan, II  
The Dugan Law Firm, APLC

Date

W. Mark Lanier  
The Lanier Law firm, P.C.

Date


Ashley Keller  
Keller Lenkner LLC

Date

Charlie Condon  
Charlie Condon Law Firm, LLC

Date

\_\_\_\_\_  
Alan Wilson  
Attorney General of South Carolina



\_\_\_\_\_  
James R. Dugan, II  
The Dugan Law Firm, APLC

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W. Mark Lanier  
The Lanier Law firm, P.C.



\_\_\_\_\_  
Ashley Keller  
Keller Lenkner LLC



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Charlie Condon  
Charlie Condon Law Firm, LLC

\_\_\_\_\_  
Date

8/6/2021

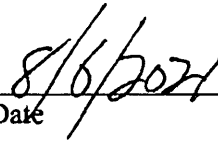
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Alan Wilson  
Attorney General of South Carolina

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James R. Dugan, II  
The Dugan Law Firm, APLC

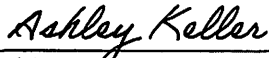
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W. Mark Lanier  
The Lanier Law firm, P.C.

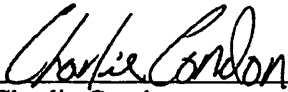
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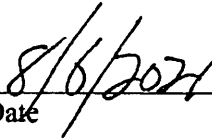


8/6/2021

\_\_\_\_\_  
Ashley Keller  
Keller Lenkner LLC

\_\_\_\_\_  
Date





\_\_\_\_\_  
Charlie Condon  
Charlie Condon Law Firm, LLC

\_\_\_\_\_  
Date

**AMENDMENT TO THE  
LITIGATION RETENTION AGREEMENT  
FOR SPECIAL COUNSEL APPOINTED BY THE  
SOUTH CAROLINA ATTORNEY GENERAL  
AS TO GOOGLE ADVERTISING TECHNOLOGY LITIGATION**

Pursuant to Article VII.J of the Litigation Retention Agreement for Special Counsel Appointed by the Attorney General as to Google Advertising Technology Litigation effective August 9, 2021, the Litigation Retention Agreement is hereby amended as follows.

Article III.B (Notices and Correspondence) is deleted and replaced with the following:

**B. Notices and Correspondence**

All notices, demands, requests, consents, approvals, and other instruments required to be given pursuant to the terms of this Agreement shall be in writing and shall be deemed to have been properly given when: (1) hand delivered; (2) sent by U.S. Registered or Certified mail, return receipt requested, postage prepaid; (3) if certified or registered mail is either refused or unclaimed, then by regular U.S. Mail; (4) by overnight delivery service with receipt (Airborne, FedEx, UPS, etc.); or (5) by email.

Both Special Counsel and the Attorney General may designate a representative to receive such instruments and correspondence as described herein. While both parties recognize this designation may be changed at any time, and without consent of the other party, by giving written notice of the new designated representative, until further notice, such instruments and/or correspondence should be addressed to:

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[Signatures follow on the next page.]

**Attorney General of South Carolina**

Alan Wilson  
Alan Wilson

Date: 7-1-22

**Special Counsel**

\_\_\_\_\_  
James R. Dugan, II

Date: \_\_\_\_\_

\_\_\_\_\_  
W. Mark Lanier

Date: \_\_\_\_\_

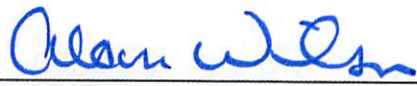
\_\_\_\_\_  
Ashley Keller

Date: \_\_\_\_\_

\_\_\_\_\_  
Charlie Condon

Date: \_\_\_\_\_

**Attorney General of South Carolina**

  
\_\_\_\_\_  
Alan Wilson

Date: 7-1-22

**Special Counsel**

  
\_\_\_\_\_  
James R. Dugan, II

Date: 5-20-22

\_\_\_\_\_  
W. Mark Lanier

Date: \_\_\_\_\_

\_\_\_\_\_  
Ashley Keller

Date: \_\_\_\_\_

\_\_\_\_\_  
Charlie Condon

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**Attorney General of South Carolina**

*Alan Wilson*

Alan Wilson

Date: 7-1-22

**Special Counsel**

James R. Dugan, II

Date: \_\_\_\_\_

*W. Mark Lanier*

W. Mark Lanier

Date: May 26, 2022

Ashley Keller

Date: \_\_\_\_\_

Charlie Condon

Date: \_\_\_\_\_

Attorney General of South Carolina

*Alan Wilson*

Alan Wilson

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Ashley Keller

Date: May 26, 2022

Charlie Condon

Date: \_\_\_\_\_

**Attorney General of South Carolina**

**Special Counsel**

Alan Wilson  
Alan Wilson

Date: 7-1-22

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James R. Dugan, II

Date: \_\_\_\_\_

\_\_\_\_\_  
W. Mark Lanier

Date: \_\_\_\_\_

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Ashley Keller

Date: \_\_\_\_\_

Charlie Condon  
Charlie Condon

Date: 5/20/22