E-Cigarettes Reseller — Settlement Summary

Last Modified on 09/22/2026 2:16 pm EDT

Juul Indirect Reseller Antitrust Litigation (E-Cigarettes Reseller)

Summary

A federal class action antitrust lawsuit has been filed against Juul Labs, Inc. and Altria Group, Inc. (and Altria Enterprises LLC) on behalf of businesses that purchased Juul pods indirectly for resale. Plaintiffs allege that Altria agreed to exit the U.S. e-cigarette market as part of its investment in Juul, eliminating competition and causing indirect resellers to pay artificially inflated prices for Juul pods. The case is currently active, with trial scheduled to begin on September 28, 2026.

Announcements

- **No settlement has been reached.** This is an active class action litigation, not a settlement. Class members currently have the option to exclude themselves or do nothing while the case proceeds.
- **Defendants have appealed class certification.** Altria and Juul have petitioned the U.S. Court of Appeals for the Ninth Circuit to review the court's order certifying the class.
- **Trial is scheduled to begin September 28, 2026.**
- **Opt-out (exclusion) deadline: May 8, 2026.**

Settlement Amount

Not yet available. No settlement has been reached. If Plaintiffs prevail at trial or a future settlement is reached, monetary relief may become available to class members.

Class Period

December 1, 2018 through March 31, 2025.

Filing Deadline

Not yet available. No claims process has been established because no settlement has been reached. Class members should monitor the settlement website for future updates. Note: the deadline to *exclude yourself* from the class is **May 8, 2026**.

Who Qualifies

The class consists of businesses or entities that meet **all** of the following criteria:

- Purchased Juul pods (*excluding* Juul devices or Juul kits containing devices) for the purpose of **resale**.
- Purchased from any source **other than Juul directly** (i.e., an indirect purchase).
- Made at least one qualifying purchase between **December 1, 2018 and March 31, 2025**.
- Made that purchase while operating in one of the following jurisdictions: **Arizona, California, the District of Columbia, Florida, Hawaii, Iowa, Kansas, Maine, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, Nevada, New Hampshire, New Mexico, New York, North Carolina, North Dakota,**

Oregon, Rhode Island, South Dakota, Utah, Vermont, West Virginia, or Wisconsin.

Who Is Excluded

- Businesses that purchased Juul pods **directly** from Juul Labs, Inc. (direct purchasers are not part of this indirect reseller class).
- Businesses that purchased Juul **devices** or Juul **kits containing devices** (pod-only purchases are required).
- Businesses that purchased Juul pods **for their own use** rather than for resale.
- Purchases made **outside the listed 27 states and D.C.**
- Any class member who submits a valid and timely request to be excluded from the class by **May 8, 2026.**

How to File

No claims process is currently open. This litigation has not yet resulted in a settlement or judgment. Class members should:

- Monitor the settlement website at **www.JuulIndirectResellerClassAction.com** for updates regarding any future settlement or judgment.
- If you wish to **remain in the class** and preserve your potential right to future benefits, you do not need to take any action at this time.
- If you wish to **exclude yourself** from the class, you must submit a valid exclusion request by **May 8, 2026**. Instructions for exclusion are available in the official Notice posted on the settlement website and under the "Important Dates & Deadlines" section of the site.
- Review the full Notice and case documents available at the settlement website for complete details on your legal rights.

Defendants

- **Juul Labs, Inc. ("Juul")** — Manufacturer and seller of Juul e-cigarette pods and devices.
- **Altria Group, Inc. and Altria Enterprises LLC (together, "Altria")** — Tobacco conglomerate that acquired a stake in Juul. Plaintiffs allege that as a condition of that investment, Altria agreed to remove its own competing e-cigarette products from the U.S. market, thereby eliminating competition for Juul pods and resulting in higher prices paid by indirect resellers.

Defendants deny all allegations and contend that their transaction did not violate any laws, had no anticompetitive effects, and did not result in higher prices for Juul products.

Case History

- **2020:** Class action lawsuit filed; Case No. 3:20-cv-02345 assigned in the U.S. District Court for the Northern District of California.
- **Date not specified:** Court certified the lawsuit as a class action, establishing the Indirect Reseller Plaintiff class.
- **Date not specified:** Defendants (Altria and Juul) petitioned the U.S. Court of Appeals for the Ninth Circuit for appellate review of the class certification order.
- **May 8, 2026:** Deadline for class members to opt out (exclude themselves) from the class.
- **September 28, 2026:** Trial scheduled to begin.

Source

www.JuulIndirectResellerClassAction.com (Home Page)

Last Updated

2025-09-22

Reviewer Flags

- **First draft.** No prior version exists in the knowledge base for this matter.
- **Source page for all information:** E-Cigarettes Reseller Home Page (www.JuulIndirectResellerClassAction.com). Only one page was provided.
- **Important distinction:** This is an active litigation notice, NOT a settlement. FRS staff should be aware that no claims process exists yet. The article has been structured accordingly, but this should be flagged for clients who may be confused by the settlement-style notice format.
- **Potential contradiction / flag:** The source page is titled and formatted as a "settlement website" and is "powered by Verita" (a common claims administrator platform), yet no settlement has been reached and no claims process exists. This is unusual — the site appears to be a class action notice site established upon class certification rather than a settlement notice site. Reviewer should confirm this interpretation is correct before publishing.
- **Appellate review pending:** Defendants have petitioned the Ninth Circuit to review class certification. If the appeal succeeds, the class could be decertified, which would materially affect FRS clients. This warrants monitoring.
- **Last Updated date note:** The prompt specifies today's date as 2026-09-22; however, the trial is also scheduled for September 28, 2026, meaning this article is being drafted just days before trial. Reviewer should verify whether the trial has already commenced or whether any settlement was reached in the interim, as the source page may not reflect the most current status.
- **Opt-out deadline (May 8, 2026):** If this article is being published on or after 2025-09-22, the opt-out deadline of May 8, 2026 is still in the future. However, if "Last Updated: 2026-09-22" is accurate, the opt-out deadline has already passed. FRS staff should note that class members can no longer exclude themselves.