

Exhibit C

TO ALL PERSONS WHO PURCHASED PRODUCTS FROM HOTTOPIC.COM FROM MARCH 15, 2019, TO [DATE PRELIMINARY APPROVAL IS GRANTED], WHILE A RESIDENT OF CALIFORNIA, OR FROM AUGUST 25, 2022, TO [DATE PRELIMINARY APPROVAL IS GRANTED], WHILE A RESIDENT OF OREGON.

Read This Notice Carefully. You Could Receive Compensation From This Class Action Settlement. This Court-Authorized Notice describes your rights and gives information about the proposed settlement. This notice is only a summary. Details of the settlement are available at [Settlement Website] or by writing to or calling the Class Action Settlement Administrator at the address or toll-free number on the back of this notice.

Zuccaro v Hot Topic Settlement
c/o Administrator
Administrator Address
Administrator City/State/Zip

Class Member Name
Class Member Address
Class Member City/State/Zip

Jamie Zuccaro, et al. v. Hot Topic, Inc., Case No. 3:23-cv-1242 (D. Or.)

What is this Case About? In this lawsuit, Plaintiffs allege that Defendant deceptively advertised various discounts of its products on its website www.HotTopic.com. Defendant disputes the allegations, denies that it misled consumers, and believes its advertising was accurate and lawful. You are receiving this Notice because Defendant's records indicate that you may be a Settlement Class Member. Settlement Class Members include all consumers who purchased one or more products on www.HotTopic.com, and whose purchases were: (1) made while a resident of California from March 15, 2019, to [Date Preliminary Approval is Granted], or (2) made while a resident of Oregon from August 25, 2022, to [Date Preliminary Approval is Granted].

What are the Settlement Benefits? Under the terms of the Settlement, if it is finally approved by the Court, each of approximately 1 million Settlement Class Members will receive a \$10 settlement benefit in either (a) cash, paid by check or electronic payment ("Cash Benefit"); or (b) store credit that can be applied towards any purchase made on www.HotTopic.com ("Credit Benefit"). More information about the Cash Benefits and the Credit Benefits is available at [Settlement Website]. In addition to these benefits, Defendant has also agreed to pay notice and administration costs, incentive awards of up to \$2,500 to each of the Class Representatives, and reasonable attorneys' fees and expenses of up to \$2 million, subject to approval by the Court. Payment of these costs and fees will not reduce the value of the Cash and Credit Benefits that Settlement Class Members will receive.

How do I Choose a Settlement Benefit? To be eligible to receive the Cash Benefit, you must submit a valid, completed Claim Form accompanied by proof of purchase showing you made a purchase on www.HotTopic.com during the relevant period that was subject to a sitewide discount. You must submit a Claim Form (and accompanying proof of purchase) online to the Class Action Settlement Administrator by **no later than [Claim Deadline]**. Claim Forms may also be submitted to the Class Action Settlement Administrator by mail (alongside printed proof of purchase) if postmarked **no later than [Claim Deadline]**. The Claim Form is available at [Settlement Website]. To receive a Credit Benefit, you do not have to do anything. But, to ensure you receive a Credit Benefit, please provide a current email address at [Settlement Website] by [Claim Deadline]. If you do not submit a completed Claim Form to the Class Action Settlement Administrator accompanied by a valid proof of purchase by [Claim Deadline], and the Settlement is finally approved by the Court, you will automatically receive the Credit Benefit. More information on submitting a Claim, and on what constitutes a valid proof of purchase is available at [Settlement Website].

What are my Other Options? If you do nothing, and the Settlement is finally approved by the Court, you will receive the Credit Benefit. You will be legally bound by the terms of the Settlement, and you will release your claims against Defendant and related Discharged Parties. If you do not want to be legally bound by the Settlement, you may opt out of the Settlement by [Objection/Exclusion Deadline]. If you opt-out, you will not receive a Cash or Credit Benefit from the Settlement. If you do not opt-out, you can object to the Settlement by [Objection/Exclusion Deadline]. Please visit [Settlement Website] for more information on how to opt-out of or object to the Settlement.

The Court's Final Approval Hearing. The Court will hold a hearing in this case to consider whether to approve the Settlement on [Fairness Hearing Date] at [Fairness Hearing Time], Mark O. Hatfield United States Courthouse, 1000 Southwest Third Avenue, Portland, Oregon 97204-2945. The date of the Final Approval Hearing may change without further notice to the class. Settlement Class Members should be advised to check the settlement website or the Court's PACER site to confirm that the date has not been changed and whether the hearing may be held virtually.

This notice is only a summary. For more information, visit [Settlement Website] or write or call the class action Settlement Administrator at [Settlement Admin Address] OR [Phone Number] (toll-free).