

Group 1 Project

IKE v. IKEA

You may have heard about Ike Forsberg. He is famous among his large YouTube fan club as the comedian who hit every Starbucks in Manhattan and drank a double-tall-½ caf-sugar-free-vanilla-non-fat-extra-hot-2-Splenda latte. Approximately 3 weeks ago, Ike learned that his tiny Manhattan studio was being fumigated. Thankful that he would at last be rid of the family of cockroaches living behind his bed, Ike agreed to leave his apartment for 5 days while the Orkin man went to work. He also saw this as a wonderful opportunity for his next comedic stunt, "Living in IKEA." Ike contacted his friend Carolina Jorgensen, the manager of the IKEA in Long Island, New York. Carolina and IKEA benevolently agreed to allow Ike to stay for one week in the huge IKEA warehouse while Ike's apartment was being fumigated. Carolina thought Ike's stay would be good publicity for the furniture giant and had high hopes of boosting IKEA's recent slumping sales.

During negotiations, Ike bargained for his choice of bedroom set ups. He chose the Duntz room because he liked the metal Rekkal bunk bed and space ship decorations. When he arrived at the store, he used the trademark IKEA tool to assemble the Rekkal bed and matching dresser and happily settled in for his week-long stay.

Three days into his stay, Ike returned to IKEA, his home away from home, to unwind after a day of documenting his follow-up to his Starbucks tour. He spent the day sampling weenies from each of New York City's hot dog vendors. Around 7pm, Ike succumbed to what he thought was a hunger pang and eagerly sat down to a delicious Swedish meatball feast at the IKEA cafeteria. After 15 softball-sized meatballs, he started to feel queasy, so he went to his bedroom. As he climbed onto the top bunk of the Rekkal bed, his stomach started to spin. When he leaned over the left side of the bed to throw up, the bed crumbled and pinned him to the ground.

Ike pulled himself out of the wreckage and desperately crawled towards the store exit. After following the yellow arrows on the floor for 2 agonizing hours, Ike finally found the door and dragged himself to the nearest urgent care center. X-rays revealed a broken face, and Ike required extensive reconstructive plastic surgery. To make matters worse, his stomach had to be pumped so the doctors could administer the anesthetic. Ike's medical bills amounted to \$50,000.

Ike needs a place to recoup after his surgery, but his landlord in Manhattan has locked him out because his lease ran out during his hospital stay. Despite the fact that the cardboard TV doesn't work and there is no plumbing in his IKEA square, he has really come to call the square his home, and refuses to leave. He figures the least IKEA can do is put him up during his recovery, and is asking IKEA to grant him a 1-year lease. In addition, Ike plans to file a \$50,000 negligence to cover his medical expenses, and is considering the possibility of an additional claim for \$50,000 for his pain and suffering.

Fearing that Ike is a liability to its store, IKEA is considering evicting him. However, customers seem to love Ike, and the store has been enjoying increasing customer traffic since his tenancy began. IKEA's stock has been declining as of late, and a huge public media debacle would inevitably diminish this popularity and cause further

financial troubles for the IKEA enterprise. IKEA cannot afford damage to its image as the largest distributor of high-quality Swedish furniture. However, if the case does go to trial, IKEA's fears may be buffeted by its enormous and well-funded legal department, headed by Marcia "Meatball" Clark. Marcia has never lost a case for IKEA, and IKEA is confident that she would prevail in this one.

In an effort to resolve the matter quickly, Ike and IKEA have agreed to mediation to resolve the personal injury and landlord-tenant issues. Ms. Clark is taking a much needed vacation, so IKEA has hired outside counsel to represent its interests. Attached are some pictures the parties may find helpful.



Swedish Meatballs



Rekkal Bed



Signature IKEA Tool

Confidential Facts – IKEA

IKEA's ultimate goal is to avoid trial and try to spin this farce into a positive media campaign. The company has received other complaints about the Reekal bedroom set, and there have been rumors of pulling the bunk beds off the shelves. IKEA's CEO, Gretta Van Stuuetersen, fears that a highly publicized lawsuit would surely make the rumored recall a reality and would cause stock prices to plummet even further. However, given Ike's popularity, Gretta can foresee Ike as the "Jared of IKEA." At a meeting to discuss the situation, she was overheard saying, "You know Jared! As in Subway? The former fat kid parading around with a foot-long veggie sub in one hand and his old size-60 jeans in another!" Gretta envisions a "before" picture of Ike holding a "will work for food" sign, side-by-side with another of a beaming Ike snuggled in his Reekal bed and spaceship sheets. Though IKEA is not yet prepared to draft a contract to this effect, it is willing to throw the mascot idea out there and negotiate the exact terms of representation at a later date.

Regardless of Ike's quasi-celebrity, IKEA wants him out of the building. The boy has proven to be a severe danger to himself and the store, and employees have complained that he is making a mess of the bathroom. In addition, Chef Sven is offended at the suggestion that the Swedish meatballs were the cause of Ike's illness. Chef can testify to the extremely high quality control of IKEA's meatball operations in Sweden, and Ike's is the first complaint of meatball-induced sickness that Sven has received in his 10 years as executive chef at the New York store's cafeteria. Chef has said so much to Gretta, and IKEA strongly suspects that something else caused Ike's illness.

IKEA is also aware of Ike's handiwork in putting the bed together himself, thanks to video surveillance cameras set up throughout the store. Plus, it is quite obvious Ike was over the weight limit for the flimsy children's bunk bed. As one employee put it, "Dude, that guy is not small and our furniture is like, not good."

IKEA is willing to let Ike stay for up to three months to take advantage of his popularity, but anything beyond that is out of the question. For Ike's personal injuries, have been authorized to pay up to \$75,000, but Gretta is urging you to stick to coverage of Ike's medical expenses and to use the Ike-as-Jared idea as a bargaining chip. Above all, IKEA wants to stay out of court and keep those rickety Reekal beds on the shelf.