

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 -- Ike

Ike's ultimate goal in this situation is to secure himself a comfortable life at a minimum price. Fame from his Starbuck's coffee campaign is fizzling and he's out of ideas for his next comedic stunt. To make matters worse, the lease is up on his 350 square foot Manhattan studio, and his landlord has just informed him that there will be a 30% rent increase on the newly fumigated apartment. Given the current rental market, Ike could probably secure another apartment within 3 months, and might be able to put his balloon animal tying skills to use to scrape together rent money. However, he much prefers the spacious comforts of his IKEA digs and would like to continue living there for as long as possible.

Ike's medical bills are another story. He has no health insurance, only \$50 in his savings account, and the hospital creditors are hunting him down. (Ike was unable to find an insurance company that would cover a 30-year old flunky who drinks an average of 47 cups of coffee per week). Ike needs money and he needs it fast. \$50,000 will get the creditors off his back, but Ike figures an extra \$20,000 would give him some nice padding while he dreams up his next attempt to make YouTube's Top 10 Viral Video list.

At the same time, Ike is incredibly happy with his new face. He suffered a broken nose in a pie eating contest in high school, but now his nose is straight and perfect and he thinks he looks a bit like Brad Pitt. Ike loves the idea of filing a lawsuit and creating a huge media scandal in which his new face would be splashed across TVs and magazines across the nation. However, Ike has heard many horror stories about customers who tried to face off against IKEA's bulldog legal team, and Ike doubts his chances for success against the legal legend, "Meatball" Clark. Ike has also noticed that IKEA's 450-page catalogues have been lacking in interest lately, and thinks his new All-Swedish-Boy good looks would be perfect for a fresh new media campaign. He almost likes the thought of smiling from the covers of those catalogues better than putting on a pathetic face for the courtroom cameras.

Despite his crash-and-burn, Ike speaks fondly of his IKEA experience, and has often recalled the proud moment when he finished building his Rekkal bed. "I, like, totally did it without even looking at those weird cryptic Swedish instructions," he gloats. He has admitted that there were a few strange bolt thingies left in the box, but the bunk bed felt sturdy enough and he figured the bolts were just extras. You have done some investigation and discovered that not only does IKEA not include extra hardware in their furniture packaging, but because Ike didn't open the instruction booklet (or look at the box for that matter), he missed the Rekkal's 95kg weight-limit warning. Ike is a pretty fit guy but has noticed his pants were a little tight after the cappuccino and hotdog taste tests.