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CLERK OF DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA

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11 FEDERAL TRADE COMMISSION

12 UNITED STATES DISTRICT COURT
13 NORTHERN DISTRICT OF CALIFORNIA
14 San Francisco Division

BZ

15 FEDERAL TRADE COMMISSION,

16 Plaintiff,

17 v.

Case No.

CV 10 5418

18 NATIONAL AWARDS SERVICE
19 ADVISORY, LLC, a limited liability
20 company, also d/b/a Prize Information
21 Bureau and Award Notification
22 Bureau,

COMPLAINT FOR PERMANENT
INJUNCTION AND OTHER
EQUITABLE RELIEF

23 CENTRAL PROCESSING OF
24 NEVADA, LLC, a limited liability
25 company, also d/b/a Publishers
26 Information Bureau and Consumer
27 Reporting Services,

28 INTERNATIONAL AWARD
ADVISORS, INC., a corporation,

SPECTRUM CAGING SERVICE,
INC., a corporation,

PRIZE REGISTRY BUREAU, INC., a
corporation,

CONSOLIDATED DATA BUREAU,
INC., a corporation, also d/b/a Data
Distribution Bureau, Inc.,

Complaint

1 REGISTERED DATA ANALYTICS,
2 INC., a corporation,

3 LLOYD BRANNIGAN EXCHANGE,
4 INC., a corporation,

5 GEOVANNI SORINO, individually
6 and as an officer of NATIONAL
7 AWARDS SERVICE ADVISORY,
8 LLC,

9 JORGE A. CASTRO, individually and
10 as an officer of CENTRAL
11 PROCESSING OF NEVADA, LLC,

12 TULLY A. LOVISA, individually and
13 as an officer of INTERNATIONAL
14 AWARD ADVISORS, INC.,
15 SPECTRUM CAGING SERVICE,
16 INC., CONSOLIDATED DATA
17 BUREAU, INC., PRIZE REGISTRY
18 BUREAU, INC., and REGISTERED
19 DATA ANALYTICS, INC., and

20 STEVEN MCCLENAHAN,
21 individually and as an officer of PRIZE
22 REGISTRY BUREAU, INC.,
23 CONSOLIDATED DATA BUREAU,
24 INC., REGISTERED DATA
25 ANALYTICS, INC., and LLOYD
26 BRANNIGAN EXCHANGE, INC.,

27
28
29 Defendants.

30
31 Plaintiff, the Federal Trade Commission (“FTC”), for its Complaint alleges:

32 1. The FTC brings this action under Section 13(b) of the Federal Trade
33 Commission Act (“FTC Act”), 15 U.S.C. § 53(b), to obtain temporary,
34 preliminary, and permanent injunctive relief, rescission or reformation of contracts,
35 restitution, the refund of monies paid, disgorgement of ill-gotten monies, and other
36 equitable relief for Defendants’ acts or practices in violation of Section 5(a) of the
37 FTC Act, 15 U.S.C. § 45(a), in connection with the offer of prize promotions.
38

1 **JURISDICTION AND VENUE**

2 2. This Court has subject matter jurisdiction pursuant to 28 U.S.C.
3 §§ 1331, 1337(a), and 1345, and 15 U.S.C. §§ 45(a) and 53(b).

4 3. Venue is proper in this district under 28 U.S.C. § 1391 (b) and (c), and
5 15 U.S.C. § 53(b).

6 **INTRADISTRICT ASSIGNMENT**

7 4. Defendants have transacted business with consumers who reside
8 throughout the San Francisco Bay Area.

9 **PLAINTIFF**

10 5. The FTC is an independent agency of the United States Government
11 created by statute. 15 U.S.C. §§ 41-58. The FTC enforces Section 5(a) of the FTC
12 Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or
13 affecting commerce.

14 6. The FTC is authorized to initiate federal district court proceedings, by
15 its own attorneys, to enjoin violations of the FTC Act and to secure such equitable
16 relief as may be appropriate in each case, including rescission or reformation of
17 contracts, restitution, the refund of monies paid, and the disgorgement of ill-gotten
18 monies. 15 U.S.C. § 53(b).

19 **DEFENDANTS**

20 7. Defendant National Awards Service Advisory, LLC, also doing
21 business as Prize Information Bureau and Award Notification Bureau, is a Nevada
22 limited liability company with mailing addresses at P.O. Box 98699 and P.O. Box
23 98776, in Las Vegas, Nevada 89193. National Awards Service Advisory, LLC,
24 transacts or has transacted business in this district and throughout the United
25 States.

26 8. Defendant Central Processing of Nevada, LLC, also doing business as
27 Publishers Information Bureau and Consumer Reporting Services, is a Nevada
28 limited liability company with a mailing address at P.O. Box 98988 in Las Vegas,

1 Nevada 89193. Central Processing of Nevada, LLC, transacts or has transacted
2 business in this district and throughout the United States.

3 9. Defendant International Award Advisors, Inc., is a Delaware
4 corporation with a mailing address at P.O. Box 8050, Huntington Station, New
5 York 11746. International Award Advisors, Inc., transacts or has transacted
6 business in this district and throughout the United States.

7 10. Defendant Spectrum Caging Service, Inc., is a New York corporation
8 with its principal place of business at 18 Unqua Road, Massapequa, New York
9 11758. Spectrum Caging Service, Inc., transacts or has transacted business in this
10 district and throughout the United States.

11 11. Defendant Prize Registry Bureau, Inc., is a Nevada corporation with a
12 mailing address at P.O. Box 98989 in Las Vegas, Nevada 89193. Prize Registry
13 Bureau, Inc., transacts or has transacted business in this district and throughout the
14 United States.

15 12. Defendant Consolidated Data Bureau, Inc., also doing business as
16 Data Distribution Bureau, Inc., is a Nevada corporation with a mailing address at
17 P.O. Box 98985 in Las Vegas, Nevada 89193. Consolidated Data Bureau, Inc.,
18 transacts or has transacted business in this district and throughout the United
19 States.

20 13. Defendant Registered Data Analytics, Inc., is a Nevada corporation
21 with its principal place of business at 3401 Sirius Avenue, Suite 5, Las Vegas,
22 Nevada 89102. Registered Data Analytics, Inc., transacts or has transacted
23 business in this district and throughout the United States.

24 14. Defendant Lloyd Brannigan Exchange, Inc., is a Nevada corporation
25 with its principal place of business at 3401 Sirius Avenue, Suite 5, Las Vegas,
26 Nevada 89102. Lloyd Brannigan Exchange, Inc., transacts or has transacted
27 business in this district and throughout the United States.

28 15. Defendant Geovanni Sorino is the president of National Awards

1 Service Advisory, LLC. At times material to this Complaint, acting alone or in
2 concert with others, he has formulated, directed, controlled, had the authority to
3 control, or participated in the acts and practices of National Awards Service
4 Advisory, LLC, including the acts and practices set forth in this Complaint. In
5 connection with the matters alleged herein, Defendant Sorino transacts or has
6 transacted business in this district and throughout the United States.

7 16. Defendant Jorge A. Castro is the president of Central Processing of
8 Nevada, LLC. At times material to this Complaint, acting alone or in concert with
9 others, he has formulated, directed, controlled, had the authority to control, or
10 participated in the acts and practices of Central Processing of Nevada, LLC,
11 including the acts and practices set forth in this Complaint. In connection with the
12 matters alleged herein, Defendant Castro transacts or has transacted business in this
13 district and throughout the United States.

14 17. Defendant Tully A. Lovisa is the president of International Award
15 Advisors, Inc., and Spectrum Caging Service, Inc., and an officer of Consolidated
16 Data Bureau, Inc., Prize Registry Bureau, Inc., and Registered Data Analytics, Inc.
17 At times material to this Complaint, acting alone or in concert with others, he has
18 formulated, directed, controlled, had the authority to control, or participated in the
19 acts and practices of International Award Advisors, Inc., Spectrum Caging Service,
20 Inc., Consolidated Data Bureau, Inc., Prize Registry Bureau, Inc., and Registered
21 Data Analytics, Inc., including the acts and practices set forth in this Complaint. In
22 connection with the matters alleged herein, Defendant Lovisa transacts or has
23 transacted business in this district and throughout the United States.

24 18. Defendant Steven McClenahan is the president of Prize Registry
25 Bureau, Inc., Consolidated Data Bureau, Inc., Registered Data Analytics, Inc., and
26 Lloyd Brannigan Exchange, Inc. At times material to this Complaint, acting alone
27 or in concert with others, he has formulated, directed, controlled, had the authority
28 to control, or participated in the acts and practices of Prize Registry Bureau, Inc.,

1 Consolidated Data Bureau, Inc., Registered Data Analytics, Inc., and Lloyd
2 Brannigan Exchange, Inc., including the acts and practices set forth in this
3 Complaint. In connection with the matters alleged herein, Defendant McClenahan
4 transacts or has transacted business in this district and throughout the United
5 States.

6 **COMMERCE**

7 19. At all times relevant to this Complaint, Defendants have maintained a
8 substantial course of trade in or affecting commerce, as “commerce” is defined in
9 Section 4 of the FTC Act, 15 U.S.C. § 44.

10 **DEFENDANTS’ BUSINESS PRACTICES**

11 20. At various times during the past two years, and continuing today,
12 Defendants have sent personalized mailers to hundreds of thousands of consumers
13 throughout the United States. These mailers represent that the consumer to whom
14 the mailing is addressed has won a multi-million dollar cash prize.

15 21. Defendants conduct business through an interrelated network of
16 companies that have neighboring post office boxes, nearly identical marketing
17 material, and shared vendors. They operate under multiple business names and
18 have distributed dozens of versions of their mailers.

19 22. Defendants’ mailers represent that the recipient must send a \$20.00
20 “processing fee” to Defendants in order to receive his or her cash prize.

21 23. To create the impression that consumers will receive a substantial
22 cash prize, Defendants’ personalized mailers contain, among other things, the
23 following or similar statements:

- 24 a. “It is Hereby Confirmed that [Jane Doe] has been Declared
25 Fully Eligible to receive full accounting directives of a cash and
26 awards distribution: total amount in aggregate scheduled for
27 payout \$2,975,488.00.” (Exhibit F);
28 b. NOTICE OF INTENT TO DELIVER . . . Current Aggregate

1 Total Pending Payment: \$3,275,063.00” (Exhibit K);

2 c. [John Doe], all documentation has been compiled and
3 completed for you to reference for release of the over
4 \$3,275,064.00.” (Exhibit M);

5 d. “Upon resolution adopted by the Verification Office Advisory
6 Board, notice is hereby given to the individual named and set
7 forth above that \$3,175,536.00 is now due to be paid upon
8 selection and your identity, [John Doe], has been positively
9 identified.” (Exhibit O);

10 e. “This Declaration, prepared exclusively for [Jane Doe] by
11 P.I.B. North America, describes your guaranteed entitlements to
12 an aggregate CASH/PRIZE pool totaling over \$3,235,046.00 to
13 be distributed by corporate sponsors.” (Exhibit W); and

14 f. “NOTICE OF PAYMENTS PENDING . . . You are hereby
15 informed that \$3,175,536.00 is now due to be paid, [John Doe],
16 upon selection and that your identity has been positively
17 confirmed.” (Exhibit Z).

18 24. To bolster the impression that the consumer has won a prize, some of
19 Defendants’ mailers congratulate the recipient on his or her winnings and include
20 the following or similar statements:

21 a. “Congratulations [Jane Doe]” (Exhibit F);

22 b. “Congratulations on this incredible good fortune.” (Exhibit M);

23 c. “It gives me great pleasure to notify you of this Exclusive
24 Entitlement which has been granted to you by my
25 organization.” (Exhibit V);

26 d. “Our most sincere salutations are in order for you. Your
27 identification as recipient for reported cash award entitlements
28 totalling over \$2,500,000.00 has been confirmed! We are so

1 pleased at having the honor of informing you of this wonderful
2 news.” (Exhibit Y); and

3 e. “[John], again I am delighted to be able to bring this good news
4 to you!” (Exhibit Y).

5 25. Defendants’ mailers further reinforce that the consumer has won a
6 prize by stating that the recipient has been specially selected to receive the mailer,
7 and include the following or similar language:

8 a. “[John Doe], due to your name being identified out of more than
9 267,843 candidates, we have safeguarded your delivery by
10 assigning the Prize Information Number 20105167310 to you
11 and you alone.” (Exhibit M);

12 b. “Congratulations [John Doe], you have been positively
13 identified for this \$3,275,226.00 enumeration report and prize
14 information release.” (Exhibit N);

15 c. “Transaction File No. 50360993365 has been established in
16 your name in connection with this matter, and must be referred
17 to in all correspondence with this office.” (Exhibit O);

18 d. Selection of your name has been carried out in strict conformity
19 with rules and methods stipulated as applicable to all potential
20 winners of a major sweepstakes cash amount.” (Exhibit U);

21 e. [John], this information is real and actual; based on results from
22 your recent participation in a National Promotion in which your
23 subsequent identification is now affirmed and announced.”
24 (Exhibit Y); and

25 f. At 4:00 pm, on February 26, 2010 our records indicated that
26 [John Doe], known holder of identification No. 50228663092,
27 as filed in our main office, is 100% positively appointed to
28 receive immediate delivery of prize information data providing

1 access to monies in excess of \$2,500,000.00.” (Exhibit Y).

2 26. Defendants bolster the impression that consumers have won a prize by
3 stating that consumers have a limited amount of time within which to claim the
4 cash prize, using the following or similar statements:

5 a. “[John or Jane], all documentation has been compiled and
6 completed for you to reference for release of the over
7 \$3,276,450.00! We cannot hold this for more than 10 (ten)
8 days. You must sign and return the Prize Report Claim Form
9 below at once.” (Exhibits A-E);

10 b. “Act immediately. Sign your Prize Report Claim Form below
11 and return it in the envelope provided, with the \$20.00 transfer
12 fee by cash, check, or money order (made payable to [PIB or
13 CRS]). ENVELOPE MUST BE POSTMARKED BY
14 MIDNIGHT OF DEADLINE DATE OR YOUR CLAIM WILL
15 BE VOIDED FOR PROCESSING.” (Exhibits A-E);

16 c. “Return the entire form to our offices, along with the requisite
17 processing fee of \$20 in the enclosed priority envelope.
18 IMPORTANT: responses received after November 23, 2009
19 will forfeit your status.” (Exhibit F);

20 d. “Please note that sponsors have established strict rules and
21 procedures, including deadline dates that cannot be extended
22 for any reason. Therefore, your reply must be postmarked by
23 Midnight, October 26, 2009. Should you fail to respond by that
24 date, this entitlement shall be withdrawn and considered
25 entirely null and void.” (Exhibit G);

26 e. “I must stress the importance of the stated deadline. Sponsor
27 stipulations prohibit deadline extensions, and your Voucher
28 expires at midnight of the date shown. ALL VALID CLAIMS

1 MUST BE POSTMARKED BEFORE THE DEADLINE.”

2 (Exhibit S);

3 f. “However, time is of the essence, [John], and I urge you to act
4 upon this matter promptly. Stringent payment deadlines are
5 currently in place, and must be met. You should therefore
6 return the completed Response Form to this office no later than
7 October 27, 2009. Failure to take action will result in all
8 payment opportunities to be forfeited. If this should occur, an
9 alternative payee will be identified and entitled to the described
10 win opportunities contingent upon full compliance, per
11 directives on reverse, upon selection.” (Exhibit V); and

12 g. “This is a Time-Sensitive Transaction – STIPULATED
13 DEADLINES MUST BE MET. Transaction File No.
14 50341503758 can only be held open in your name [John Doe],
15 until May 18, 2010.” (Exhibit Z).

16 27. Defendants’ mailers assure consumers that the prize is legitimate,
17 using the following or similar statements and depictions:

- 18 a. “THIS IS NEITHER A SWEEPSTAKES ENTRY OR
19 CONTEST SOLICITATION.” (Exhibit Z);
- 20 b. “THE FOLLOWING INFORMATION IS REAL AND
21 ACTUAL. You have been definitely qualified to immediately
22 receive \$2,931,470.00 in win opportunity Data Documents
23 scheduled for dispatch to you, upon receipt of the signed
24 Registration Form below.” (Exhibit X);
- 25 c. Bar codes for “internal tracking” (Exhibits A-E, L, CC); and
- 26 d. Stamps, often in red ink, with the following official-sounding
27 terms:
- 28 i. “FILED” (Exhibits A-E, AA);

- 1 ii. “APPROVED” (Exhibits F, O, P, T, V, X, BB);
- 2 iii. “DEADLINES ENFORCED” (Exhibit H);
- 3 iv. “GUARANTEED” (Exhibit I);
- 4 v. “CERTIFIED” (Exhibit J);
- 5 vi. “REGISTERED” (Exhibits K, Q);
- 6 vii. “VERIFIED” (Exhibit M);
- 7 viii. “CONFIDENTIAL” (Exhibit N);
- 8 ix. “CONFIRMED” (Exhibit O);
- 9 x. “AUTHORIZED RUSH PROCESSING” (Exhibit P);
- 10 xi. “SIGN & RETURN” (Exhibit S);
- 11 xii. “URGENT” (Exhibit U);
- 12 xiii. “ADVANCED” (Exhibit V);
- 13 xiv. “COPY” (Exhibit CC); and
- 14 xv. “PRIORITY” (Exhibit II).

15 28. Defendants’ mailers often include a return envelope addressed to one
16 of Defendants’ post office boxes (Exhibit PP).

17 29. Many of Defendants’ mailers prominently tout that Defendants are
18 affiliated with a government agency, including, but not limited to, using the
19 following or a similar heading:

- 20 a. “State of California Commissioners of Registration”
21 (Exhibit A);
- 22 b. “State of Illinois Commissioners of Registration” (Exhibit B);
- 23 c. “State of Florida Commissioners of Registration” (Exhibit C);
- 24 d. “Commissioners of Registration” (Exhibits D-E);
- 25 e. “FOR THE STATE OF: Illinois” (Exhibit F); and
- 26 f. “GEORGIA TRANSFER NOTICE DOCUMENT” (Exhibit G).

27 30. To further the impression that Defendants are affiliated with a
28 government agency, Defendants’ mailers contain language, symbols, artwork and

1 other features similar to those used by government agencies, including, but not
2 limited to:

- 3 a. Statements that the notice is “official,” by use of the following
4 or similar statements:
- 5 i. “OFFICIAL AGENCY RELEASE” (Exhibit A-E);
 - 6 ii. “Official Issuing Agency” (Exhibit F);
 - 7 iii. “OFFICIAL USE ONLY” (Exhibit G);
 - 8 iv. “OFFICIAL DOCUMENT” (Exhibit H);
 - 9 v. “OFFICIAL NOTICE OF TRANSFER DOCUMENT”
10 (Exhibit I);
 - 11 vi. “OFFICIAL PRIZE OFFICE” (Exhibit J);
 - 12 vii. “THIS IS AN OFFICIAL NOTICE” (Exhibit K);
 - 13 viii. “Official Record” (Exhibit L);
 - 14 ix. “[T]his is your official notification” (Exhibit M);
 - 15 x. “Official Declaration and Authorization Form” (Exhibit
16 N);
 - 17 xi. “Official & Approved Notification” (Exhibit O);
 - 18 xii. “OFFICIAL CONFIRMATION” (Exhibit Q);
 - 19 xiii. “OFFICE OF THE PRESIDENT OFFICIAL
20 NOTIFICATION” (Exhibit R);
 - 21 xiv. “OFFICIAL AUTHORIZATION” (Exhibit S);
 - 22 xv. “OFFICIAL NOTICE” (Exhibit DD);
 - 23 xvi. “OFFICIAL RIGHTS AND PRIVILEGES” (Exhibit
24 GG); and
 - 25 xvii. “OFFICIAL FUNDS ADVISORY” (Exhibit HH);
- 26 b. Watermarks containing a circle of stars, the inscription “In God
27 We Trust,” a bald eagle, or other official-looking design
28 (Exhibits F, H, I, K, M, T, BB, GG);

- c. Certificates (Exhibits H, T, X, AA, GG);
- d. Vouchers and checks (Exhibits F, S, CC);
- e. Forms titled “Official Acceptance Form,” “Official Declaration and Authorization Form,” “Acquisition Response Form,” “Report Claim Registration Form,” “Administrative Request Processing Form,” “Confirmation Form,” “Eligibility Claim Form” or “REPORT CLAIM FORM EZ-626” (Exhibits J, N, V, X, CC, FF, II, JJ);
- f. Docket numbers (Exhibit G);
- g. Official-looking seals depicting eagles, stars, cities, or majestic figures (Exhibits A-G, I, K-M, X, Z, AA-BB, DD, FF, LL); and
- h. Official-looking envelopes (Exhibits KK-NN).

31. Defendants’ mailers often contain language in small print stating in vague terms that they are a reporting service that provides information on various sweepstakes (Exhibit OO). This language does not adequately inform the consumer that he or she has not won a prize.

32. Many consumers who receive Defendants’ mailers believe they have won a substantial prize and mail \$20 to the Defendants.

33. Consumers who pay the \$20 fee to Defendants do not receive the promised prize. Instead, consumers receive nothing or merely written information about how to enter sweepstakes (Exhibit QQ).

34. Many consumers receive additional mailers from Defendants that solicit further money. Some mailers suggest that the consumer is in the final stages of claiming his or her prize money and contain the following or similar statements:

- a. “ Stage 1: PASSED, [John Doe] selected for \$3,333,256 Disbursement Entitlement. Allocated Priority Claim Number 20110402646.
- Stage 2: PASSED, Official Claim Documents were issued

1 for [John Doe]. These are non-transferable and are for the use
2 of [John Doe] alone to place claim on the over \$3,333,256.00
3 Disbursement Entitlement.

4 □ Stage 3: PENDING, [John Doe] Final Stage Access READY
5 for over \$3,333,256.00. Disbursement Entitlement. Response
6 requested before April 28, 2010.” (Exhibit Q);

7 b. “[John], Act now. You have successfully passed two stages,
8 with only the third - and final - stage standing between you and
9 access to the \$3,333,256.00 Disbursement Entitlement.”

10 (Exhibit R); and

11 c. “At the Third and Final Stage, the over \$2,175,536.00 will be
12 dispatched. You need to respond now.” (Exhibit EE).

13 35. Defendants have collected millions of dollars from consumers.

14 **VIOLATIONS OF THE FTC ACT**

15 36. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits “unfair or
16 deceptive acts or practices in or affecting commerce.”

17 37. Misrepresentations or deceptive omissions of material fact constitute
18 deceptive acts or practices prohibited by Section 5(a) of the FTC Act.

19 **COUNT I**

20 38. Through the means described in Paragraphs 20 through 35,
21 Defendants have represented, directly or indirectly, expressly or by implication,
22 that consumers who pay Defendants a specified fee will receive a substantial cash
23 prize.

24 39. In truth and in fact, consumers who pay Defendants the specified fee
25 do not receive a substantial cash prize.

26 40. Therefore, the making of the representation as set forth in Paragraph
27 38 of this Complaint constitutes a deceptive act or practice, in or affecting
28 commerce in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

1 **COUNT II**

2 41. Through the means described in Paragraphs 20 through 35, Defendants
3 have represented, directly or indirectly, expressly or by implication, that they are
4 affiliated with an official government agency.

5 42. In truth and in fact, Defendants are not affiliated with an official
6 government agency.

7 43. Therefore, the making of the representation as set forth in Paragraph 41
8 of this Complaint constitutes a deceptive act or practice, in or affecting commerce
9 in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

10 **CONSUMER INJURY**

11 44. Consumers have suffered and will continue to suffer substantial injury
12 as a result of Defendants’ violations of the FTC Act. In addition, Defendants have
13 been unjustly enriched as a result of their unlawful acts or practices. Absent
14 injunctive relief by this Court, Defendants are likely to continue to injure
15 consumers, reap unjust enrichment, and harm the public interest.

16 **THIS COURT’S POWER TO GRANT RELIEF**

17 45. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court
18 to grant injunctive and such other relief as the Court may deem appropriate to halt
19 and redress violations of any provision of law enforced by the FTC. The Court, in
20 the exercise of its equitable jurisdiction, may award ancillary relief, including
21 rescission or reformation of contracts, restitution, the refund of monies paid, and the
22 disgorgement of ill-gotten monies, to prevent and remedy any violation of any
23 provision of law enforced by the FTC.

24 **PRAYER FOR RELIEF**

25 Wherefore, Plaintiff FTC, pursuant to Section 13(b) of the FTC Act, 15
26 U.S.C. § 53(b), and the Court’s own equitable powers, requests that the Court:

27 A. Award Plaintiff such preliminary injunctive and ancillary relief as may
28 be necessary to avert the likelihood of consumer injury during the pendency of this

1 action and to preserve the possibility of effective final relief, including but not
2 limited to temporary and preliminary injunctions and an order freezing assets;

3 B. Enter a permanent injunction to prevent future violations of the FTC
4 Act by Defendants;

5 C. Award such relief as the Court finds necessary to redress injury to
6 consumers resulting from Defendants' violations of the FTC Act, including but not
7 limited to, rescission or reformation of contracts, restitution, the refund of monies
8 paid, and the disgorgement of ill-gotten monies;

9 D. Award Plaintiff the costs of bringing this action, as well as such other
10 and additional relief as the Court may determine to be just and proper.

11
12
13 Dated: _____, 2010

Respectfully Submitted,

14 WILLARD K. TOM
15 General Counsel

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17 SARAH SCHROEDER
18 MATTHEW GOLD
19 Attorneys for Plaintiff
20 Federal Trade Commission
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