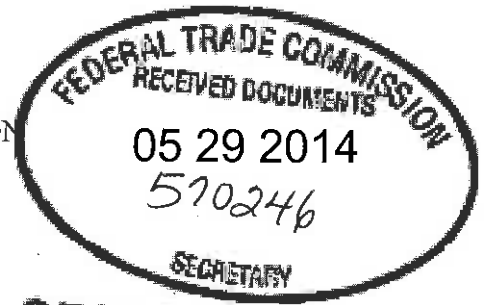


UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION



COMMISSIONERS: Edith Ramirez, Chairwoman
Julie Brill
Maureen K. Ohlhausen
Joshua D. Wright
Terrell McSweeney

ORIGINAL

In the Matter of

Jerk, LLC, a limited liability company,
also d/b/a JERK.COM, and

John Fanning,
individually and as a member of Jerk,
LLC.

DOCKET NO. 9361

PUBLIC

**RESPONDENT JOHN FANNING'S RESPONSES TO
REQUESTS FOR ADMISSIONS FOR
AUTHENTICATION AND ADMISSIBILITY OF EXHIBITS**

RESPONSES

Pursuant to Rule 3.32(b), Respondent John Fanning provides the following responses to Complaint Counsel's First Requests for Admissions for Authentication and Admissibility of Exhibits as follows:

1. Each of the following is a true and correct depiction displayed on the Jerk.com website (www.jerk.com):
 - a. Exhibit B to the Complaint
 - b. Exhibit C to the Complaint
 - c. Exhibit D to the Complaint
 - d. Exhibit E to the Complaint
 - e. Exhibit G to the Complaint
 - f. Exhibit H to the Complaint
 - g. Exhibit I to the Complaint

Response to Request No. 1

Denied in the form requested. The exhibits are largely illegible, and Respondent cannot verify where the Commission obtained the information attached as Exhibits to the Complaint.

Respondent further cannot agree to the admissibility of documents at hearing, especially at this stage of the proceedings.

2. Exhibit F to the Complaint is a true and correct depiction of Twitter postings made by or on behalf of Jerk.com.

Response to Request No. 2

Denied in the form requested. The exhibit is largely illegible, and Respondent cannot verify where the Commission obtained the information attached as Exhibit F to the Complaint. Respondent further cannot agree to the admissibility of documents at hearing, especially at this stage of the proceedings.

Respectfully submitted,

JOHN FANNING

By his attorneys,

/s/ Peter F. Carr II

Peter F. Carr, II
Eckert, Seamans, Cherin & Mellott, llc
Two International Place, 16th Floor
Boston, MA 02110
617.342.6800
617.342.6899 (FAX)
pcarr@eckertseamans.com

Date: May 29, 2014

CERTIFICATE OF SERVICE

I hereby certify that on May 29, 2014, I caused a true and accurate copy of the foregoing document entitled Respondent John Fanning's Responses to Complaint Counsel's First Requests for Admissions for Authentication and Admissibility of Exhibits to be served electronically through the FTC's e-filing system and I caused a true and accurate copy of the foregoing to be served as follows:

One electronic copy electronic courtesy copy to the Office of the Secretary:

Donald S. Clark, Secretary
Federal Trade Commission
600 Pennsylvania Ave., N.W., Room H-159
Washington, DC 20580
Email: secretary@ftc.gov

One paper copy and one electronic copy to the Office of the Administrative Law Judge:

The Honorable D. Michael Chappell
Chief Administrative Law Judge
600 Pennsylvania Avenue, N.E., Room H-110
Washington, DC 20580
Email: ojl@ftc.gov

One paper copy and one electronic copy to the Office of the Counsel for the Federal Trade Commission:

Sarah Schroeder
Yan Fang
Kerry O'Brien
Federal Trade Commission
901 Market Street, Suite 670
San Francisco, CA 94103
Email: sschroeder@ftc.gov
yfang@ftc.gov
kobrien@ftc.gov

One paper copy and one electronic copy to counsel for Jerk, LLC:

Maria Crimi Speth
Jaburg & Wilk, P.C.
3200 N. Central Ave., Suite 2000
Phoenix, AZ 85012

/s/ Peter F. Carr, II
Peter F. Carr, II
ECKERT, SEAMANS, CHERIN & MELLOTT, LLC
Two International Place, 16th Floor
Boston, MA 02110
617.342.6800
617.342.6899 (FAX)

Dated: May 29, 2014