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8 UNITED STATES DISTRICT COURT

9 DISTRICT OF NEVADA

10	FEDERAL TRADE COMMISSION,)	CV-
11)	
12	Plaintiff,)	COMPLAINT FOR INJUNCTIVE
13)	AND OTHER EQUITABLE RELIEF
14	v.)	
15	AUTOMATED ELECTRONIC CHECKING,)	
16	INC., a Nevada corporation;)	
17)	
18	JOHN P. LAWLESS, individually,)	
19	and as an officer of Automated)	
20	Electronic Checking, Inc; and)	
21)	
22	KENNETH MARK TURVILLE,)	
23	individually, and as an officer)	
24	of Automated Electronic)	
25	Checking, Inc.,)	
26)	
27	Defendants.)	
28	_____)	

22 Plaintiff, the Federal Trade Commission ("FTC" or
23 "Commission"), for its Complaint alleges:

24 1. This case concerns the Defendants' practice of debiting
25 the bank accounts of consumers for fraudulent and unauthorized
26 charges, in violation of the Federal Trade Commission Act, 15
27 U.S.C. Section 45(a). The Defendants, acting as a payment
28 processor on behalf of client merchants who were engaged in

1 fraud, used a relatively new payment mechanism that lacked
2 systemic monitoring in order to debit money from consumer bank
3 accounts, deduct Defendants' own fees, and transfer the remainder
4 to said client merchants. Undaunted by glaring indicators that
5 the transactions were induced by fraud or were unauthorized,
6 Defendants continued to process such payments for years.

7 2. The FTC brings this action under Section 13(b) of the
8 Federal Trade Commission Act ("FTC Act"), 15 U.S.C. § 53(b), to
9 obtain permanent injunctive relief, rescission or reformation of
10 contracts, restitution, the refund of monies paid, disgorgement
11 of ill-gotten monies, and other equitable relief against
12 Defendants for engaging in unfair acts or practices in connection
13 with their processing of debits and charges to consumer financial
14 accounts on behalf of Defendants' client merchants. Defendants'
15 acts and practices violate Section 5(a) of the FTC Act, 15 U.S.C.
16 § 45(a).

17 **JURISDICTION AND VENUE**

18 3. This Court has subject matter jurisdiction pursuant to
19 28 U.S.C. §§ 1331, 1337(a), and 1345, and 15 U.S.C. §§ 45(a) and
20 53(b).

21 4. Venue in this District is proper under 15 U.S.C. §
22 53(b) and 28 U.S.C. §§ 1391(b) and (c).

23 **PLAINTIFF**

24 5. Plaintiff, the FTC, is an independent agency of the
25 United States Government created by statute. 15 U.S.C. §§ 41-58.
26 The FTC is charged, *inter alia*, with enforcement of Section 5(a)

1 of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or
2 deceptive acts or practices in or affecting commerce.

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

9 **DEFENDANTS**

10 7. Defendant Automated Electronic Checking, Inc. ("AEC")
11 was a Nevada corporation with its principal place of business at
12 4910 Mill Street, Reno, Nevada 89502. It was engaged in the
13 business of providing payment processing services to merchants,
14 including many who are considered "high-risk" by banks and the
15 payment processing industry. AEC transacted business in this
16 District. AEC dissolved its corporate status in March 2012.

17 8. Defendant John P. Lawless ("Lawless") was the CEO,
18 Secretary, Treasurer and 45% owner of AEC. Individually or in
19 concert with others, he has formulated, directed, controlled, has
20 had the authority to control, or has participated in the acts and
21 practices set forth herein. He transacts or has transacted
22 business in connection with the matters alleged herein in this
23 District and throughout the United States.

24 9. Defendant Kenneth Mark Turville ("Turville") was
25 President and 10% owner of AEC. Individually or in concert with
26 others, he has formulated, directed, controlled, has had the
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1 authority to control, or has participated in the acts and
2 practices set forth herein. He transacts or has transacted
3 business in connection with the matters alleged herein in this
4 District and throughout the United States.

5 10. AEC, Lawless, and Turville are hereinafter referred to
6 collectively as "Defendants."

7 **COMMERCE**

8 11. At all times material to this Complaint, Defendants
9 have maintained a substantial course of trade in or affecting
10 commerce, as "commerce" is defined in Section 4 of the FTC Act,
11 15 U.S.C. § 44.

12 **DEFENDANTS' BUSINESS PRACTICES**

13 **Introduction**

14 12. From at least 2007 through at least 2011, AEC has
15 operated as a third-party payment processor ("payment
16 processor"). As a payment processor, AEC has entered into
17 contracts with merchants ("client merchants") in which AEC has
18 agreed to process the exchange of money between the client
19 merchant and the client merchant's customers.

20 13. In order to provide payment processing services, AEC
21 entered into contractual relationships with one or more banks
22 through which it agreed to transmit the transactions through the
23 banking system. During the period from 2007 through 2011, AEC
24 processed debits through at least four banks: (1) First Regional
25 Bank in Century City, California; (2) Metro Phoenix Bank in
26 Phoenix, Arizona; (3) SunFirst Bank in St. George, Utah; and (4)

1 First Bank of Delaware in Wilmington, Delaware.

2 14. Several of AEC's client merchants have engaged in
3 unfair and deceptive practices to obtain consumer financial
4 account information, resulting in fraudulent and unauthorized
5 debits to consumers' accounts.

6 15. AEC has played a critical role in its client merchants'
7 unlawful business practices. It has provided its client
8 merchants with access to the United States banking system, has
9 controlled the procedures through which money is debited from
10 consumers' bank accounts, and has disbursed consumer funds back
11 to its client merchants.

12 16. AEC knew, or should have known, that its client
13 merchants induced consumers to buy their products through
14 fraudulent representations and routinely failed to obtain the
15 consumers' authorization for debits to their accounts.

16 17. In some instances, AEC debited the bank accounts of
17 consumers who had been misled regarding the nature of the product
18 offered for sale. For example, many consumers believed they were
19 applying for a credit line offered through one of AEC's client
20 merchants, only to learn that instead, they had been enrolled in
21 an online "shopping club" with hefty fees.

22 18. In many other instances, AEC debited the bank accounts
23 of consumers who had never heard of AEC's client merchants, had
24 never knowingly agreed to purchase any products or services from
25 AEC's client merchants, and had not authorized a debit to their
26 account. For example, AEC debited the bank account of Jacob A.

1 of Florida.

2 a) In October 2010, Jacob A. received his bank
3 statement and saw an entry indicating that a check had been paid
4 in the amount of \$99.49. Jacob A. knew immediately that
5 something was wrong because he does not use checks. His bank
6 provided him with an image of the check, which showed it was
7 payable to "Platinum Online Group"; the signature line contained
8 no signature but bore the statement "Authorization on File."

9 b) Jacob A. had never heard of Platinum Online Group
10 before that, and he did not know how they obtained his bank
11 account information. He did not authorize Platinum Online Group
12 or AEC to debit his checking account. Fortunately, he was able
13 to convince his bank to refund the charge.

14 19. Christopher S. of Carson City, Nevada, also experienced
15 an unauthorized debit to his bank account.

16 a) In or around August 2010, Christopher S. saw a
17 charge to his checking account of approximately \$100.00 for a
18 company whose name was something like "Platinum."

19 b) Christopher S. had never heard of "Platinum" before
20 and did not know how the company got his bank account
21 information. He suspected that "Platinum" may have gotten his
22 bank account information from an online payday loan application
23 he submitted around that time.

24 c) There was not enough money in Christopher S.'s
25 account to cover the unexpected charge. This put his account in
26 a negative status and he also incurred an overdraft charge.

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1 d) Christopher S. informed his bank that he did not
2 authorize the charge and asked that the bank reverse the
3 unauthorized debit. The bank informed him that he needed to file
4 a report with the police, which he did.

5 e) Christopher S. gave a copy of the police report to
6 his bank but the bank never refunded the charge to his account or
7 the overdraft fee.

8 20. Tens of thousands of consumers have been harmed by
9 AEC's business practices. While some consumers, often only after
10 a great deal of effort, ultimately were able to obtain refunds
11 for the fraudulently-induced and unauthorized debits, many were
12 not. Also, many of the victimized consumers had insufficient
13 funds in their bank accounts to cover the unauthorized AEC
14 debits, resulting in overdraft charges for which few were
15 reimbursed.

16 21. The impact of AEC's payment processing activities is
17 widespread and has caused substantial injury to tens of thousands
18 of consumers, many of whom can least afford to have funds taken
19 from their accounts without authorization.

20 22. As set forth below, from at least 2007 to at least
21 2011, AEC has engaged in fraudulent and unauthorized debiting
22 through the following means:

23 a) AEC has encouraged its client merchants to use a payment
24 mechanism that is not subject to systemic monitoring;

25 b) AEC has processed payments for high-risk clients,
26 through banks engaged in risky practices;

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1 c) AEC has turned a blind eye to its client merchants'
2 excessively high return rates;

3 d) AEC has instructed its client merchants on methods to
4 avoid detection; and

5 e) AEC has ignored and failed to investigate consumer
6 complaints.

7 23. AEC's unfair practices are exemplified in its
8 relationship with its client merchants EdebitPay LLC and Platinum
9 Online Group, as set forth in greater detail below.

10 **AEC Encouraged its Client Merchants to Use**
11 **Remotely Created Payment Orders**
12 **To Avoid Systemic Monitoring**

13 24. AEC's client merchants marketed and sold their products
14 and services on websites or through telemarketing, without face-
15 to-face contact with the consumer. AEC therefore offered payment
16 processing services to merchants using payment methods that did
17 not require a consumer's signature, including bank debits
18 processed through the Automated Clearing House Network ("ACH
19 transactions") and bank debits processed through remotely created
20 payment orders ("RCPOs"). At issue in this complaint is the
21 payment mechanism known as the RCPO.

22 25. Both ACH transactions and RCPOs result in money being
23 withdrawn from (or deposited into) a bank account without the use
24 of conventional physical checks. However, there are important
25 differences between the two payment methods.

26 a) Instead of using paper to carry necessary
27 transaction information, ACH transactions are transmitted between
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1 financial institutions through electronic data transmission using
2 a batch processing, store-and-forward system called the ACH
3 Network. Common examples are direct deposits of an employee's
4 salary or automatic monthly debits to pay for a health club
5 membership.

6 b) In contrast, an RCPO is a payment mechanism that is
7 processed through the banking system much like a traditional
8 paper check, even though it does not exist in paper form. An
9 RCPO is an electronic image of a "virtual" check, created by the
10 payment processor or merchant using the consumer's personal and
11 financial account information. The image looks like a
12 traditional check and contains the consumer's name, bank account
13 number, and bank routing number. Unlike a traditional paper
14 check, however, an RCPO does not have the consumer's signature,
15 instead bearing a statement such as "Authorized by Account
16 Holder" or "Signature Not Required."

17 26. The creator of an RCPO is required to obtain the
18 express authorization of the consumer in order to submit the RCPO
19 payment through the banking system. However, the creator of an
20 RCPO generally does not need to present this authorization to the
21 consumer's bank, and instead merely needs to state that it has
22 the consumer's authorization on file. Consequently, any person
23 who obtains a consumer's checking account and bank routing
24 information and has access to appropriate software can create an
25 RCPO and deposit it, either directly or through a payment
26 processor, in a bank willing to accept such payment instructions.

1 restriction"

2 b) In October 2008, one of the banks processing debits
3 for AEC notified AEC that it was concerned about the unauthorized
4 return rates that one of its clients was generating for ACH
5 transactions. The bank wrote, "Given these numbers and the fact
6 that NACHA . . . has warned us and the fact that we are getting
7 complaints already from consumers, it would be best that you put
8 this client on [RCPO] for everything, no ACH at all." AEC's
9 principal, Mark Turville, responded that AEC was "switching all
10 the accounts under this client . . . to [RCPO] immediately."

11 30. AEC's client merchants generated extraordinarily high
12 rates of returned RCPO transactions. Between 2007 and 2011, AEC
13 processed RCPO bank debits to consumer accounts for merchants who
14 generated total return rates of 50%, 60%, 70%, and even higher
15 than 80%. AEC was aware of these return rates because it was
16 notified by the processing bank every time a transaction it had
17 processed was returned.

18 31. The total return rate reflects the percentage of all
19 returned transactions (regardless of the return reason), out of
20 the total number of attempted debits. Therefore, a greater than
21 50% total return rate means that for all consumer transactions
22 processed on behalf of a given merchant, more than half the
23 transactions were rejected by consumers or their banks.

24 32. Since at least 2007, AEC has used RCPOs to debit, or
25 attempt to debit, millions of dollars from consumers' bank
26 accounts on behalf of its client merchants, even though consumers
27

1 and banks routinely rejected the transactions because they were
2 unauthorized and fraudulent.

3 **AEC's Clients' High Return Rates for**
4 **Not Authorized, Insufficient Funds, and Bad Account Information**
5 **Were Indicators of Possible Unauthorized Debiting**

6 33. When a bank rejects an attempted debit to its account
7 holder's account, the bank designates a reason for the rejection.
8 Such reasons include "Not Authorized," "NSF" (or "insufficient
9 funds"), and "Account Closed." As a payment processor, AEC was
10 notified by the bank of the return reason for each transaction
11 AEC processed that was returned.

12 34. The "Not Authorized" designation is used when a debit
13 to a bank customer's account initially clears, but the consumer
14 subsequently expressly notifies the bank that the debit was
15 unauthorized.

16 35. Obviously, a high rate of transactions returned as "Not
17 Authorized" puts the payment processor, such as AEC, on explicit
18 notice that a high percentage of transactions were not
19 authorized by the consumer.

20 36. However, high rates of returns in other return
21 categories can also reflect fraudulent and unauthorized debiting.

22 a) For example, high rates of returns for insufficient
23 funds, or "NSF," may also be indicators of unauthorized debiting.
24 Consumers who are likely to have insufficient funds in their
25 accounts do not commonly "authorize" merchants to debit their
26 accounts, because these consumers know they will incur
27 substantial overdraft charges imposed by the banks.

1 b) Similarly, high rates of returns due to account-
2 number discrepancies may be a warning sign of fraud or
3 unauthorized debiting. If a significant percentage of the
4 merchant's transactions are rejected because the consumer's bank
5 is unable to locate an account matching the information provided
6 by the merchant, or the account number is invalid, or the bank
7 account has been closed, this can be a tell-tale indicator that a
8 merchant is using account information that was not legitimately
9 obtained from consenting consumers.

10 37. In determining what constitutes a "high" rate of
11 return, a useful benchmark is the average industry rate of return
12 in the ACH system. Currently, neither the banking industry nor
13 the Federal Reserve Bank maintains specific information about
14 average industry return rates for RCPOs because RCPOs are a
15 relatively new payment mechanism and banks do not systemically
16 distinguish them from traditional paper checks. However, NACHA
17 and the ACH Network do keep track of average industry return
18 rates for ACH debits to consumer bank accounts, which is a
19 comparable consumer payment mechanism.

20 38. When compared with average industry return rates for
21 ACH transactions, the return rates for AEC's client merchants for
22 "Not Authorized," "NSF," and bad account information were often
23 as much as **fifty times** greater, and in some instances as much as
24 **one hundred times** greater, than the ACH average industry return
25 rates.

26 39. Despite its awareness of its client merchants'
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1 excessively high return rates, AEC failed to take reasonable
2 steps to ensure that it was not engaging in fraudulent and
3 unauthorized debiting on behalf of these client merchants.

4 **AEC Matched High-Risk Clients**
5 **With High-Risk Banks**

6 40. AEC's business has focused on client merchants who were
7 considered to be "high-risk," in part because of the high rates
8 at which their transactions were returned.

9 41. AEC's pricing structure has been such that the income
10 earned by AEC from returned transactions was significantly higher
11 than the income earned from merely processing a transaction that
12 ultimately cleared. The more returned transactions generated by
13 AEC's client merchants, the higher the return fees earned by AEC
14 and its banks.

15 42. Despite the higher fees, many banks were reluctant to
16 do business with "high-risk" merchants.

17 43. The few banks who were willing to do business with AEC
18 and its "high-risk" client merchants were often engaged in risky
19 practices themselves, and consequently found themselves in
20 trouble with banking regulators. As a result, AEC was forced to
21 move from bank to bank, constantly seeking out new places to
22 process payments for its client merchants.

23 44. From 2008 through early 2010, AEC processed payments
24 through First Regional Bank located in Century City, California.

25 45. However, in January 2010, First Regional Bank was shut
26 down by the Federal Deposit Insurance Corporation ("FDIC"). This
27

1 followed charges by the FDIC that the bank was engaged in "unsafe
2 or unsound banking practices." The assets of First Regional Bank
3 were sold to another bank, which decided it did not want to
4 continue processing payments for AEC.

5 46. AEC was able to keep some of its client merchants by
6 entering into an arrangement with another payment processor,
7 CheckGateway, which had an ongoing relationship with Metro
8 Phoenix Bank in Phoenix, Arizona. CheckGateway was not willing
9 to accept all of AEC's client merchants (it rejected EdebitPay
10 LLC, among others), but for those it was willing to accept, AEC
11 transmitted those clients' transactions to CheckGateway, which,
12 in turn, processed them through Metro Phoenix Bank. This
13 relationship lasted from approximately February 2010 through
14 November 2010.

15 47. Metro Phoenix Bank also attracted the attention of the
16 FDIC, which ultimately charged that it had insufficient capital
17 and was involved in unsound banking practices. In November 2010,
18 Metro Phoenix Bank entered into a consent order with the FDIC and
19 ceased all processing for AEC client merchants.

20 48. Meanwhile, AEC had located another payment processor
21 through whom it was able to funnel transactions to yet a
22 different bank. In late March 2010, AEC entered into an
23 agreement with a payment processor called Elite Debit, which had
24 a relationship with SunFirst Bank in St. George, Utah. AEC
25 transmitted client merchants' transactions to Elite Debit, which
26 processed the transactions through SunFirst Bank.

1 49. In November 2010, SunFirst signed a Consent Order with
2 the FDIC, in which it agreed to cease processing for Elite Debit
3 and various other third party payment processors.

4 50. Shortly thereafter, the FTC sued Elite Debit. In
5 announcing the lawsuit, the FTC said Elite Debit was part of "a
6 far-reaching Internet enterprise that allegedly has made millions
7 of dollars by luring consumers into 'trial' memberships for bogus
8 government-grant and money-making schemes, and then repeatedly
9 charging them monthly fees for these and other memberships that
10 they never signed up for."

11 51. In November 2011, SunFirst Bank was seized by state
12 regulators and the FDIC was appointed as receiver.

13 52. Meanwhile, AEC found another means of processing
14 payments by establishing a relationship with First Bank of
15 Delaware in Wilmington, Delaware. From approximately August 2010
16 to February 2011, AEC processed client merchants' transactions
17 through that bank.

18 53. In addition to processing for AEC, First Bank of
19 Delaware also processed for several other high-risk payment
20 processors, including Landmark Clearing, Inc. In December 2011,
21 First Bank of Delaware entered into a Consent Order with the FDIC
22 in which it agreed to terminate all E-Payment Programs, including
23 the processing of remotely-created checks and similar
24 instruments. Also in December 2011, Landmark Clearing, Inc.
25 entered into a Stipulated Final Order with the FTC to resolve
26 charges of unauthorized debiting.

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1 54. On November 19, 2012, First Bank of Delaware entered
2 into a settlement with the U.S. Department of Justice, U.S.
3 Attorney's Office for the Eastern District of Pennsylvania, which
4 included a concurrent assessment of a civil money penalty of \$15
5 million with the FDIC and the Financial Crimes Enforcement
6 Network ("FinCEN"). In its civil complaint, the Department of
7 Justice alleged that the bank violated the Financial Institutions
8 Reform, Recovery and Enforcement Act ("FIRREA") by, among other
9 things, debiting the bank accounts of consumer victims on behalf
10 of fraudulent merchants and payment processors working in cahoots
11 with such fraudulent merchants. On October 23, 2012, the bank's
12 shareholders approved the bank's dissolution.

13 55. In February 2011, after repeatedly having been forced
14 to cease processing with different banks and third party
15 processors - and having failed to find others who would accept
16 its client merchants - AEC suspended its payment processing
17 operations.

18 **AEC Instructed Its Client Merchants**
19 **On Methods to Avoid Detection**

20 56. Although it used banks willing to engage in risky
21 practices, AEC recognized that the banks were under pressure from
22 bank regulators and that AEC therefore needed to take additional
23 steps to conceal its fraudulent and unauthorized debiting.

24 57. AEC recommended that its client merchants use various
25 corporate names, dbas, customer service email addresses, and
26 phone numbers, in order to conceal obvious signs of fraud that
27

1 would compel a bank to terminate the merchant.

2 58. In a November 2008 email, an AEC employee advised a
3 client merchant:

4 We feel it is very important that as soon as possible
5 you spread out your traffic using different descriptors
6 and or corp. names/DBA also please use different
7 customer service emails and phone numbers. The best
8 way to fly under the bank radar is to put no more than
9 10K transactions per month under one
10 descriptor/company/DBA. We just had a very large
11 client who lost processing due to complaints. . . . [A]
12 bank will look at what they see of the same and say we
13 have of lot of these this must be fraud. By spreading
14 it around they do not see a lot of the same. It is
15 very dangerous to grow if the traffic is not spread
16 around under different companies/DBAs, descriptors,
17 customer service contacts . . . our goal is to keep you
18 up long term.

19 59. AEC also took steps to disguise warning signs by
20 manipulating its client merchants' return rates for the "Not
21 Authorized" category. Knowing that its banks paid particular
22 attention to returns classified as "Not Authorized," AEC used
23 various techniques to make its client merchants' high "Not
24 Authorized" return rates seem lower than they actually were.

25 a) An excessively high percentage of AEC's RCPO
26 returns were designated by consumers' banks as "Refer to Maker"

1 or "Altered/Fictitious." These return reasons can be used by
2 banks processing regular bank checks or RCPOs when they believe
3 the attempted debit is fraudulent, forged, unauthorized by the
4 consumer, or otherwise suspicious.

5 b) AEC chose not to include the "Refer to Maker" and
6 "Altered/Fictitious" returns in the "Not Authorized" category,
7 thereby artificially reducing its "Not Authorized" returns.

8 c) Also, AEC encouraged its client merchants to
9 resubmit transactions that had already bounced (*i.e.*, had been
10 returned for insufficient funds). By resubmitting these
11 transactions to the consumer's bank, the merchant inflated its
12 total number of transactions, thereby making the merchant's "Not
13 Authorized" returns a smaller percentage of its total
14 transactions.

15 60. AEC also recommended to its client merchants methods to
16 keep consumer complaints "in-house," so the complaints would not
17 come to the attention of banks or other third parties. For
18 example, AEC encouraged its client merchants to display their
19 customer service phone numbers prominently on their RCPOs. AEC
20 did this because it wanted to ensure that consumers with
21 complaints would try to call the merchant rather than calling
22 their banks.

23 **Consumer Complaints Put AEC On Notice**
24 **That the Debits It Was Processing Were**
25 **Unauthorized and Fraudulent**

26 61. Between 2007 and 2011 numerous consumers who had been
27 debited by AEC submitted complaints to their banks, the Better
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1 Business Bureau, or other regulatory or enforcement agencies
2 about unauthorized debits to their bank accounts.

3 62. In numerous instances, consumers submitted their
4 complaints about unauthorized debiting directly to AEC.

5 63. In numerous instances, consumers' banks requested that
6 AEC provide evidence of consumer authorization to debit specific
7 accounts.

8 64. Whenever consumer complaints came to its attention, AEC
9 steadfastly refused to admit that they were valid. An egregious
10 example of this occurred in 2009, when Bank of America informed
11 AEC's bank, First Regional Bank, that hundreds of Bank of
12 America's account holders had complained about unauthorized
13 debits.

14 65. In a letter dated April 22, 2009, an official from Bank
15 of America's Check Fraud Claims Department advised First Regional
16 Bank that hundreds of Bank of America accounts continued to be
17 debited by First Regional Bank's customers. "Since our last
18 letter [in October 2008], the demand drafts [RCPOs] have
19 increased Our customers are advising us that these
20 transactions are not authorized. These transactions occur
21 daily." The letter asked First Regional Bank to "do the right
22 thing and make Bank of America's customers whole for the
23 unauthorized transactions."

24 66. First Regional Bank turned to AEC, the processor
25 responsible for many of these unauthorized debits, for a
26 response. In an email to First Regional Bank dated April 23,
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1 2009, AEC principal Mark Turville responded by dismissing Bank of
2 America's allegations. Turville noted that only a small
3 percentage of the total number of transactions AEC had processed
4 involving Bank of America were specifically returned by the bank
5 as "fraud" or "unauthorized" and implied that Bank of America's
6 customers were therefore lying.

7 67. First Regional Bank incorporated Turville's response
8 into its response to Bank of America.

9 68. On May 21, 2009, Bank of America's legal counsel wrote
10 back to First Regional Bank as follows:

11 Bank of America continues to receive claims for
12 unauthorized remotely-created checks [RCPOs] deposited
13 by your merchant customer(s) identified in previous
14 correspondence. You have stated that based upon your
15 experience and return rate statistics, you believe
16 these items created by your customer are authorized.

17
18 Our customers are telling us they are not authorized
19 and have filed claims with us for improperly payable
20 items paying against their account. . . .

21
22 [W]e have attached a spreadsheet and back-up
23 information for six hundred and thirty-seven (637)
24 claims of unauthorized drafts [RCPOs] totaling
25 \$20,106.11.

26 Bank of America hereby demands immediate reimbursement
27

1 of \$20,106.11 for breach of the remotely created check
2 warranty under Regulation CC.

3
4 Should you attempt to deny this claim based upon your
5 "belief" that these items are in fact authorized, we
6 expect to see separate, specific evidence proving
7 authorization for each one of the 637 claims.

8
9 69. While it continued to maintain that "the majority of
10 these [RCPOs] were properly authorized by Bank of America's
11 customers," First Regional Bank agreed to make reimbursement to
12 Bank of America.

13 70. AEC made little or no effort to investigate consumer
14 complaints and continued to process millions of dollars of
15 transactions until at least 2011.

16 **AEC Processed Fraudulent and Unauthorized Transactions**
17 **for EdebitPay and Platinum**

18 71. AEC's violations of the FTC Act are exemplified by the
19 fraudulent and unauthorized transactions that AEC processed for
20 two merchants, EdebitPay LLC ("EdebitPay") and Platinum Online
21 Group ("Platinum").

22 72. Both EdebitPay and Platinum were run by the same two
23 principals, Dale Paul Cleveland ("Cleveland") and William Richard
24 Wilson ("Wilson").

25 73. The core business operation of both EdebitPay and
26 Platinum was online marketing of reloadable prepaid cards and
27

1 other financial services products, such as short-term loans. The
2 prepaid cards were marketed with names such as "Elite Plus
3 MasterCard" and "Sterling VISA." These products were targeted at
4 consumers who had difficulty getting credit. EdebitPay and
5 Platinum marketed these products both on its own websites and on
6 websites operated by third-party affiliate marketers.

7 74. AEC began processing RCPO transactions for EdebitPay in
8 February 2008, just weeks after EdebitPay and its principals
9 entered into a Stipulated Final Order with the FTC to resolve
10 charges of unauthorized debiting and deceptive marketing
11 practices.

12 75. The FTC's action, filed in July 2007, alleged, among
13 other things, that EdebitPay caused fees to be debited from the
14 bank accounts of consumers who visited short-term loan websites
15 and filled out online applications unrelated to EdebitPay's
16 prepaid card offers. According to the complaint, the sites did
17 not indicate that the consumer was applying for a prepaid card
18 and did not disclose the prepaid card fee.

19 76. Although EdebitPay and its principals did not admit to
20 having violated any law or regulation, they agreed, in the Order,
21 not to "debit[] or caus[e] consumers' bank or financial accounts
22 to be debited . . . without first obtaining the consumers'
23 express informed consent for the debit, charge, or fee."

24 77. Between February 2008 and December 2009, AEC processed
25 more than \$41 million in RCPO transactions for EdebitPay.

26 78. In November 2009, Wilson and Cleveland decided to wind
27

1 down operations under the name EdebitPay, and to continue their
2 operations using a company with a new name, Platinum Online
3 Group. According to Cleveland, the primary reason for the name
4 change was to "sidestep" the negative publicity associated with
5 the name "EdebitPay" as a result of the FTC action.

6 79. AEC began processing RCPOs for Platinum in November
7 2009 and continued until February 2010.

8 80. When First Regional Bank terminated AEC as a payment
9 processor in early 2010, AEC tried to find a new bank willing to
10 contract with AEC to process payments for Platinum. After six
11 months AEC was finally successful, and arranged to process
12 payments for Platinum through Elite Debit with SunFirst Bank.

13 81. AEC resumed processing for Platinum for about two and a
14 half months, finally terminating its processing for Platinum for
15 good in November 2010, when SunFirst Bank was ordered to cease
16 third-party processing.

17 82. Between November 2009 and November 2010, AEC processed
18 more than \$8 million in RCPO transactions for Platinum.

19 83. In total, from February 2008 to November 2010 (a time
20 period spanning two years and nine months), AEC processed more
21 than \$49.8 million in RCPO transactions on behalf of EdebitPay
22 and Platinum.

23 84. AEC knew or should have known that many of these
24 transactions were fraudulent or unauthorized.

25 //

26 //

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28

**EdebitPay and Platinum's High Total Return Rates
Were a Warning Signal
of Fraudulent or Unauthorized Debiting**

85. The most obvious evidence of EdebitPay and Platinum's fraudulent and unauthorized debiting was the astronomically high rate of returned transactions that these merchants generated.

86. EdebitPay and Platinum's total return rates, when compared with the 2011 average industry total return rates for ACH transactions nationwide, were shockingly high.

a) The average industry total return rate for ACH transactions in 2011 was **1.5 percent**. (*NACHA 2011 Return Rates*; the NACHA average industry return rates were essentially identical from one year to the next during 2007 through 2011.)

b) In comparison, EdebitPay's total return rate was **85 percent** for the transactions processed by AEC. This is over *fifty times* the average industry total return rate for ACH transactions.

c) Similarly, Platinum's total return rate was **86 percent**, also over fifty times the average industry total return rate for ACH transactions.

87. The exceptionally large volume of returned transactions was a glaring sign that EdebitPay and Platinum were grossly out of sync with legitimate commerce.

88. The extremely high levels of returned transactions generated by EdebitPay and Platinum were evidence that they were attempting to debit consumer accounts with information obtained through fraudulent, deceptive, or unfair practices.

1 **AEC Monitored EdebitPay and Platinum's**
2 **Specific Return Reasons, Which Were Also**
3 **Indicative of Fraud and Unauthorized Debiting**

4 89. When RCPOs processed by AEC on behalf of EdebitPay and
5 Platinum were returned by the consumer's bank, the bank indicated
6 the reason for each return. AEC routinely received this
7 information and was therefore aware of the specific reasons for
8 EdebitPay and Platinum's high total return rates. Some of these
9 specific reasons for returned transactions were additional red
10 flags indicating a high likelihood of fraud and unauthorized
11 debiting, as set forth below.

12 "Not Authorized" Returns

13 90. In the normal course of legitimate business, very few
14 returns fall into the "Not Authorized" category. The ACH
15 industry average for "Not Authorized" returns was a mere **0.02**
16 **percent** of all ACH debit transactions in 2011 nationwide. *Rate*
17 *for ACH Return Code R10, NACHA 2011 Return Rates.*

18 a) In comparison, EdebitPay's "Not Authorized" return
19 rate as calculated by AEC was **0.67 percent**. This is more than
20 *thirty-three times* the ACH industry average.

21 b) Platinum's "Not Authorized" return rate as
22 calculated by AEC was **2.16 percent**, or over *one hundred times* the
23 ACH industry average.

24 91. These return rates would have been even higher had AEC
25 not taken steps to artificially lower its client merchants' "Not
26 Authorized" return rates, as described in ¶ 59 above.

27 92. As high as EdebitPay's "Not Authorized" return rates
28

1 were, the "Not Authorized" return category was just the tip of
2 the iceberg. Most of the thousands of consumers who called and
3 emailed EdebitPay, complaining that they had never heard of it
4 and did not know why their accounts had been debited, were not
5 counted in the "Not Authorized" return statistics. These
6 consumers included:

7 a) consumers who sought a refund from EdebitPay after
8 their accounts were debited without their consent -- these were
9 not counted as a "return" by the bank, because the debits were
10 successfully processed,

11 b) consumers for whom the transaction was returned as
12 "NSF," and

13 c) consumers who tried to stop the unauthorized
14 debiting by closing their account, resulting in a return for
15 "Unable to Locate."

16 "NSF" Returns

17 93. An excessively high percentage of AEC's RCPO returns
18 for EdebitPay and Platinum were categorized as NSF. These high
19 NSF return rates, which vastly exceeded normal return rates for
20 that category, were another red flag for unauthorized debiting.

21 (a) The ACH industry average for "NSF" returns was
22 **1.04 percent** of all ACH debit transactions in 2011. *Rate for ACH*
23 *Return Code R01, NACHA 2011 Return Rates.*

24 (b) In comparison, EdebitPay's "NSF" return rate was
25 more than **59 percent**.

26 (c) Platinum's "NSF" return rate was more than **51**
27

1 **percent.**

2 94. These NSF return rates made it abundantly clear that
3 many consumers were unaware that their accounts were about to be
4 debited. As one consumer wrote in an email to EdebitPay:

5 There must be some kind of mistake, I do not want this
6 service and did not order it. I applied for an auto loan
7 online and now I have paid 3 overdraft charges for a service
8 that I did not order. I don't know why my checking info went
9 over to you guys. ... Please cancel this and please stop
10 trying to withdraw money from my account.

11 "Bad Account" Returns

12 95. Similarly, an excessively high percentage of AEC's RCPO
13 returns for EdebitPay and Platinum occurred due to account-
14 number-discrepancy reasons.

15 (a) The ACH industry average for such returns totaled
16 **0.35 percent** of all ACH debit transactions in 2011. *Combined*
17 *Rate for ACH Return Codes R2, R03, R4, NACHA 2011 Return Rates.*

18 (b) The return rate for EdebitPay due to "Account
19 Closed," "Invalid Account," or "Unable to Locate" was more than
20 **19 percent**, or nearly 53 times higher than the ACH industry
21 average.

22 (c) For Platinum, the return rate for these reasons
23 was even higher - more than **23 percent**.

24 96. These extraordinarily high return rates for "Not
25 Authorized," "NSF," and "Bad Account" put AEC on notice that it
26 was processing a large number of transactions that had not been
27

1 properly authorized.

2 **AEC Knew that EdebitPay and Its Principals**
3 **Previously Had Been Sued by the FTC**
4 **and Were Subject to An Existing FTC Order**

5 97. In addition to the bald data evincing unauthorized
6 debits, other information in AEC's possession indicated that
7 EdebitPay and Platinum and its principals posed a high risk of
8 engaging in fraudulent practices.

9 98. The FTC filed a complaint on July 30, 2007 against
10 EdebitPay and its principals Cleveland and Wilson, alleging,
11 among other things, that EdebitPay engaged in deceptive marketing
12 practices and debited consumers' bank accounts without their
13 express informed consent, including consumers who had never
14 applied for or requested the product EdebitPay was selling. The
15 complaint also alleged that many consumers incurred NSF overdraft
16 fees caused by the unauthorized debits.

17 99. On January 28, 2008, EdebitPay and its two principals,
18 Cleveland and Wilson, settled with the FTC, agreeing to pay \$2.2
19 million in consumer redress and agreeing to an order that
20 prohibited them from, among other things, deceiving consumers or
21 debiting consumers without obtaining their express informed
22 consent.

23 100. In February 2008, when AEC began processing RCPO
24 transactions for EdebitPay, AEC was aware of the FTC action and
25 injunctive order against EdebitPay and its principals, Cleveland
26 and Wilson.

27 //

**AEC Knew or Should Have Known That EdebitPay Was
Operating In Violation of the Consent Order**

101. EdebitPay violated the 2008 FTC Stipulated Order during the time period that AEC processed its transactions.

102. On May 27, 2010, the FTC filed an action seeking to hold EdebitPay and its principals in contempt of the 2008 Order, alleging, among other things, that their online advertisements for a credit line were false and misleading. The Court agreed, and on February 3, 2011, the judge found EdebitPay and its principals, Cleveland and Wilson, in contempt, ordering them to pay \$3.7 million in monetary sanctions. *FTC v. EdebitPay, LLC*. (C.D. Ca., Feb. 3, 2011).

103. Among other rulings, the Court held that EdebitPay's websites purporting to offer a "\$10,000 credit line" were "undeniably misleading and material" because what the consumer got was not the advertised general line of credit, but instead the ability to purchase certain products from an online shopping club (called "Century Platinum"). The Court found that the disclosures explaining that the alleged "credit line" could be used only to purchase products from the club appeared in small font and obscure locations on the website, where the consumer would be unlikely to notice them.

104. AEC had information in its files from which it should have concluded that EdebitPay was making misleading representations on its websites. AEC knew that EdebitPay was marketing a shopping club, and AEC's merchant file for EdebitPay

1 contains copies of various website images advertising the Century
2 Platinum "credit line," with precisely the same small font and
3 obscure disclaimers that the Court found to be undeniably
4 misleading.

5 105. Despite publicly-available information about the May
6 27, 2010 filing of the FTC action seeking to hold EdebitPay and
7 its principals in contempt for violation of the 2008 Order, AEC
8 actively sought to resume processing for them. On July 14, 2010,
9 AEC principal Mark Turville sent an email to Wilson at EdebitPay
10 saying, "We have some new banks online and I wanted to see if we
11 could get some of your processing back."

12 106. In August 2010, AEC was able to resume processing
13 payments for Wilson and Cleveland (under their new company name,
14 Platinum) through Elite Debit and SunFirst Bank. AEC continued to
15 process for Platinum until the FDIC ordered SunFirst Bank to
16 terminate processing for third parties in November 2010.

17 **AEC Knew or Should Have Known**
18 **That EdebitPay Marketed Its Products**
19 **on Payday-Loan Websites**

20 107. A large percentage of EdebitPay's alleged sales of
21 financial products occurred not on websites dedicated to such
22 products, but on websites at which a consumer could apply for a
23 short-term, high-interest loan or cash advance. Often such loans
24 were to be repaid with the consumer's next paycheck (referred to
25 as "payday loans"). These sites had names such as "Cash-In-1-
26 Hour.com," "cashwiredfast.com," "easycashadvance.com," and
27 "getyourpaydayadvance.com."

1 from their account without their authorization. As consumer
2 James K. of Duluth, Minnesota declared, "I had never heard of the
3 company before. I never purchased any product from them, I did
4 not authorize them to charge my account, and I do not know how
5 they received my account information."

6 114. AEC either never asked for or ignored EdebitPay's
7 customer service records, which revealed thousands of consumer
8 complaints of unauthorized debiting, many involving payday loan
9 websites.

10 **AEC Took Active Steps to Conceal Warning Signs**
11 **Regarding Platinum**

12 115. AEC not only disregarded warning signs indicating
13 fraud and unauthorized debiting in connection with EdebitPay and
14 Platinum, but took active steps to conceal or disguise them.

15 116. For example, in order to obtain the approval of its
16 banks to process transactions for Platinum, AEC submitted a
17 merchant application form on behalf of Platinum despite knowing
18 that it contained numerous misleading statements.

19 a) It is common for unscrupulous online merchants,
20 particularly those who have been sued by the FTC or other
21 regulatory bodies, to stop operating under their original
22 business name and resume operations under a new name, in order to
23 avoid the negative publicity associated with the original name.
24 EdebitPay has freely admitted that this was the reason it created
25 the entity "Platinum" in November 2009 and began operating under
26 that name.

1 b) AEC was aware that EdebitPay and Platinum were
2 identical except for the name change. The principals and
3 employees remained the same. Nonetheless, AEC went along with
4 the charade that Platinum was a "new company" when submitting a
5 merchant application form to at least four banks on behalf of
6 Platinum.

7 c) The application form characterized Platinum as a
8 "new company" and the space on the form requesting information
9 regarding the merchant's past return rates was accordingly left
10 blank - thus actively concealing the 85 percent return rate
11 generated by EdebitPay, Platinum's alter ego.

12 d) In response to the form's standard question, "Has
13 your Company ever been investigated by the U.S. FTC, State
14 Attorney's Office, Consumer Affairs, or other federal, state, or
15 local government authority concerning your business practices?"
16 the application form stated "No," thus concealing EdebitPay's
17 history of having been previously sued by the FTC.

18 117. AEC was aware of EdebitPay's history of being targeted
19 by the FTC, its total return rates of over 80%, its high-risk
20 marketing practices, and the consumer complaints of unauthorized
21 debiting it generated, yet AEC chose to ignore and/or try to
22 conceal all the warning signs. Despite multiple red flags
23 indicating that the transactions were not authorized, AEC
24 processed nearly \$50 million in RCPO transactions on behalf of
25 EdebitPay and Platinum over a period of two years and nine
26 months.

27

28

1 **Consumers Were Harmed By AEC's Unauthorized Debiting**

2 118. Consumer injury caused by AEC's unauthorized debiting
3 practices has been substantial in at least three ways: (1) by
4 debiting millions of dollars from consumers' bank accounts
5 without consumer authorization; (2) by causing significant
6 overdraft charges to consumers; and (3) by forcing consumers (and
7 banks) to take the time and effort to reverse debits and, in
8 certain instances, to close or change their accounts.

9 119. The debit transactions processed by AEC and returned
10 for insufficient funds triggered thousands of dollars in
11 overdraft charges to consumers. Thus, even when AEC was unable
12 successfully to debit from consumers' accounts due to
13 insufficient funds, many consumers still suffered harm. And with
14 very few exceptions, neither AEC nor its client merchants
15 reimbursed consumers for overdraft fees, and consumers' banks
16 often refused to do so as well. Other consumers were forced to
17 close their accounts in an effort to stop repeated unauthorized
18 debit attempts. These consumers expended time and money in
19 closing the old account and opening a new one, for which they
20 were not reimbursed.

21 **VIOLATIONS OF SECTION 5 OF THE FTC ACT**

22 120. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a),
23 prohibits "unfair or deceptive acts or practices in or affecting
24 commerce."

25 121. Acts or practices are unfair under Section 5 of the
26 FTC Act if they cause or are likely to cause substantial injury
27

1 to consumers that consumers cannot reasonably avoid themselves
2 and that is not outweighed by countervailing benefits to
3 consumers or competition. 15 U.S.C. § 45(n).

4 **COUNT I**

5 122. Defendants' acts or practices in processing fraudulent
6 and unauthorized debit transactions to consumers' bank accounts,
7 as described in paragraphs 12 - 119 above, have caused or are
8 likely to cause substantial injury to consumers that is not
9 reasonably avoidable by consumers themselves and that is not
10 outweighed by countervailing benefits to consumers or
11 competition.

12 123. Therefore, Defendants' acts or practices, as described
13 above, constitute unfair acts or practices in violation of
14 Section 5(a) of the FTC Act, 15 U.S.C. §§ 45(a) and 45(n).

15 **CONSUMER INJURY**

16 124. Defendants have caused consumers substantial monetary
17 loss by causing funds to be debited from consumers' bank accounts
18 on behalf of merchants engaged in deceptive, misleading, or
19 unfair sales practices, which also resulted in other related
20 consumer harm, such as incurring the costs of closing accounts,
21 paying overdraft fees, opening new accounts, and ordering new
22 checks. Consumers could not reasonably have avoided this injury.
23 Defendants have been unjustly enriched as a result of their
24 unlawful practices. Absent injunctive relief by this Court,
25 Defendants are likely to continue to injure consumers, reap
26 unjust enrichment, and harm the public interest.

THIS COURT'S POWER TO GRANT RELIEF

1
2 125. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b),
3 empowers this Court to grant injunctive and such other relief as
4 the Court may deem appropriate to halt and redress violations of
5 any provision of law enforced by the FTC. The Court, in the
6 exercise of its equitable jurisdiction, may award ancillary
7 relief, including rescission or reformation of contracts,
8 restitution, the refund of monies paid, and the disgorgement of
9 ill-gotten monies, to prevent and remedy any violation of any
10 provision of law enforced by the FTC.

PRAYER FOR RELIEF

11
12 126. WHEREFORE, Plaintiff the Federal Trade Commission,
13 pursuant to Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and
14 the Court's own equitable powers, requests that the Court:

- 15 A. Award Plaintiff such preliminary injunctive and
16 ancillary relief as may be necessary to avert the
17 likelihood of consumer injury during the pendency of
18 this action, and to preserve the possibility of
19 effective final relief;
- 20 B. Enter a permanent injunction to prevent future
21 violations of the FTC Act by Defendants;
- 22 C. Award such relief as the Court finds necessary to
23 redress injury to consumers resulting from Defendants'
24 violations of the FTC Act, including but not limited
25 to, rescission or reformation of contracts,
26 restitution, the refund of monies paid, and the

1 disgorgement of ill-gotten monies;

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

5
6 Dated: Feb. 5, 2013

7 Respectfully submitted,

8 DAVID SHONKA
9 FEDERAL TRADE COMMISSION, Acting General Counsel

10 

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21 Attorneys for Plaintiff FTC
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JS 44 (Rev. 12-07)

CIVIL COVER SHEET

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON THE REVERSE OF THE FORM.)

<p>I. (a) PLAINTIFFS Federal Trade Commission</p> <p>(b) County of Residence of First Listed Plaintiff _____ (EXCEPT IN U.S. PLAINTIFF CASES)</p> <p>(c) Attorney's (Firm Name, Address, and Telephone Number) Janet Ammerman, FTC, 600 Pennsylvania Ave. NW., Rm 286, Washington, DC 20580 (202) 326-3145</p>	<p>DEFENDANTS Automated Electronic Checking, Inc., John P. Lawless, Kenneth Mark Turville</p> <p>County of Residence of First Listed Defendant <u>Washoe</u> (IN U.S. PLAINTIFF CASES ONLY)</p> <p>NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE LAND INVOLVED.</p> <p>Attorneys (If Known) Matt Oster, McDermott, Will & Emery, 2049 Century Park East, 38th Fl., Los Angeles, CA 90067 (310) 551-9341</p>
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<p>II. BASIS OF JURISDICTION (Place an "X" in One Box Only)</p> <p><input checked="" type="checkbox"/> 1 U.S. Government Plaintiff</p> <p><input type="checkbox"/> 2 U.S. Government Defendant</p> <p><input type="checkbox"/> 3 Federal Question (U.S. Government Not a Party)</p> <p><input type="checkbox"/> 4 Diversity (Indicate Citizenship of Parties in Item III)</p>	<p>III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)</p> <p>(For Diversity Cases Only)</p> <table style="width:100%;"> <tr> <td style="width:33%;">Citizen of This State</td> <td style="width:10%;">PTF <input type="checkbox"/> 1</td> <td style="width:10%;">DEF <input type="checkbox"/> 1</td> <td style="width:33%;">Incorporated or Principal Place of Business In This State</td> <td style="width:10%;">PTF <input type="checkbox"/> 4</td> <td style="width:10%;">DEF <input type="checkbox"/> 4</td> </tr> <tr> <td>Citizen of Another State</td> <td>PTF <input type="checkbox"/> 2</td> <td>DEF <input type="checkbox"/> 2</td> <td>Incorporated and Principal Place of Business In Another State</td> <td>PTF <input type="checkbox"/> 5</td> <td>DEF <input type="checkbox"/> 5</td> </tr> <tr> <td>Citizen or Subject of a Foreign Country</td> <td>PTF <input type="checkbox"/> 3</td> <td>DEF <input type="checkbox"/> 3</td> <td>Foreign Nation</td> <td>PTF <input type="checkbox"/> 6</td> <td>DEF <input type="checkbox"/> 6</td> </tr> </table>	Citizen of This State	PTF <input type="checkbox"/> 1	DEF <input type="checkbox"/> 1	Incorporated or Principal Place of Business In This State	PTF <input type="checkbox"/> 4	DEF <input type="checkbox"/> 4	Citizen of Another State	PTF <input type="checkbox"/> 2	DEF <input type="checkbox"/> 2	Incorporated and Principal Place of Business In Another State	PTF <input type="checkbox"/> 5	DEF <input type="checkbox"/> 5	Citizen or Subject of a Foreign Country	PTF <input type="checkbox"/> 3	DEF <input type="checkbox"/> 3	Foreign Nation	PTF <input type="checkbox"/> 6	DEF <input type="checkbox"/> 6
Citizen of This State	PTF <input type="checkbox"/> 1	DEF <input type="checkbox"/> 1	Incorporated or Principal Place of Business In This State	PTF <input type="checkbox"/> 4	DEF <input type="checkbox"/> 4														
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Citizen or Subject of a Foreign Country	PTF <input type="checkbox"/> 3	DEF <input type="checkbox"/> 3	Foreign Nation	PTF <input type="checkbox"/> 6	DEF <input type="checkbox"/> 6														

IV. NATURE OF SUIT (Place an "X" in One Box Only)					
<p>CONTRACT</p> <p><input type="checkbox"/> 110 Insurance</p> <p><input type="checkbox"/> 120 Marine</p> <p><input type="checkbox"/> 130 Miller Act</p> <p><input type="checkbox"/> 140 Negotiable Instrument</p> <p><input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment</p> <p><input type="checkbox"/> 151 Medicare Act</p> <p><input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excl. Veterans)</p> <p><input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits</p> <p><input type="checkbox"/> 160 Stockholders' Suits</p> <p><input type="checkbox"/> 190 Other Contract</p> <p><input type="checkbox"/> 195 Contract Product Liability</p> <p><input type="checkbox"/> 196 Franchise</p>	<p>TORTS</p> <p>PERSONAL INJURY</p> <p><input type="checkbox"/> 310 Airplane</p> <p><input type="checkbox"/> 315 Airplane Product Liability</p> <p><input type="checkbox"/> 320 Assault, Libel & Slander</p> <p><input type="checkbox"/> 330 Federal Employers' Liability</p> <p><input type="checkbox"/> 340 Marine</p> <p><input type="checkbox"/> 345 Marine Product Liability</p> <p><input type="checkbox"/> 350 Motor Vehicle</p> <p><input type="checkbox"/> 355 Motor Vehicle Product Liability</p> <p><input type="checkbox"/> 360 Other Personal Injury</p>	<p>PERSONAL INJURY</p> <p><input type="checkbox"/> 362 Personal Injury - Med. Malpractice</p> <p><input type="checkbox"/> 365 Personal Injury - Product Liability</p> <p><input type="checkbox"/> 368 Asbestos Personal Injury Product Liability</p> <p>PERSONAL PROPERTY</p> <p><input type="checkbox"/> 370 Other Fraud</p> <p><input type="checkbox"/> 371 Truth in Lending</p> <p><input type="checkbox"/> 380 Other Personal Property Damage</p> <p><input type="checkbox"/> 385 Property Damage Product Liability</p>	<p>FORFEITURE/PENALTY</p> <p><input type="checkbox"/> 610 Agriculture</p> <p><input type="checkbox"/> 620 Other Food & Drug</p> <p><input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881</p> <p><input type="checkbox"/> 630 Liquor Laws</p> <p><input type="checkbox"/> 640 R.R. & Truck</p> <p><input type="checkbox"/> 650 Airline Regs.</p> <p><input type="checkbox"/> 660 Occupational Safety Health</p> <p><input type="checkbox"/> 690 Other</p> <p>LABOR</p> <p><input type="checkbox"/> 710 Fair Labor Standards Act</p> <p><input type="checkbox"/> 720 Labor Mgmt. Relations</p> <p><input type="checkbox"/> 730 Labor Mgmt. Reporting & Disclosure Act</p> <p><input type="checkbox"/> 740 Railway Labor Act</p> <p><input type="checkbox"/> 790 Other Labor Litigation</p> <p><input type="checkbox"/> 791 Empl. Ret. Inc. Security Act</p> <p>IMMIGRATION</p> <p><input type="checkbox"/> 462 Naturalization Application</p> <p><input type="checkbox"/> 463 Habeas Corpus - Alien Detainee</p> <p><input type="checkbox"/> 465 Other Immigration Actions</p>	<p>BANKRUPTCY</p> <p><input type="checkbox"/> 422 Appeal 28 USC 158</p> <p><input type="checkbox"/> 423 Withdrawal 28 USC 157</p> <p>PROPERTY RIGHTS</p> <p><input type="checkbox"/> 820 Copyrights</p> <p><input type="checkbox"/> 830 Patent</p> <p><input type="checkbox"/> 840 Trademark</p> <p>SOCIAL SECURITY</p> <p><input type="checkbox"/> 861 HIA (1395ff)</p> <p><input type="checkbox"/> 862 Black Lung (923)</p> <p><input type="checkbox"/> 863 DIWC/DIWW (405(g))</p> <p><input type="checkbox"/> 864 SSID Title XVI</p> <p><input type="checkbox"/> 865 RSI (405(g))</p> <p>FEDERAL TAX SUITS</p> <p><input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant)</p> <p><input type="checkbox"/> 871 IRS—Third Party 26 USC 7609</p>	<p>OTHER STATUTES</p> <p><input type="checkbox"/> 400 State Reapportionment</p> <p><input type="checkbox"/> 410 Antitrust</p> <p><input type="checkbox"/> 430 Banks and Banking</p> <p><input type="checkbox"/> 450 Commerce</p> <p><input type="checkbox"/> 460 Deportation</p> <p><input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations</p> <p><input type="checkbox"/> 480 Consumer Credit</p> <p><input type="checkbox"/> 490 Cable Sat TV</p> <p><input type="checkbox"/> 810 Selective Service</p> <p><input type="checkbox"/> 850 Securities Commodities Exchange</p> <p><input type="checkbox"/> 875 Customer Challenge 12 USC 3410</p> <p><input checked="" type="checkbox"/> 890 Other Statutory Actions</p> <p><input type="checkbox"/> 891 Agricultural Acts</p> <p><input type="checkbox"/> 892 Economic Stabilization Act</p> <p><input type="checkbox"/> 893 Environmental Matters</p> <p><input type="checkbox"/> 894 Energy Allocation Act</p> <p><input type="checkbox"/> 895 Freedom of Information Act</p> <p><input type="checkbox"/> 900 Appeal of Fee Determination Under Equal Access to Justice</p> <p><input type="checkbox"/> 950 Constitutionality of State Statutes</p>
<p>REAL PROPERTY</p> <p><input type="checkbox"/> 210 Land Condemnation</p> <p><input type="checkbox"/> 220 Foreclosure</p> <p><input type="checkbox"/> 230 Rent Lease & Ejectment</p> <p><input type="checkbox"/> 240 Torts to Land</p> <p><input type="checkbox"/> 245 Tort Product Liability</p> <p><input type="checkbox"/> 290 All Other Real Property</p>	<p>CIVIL RIGHTS</p> <p><input type="checkbox"/> 441 Voting</p> <p><input type="checkbox"/> 442 Employment</p> <p><input type="checkbox"/> 443 Housing/Accommodations</p> <p><input type="checkbox"/> 444 Welfare</p> <p><input type="checkbox"/> 445 Amer. w Disabilities - Employment</p> <p><input type="checkbox"/> 446 Amer. w Disabilities - Other</p> <p><input type="checkbox"/> 440 Other Civil Rights</p>	<p>PRISONER PETITIONS</p> <p><input type="checkbox"/> 510 Motions to Vacate Sentence</p> <p>Habeas Corpus:</p> <p><input type="checkbox"/> 530 General</p> <p><input type="checkbox"/> 535 Death Penalty</p> <p><input type="checkbox"/> 540 Mandamus & Other</p> <p><input type="checkbox"/> 550 Civil Rights</p> <p><input type="checkbox"/> 555 Prison Condition</p>	<p><input type="checkbox"/> 610 Agriculture</p> <p><input type="checkbox"/> 620 Other Food & Drug</p> <p><input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881</p> <p><input type="checkbox"/> 630 Liquor Laws</p> <p><input type="checkbox"/> 640 R.R. & Truck</p> <p><input type="checkbox"/> 650 Airline Regs.</p> <p><input type="checkbox"/> 660 Occupational Safety Health</p> <p><input type="checkbox"/> 690 Other</p> <p>LABOR</p> <p><input type="checkbox"/> 710 Fair Labor Standards Act</p> <p><input type="checkbox"/> 720 Labor Mgmt. Relations</p> <p><input type="checkbox"/> 730 Labor Mgmt. Reporting & Disclosure Act</p> <p><input type="checkbox"/> 740 Railway Labor Act</p> <p><input type="checkbox"/> 790 Other Labor Litigation</p> <p><input type="checkbox"/> 791 Empl. Ret. Inc. Security Act</p> <p>IMMIGRATION</p> <p><input type="checkbox"/> 462 Naturalization Application</p> <p><input type="checkbox"/> 463 Habeas Corpus - Alien Detainee</p> <p><input type="checkbox"/> 465 Other Immigration Actions</p>	<p>BANKRUPTCY</p> <p><input type="checkbox"/> 422 Appeal 28 USC 158</p> <p><input type="checkbox"/> 423 Withdrawal 28 USC 157</p> <p>PROPERTY RIGHTS</p> <p><input type="checkbox"/> 820 Copyrights</p> <p><input type="checkbox"/> 830 Patent</p> <p><input type="checkbox"/> 840 Trademark</p> <p>SOCIAL SECURITY</p> <p><input type="checkbox"/> 861 HIA (1395ff)</p> <p><input type="checkbox"/> 862 Black Lung (923)</p> <p><input type="checkbox"/> 863 DIWC/DIWW (405(g))</p> <p><input type="checkbox"/> 864 SSID Title XVI</p> <p><input type="checkbox"/> 865 RSI (405(g))</p> <p>FEDERAL TAX SUITS</p> <p><input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant)</p> <p><input type="checkbox"/> 871 IRS—Third Party 26 USC 7609</p>	<p>OTHER STATUTES</p> <p><input type="checkbox"/> 400 State Reapportionment</p> <p><input type="checkbox"/> 410 Antitrust</p> <p><input type="checkbox"/> 430 Banks and Banking</p> <p><input type="checkbox"/> 450 Commerce</p> <p><input type="checkbox"/> 460 Deportation</p> <p><input type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations</p> <p><input type="checkbox"/> 480 Consumer Credit</p> <p><input type="checkbox"/> 490 Cable Sat TV</p> <p><input type="checkbox"/> 810 Selective Service</p> <p><input type="checkbox"/> 850 Securities Commodities Exchange</p> <p><input type="checkbox"/> 875 Customer Challenge 12 USC 3410</p> <p><input checked="" type="checkbox"/> 890 Other Statutory Actions</p> <p><input type="checkbox"/> 891 Agricultural Acts</p> <p><input type="checkbox"/> 892 Economic Stabilization Act</p> <p><input type="checkbox"/> 893 Environmental Matters</p> <p><input type="checkbox"/> 894 Energy Allocation Act</p> <p><input type="checkbox"/> 895 Freedom of Information Act</p> <p><input type="checkbox"/> 900 Appeal of Fee Determination Under Equal Access to Justice</p> <p><input type="checkbox"/> 950 Constitutionality of State Statutes</p>

V. ORIGIN (Place an "X" in One Box Only)

1 Original Proceeding 2 Removed from State Court 3 Remanded from Appellate Court 4 Reinstated or Reopened 5 Transferred from another district (specify) 6 Multidistrict Litigation 7 Appeal to District Judge from Magistrate Judgment

VI. CAUSE OF ACTION

Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):
15 U.S.C. section 45(a)

Brief description of cause:
Unfair business practices

VII. REQUESTED IN COMPLAINT: CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23 DEMAND \$ _____ CHECK YES only if demanded in complaint: JURY DEMAND: Yes No

VIII. RELATED CASE(S) IF ANY (See instructions): JUDGE _____ DOCKET NUMBER _____

DATE 2/5/13 SIGNATURE OF ATTORNEY OF RECORD Janet Ammerman

FOR OFFICE USE ONLY

RECEIPT # _____ AMOUNT _____ APPLYING IFP _____ JUDGE _____ MAG. JUDGE _____