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**UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA**

Federal Trade Commission,

Plaintiff,

v.

8 Figure Dream Lifestyle LLC, et al.,

Defendants.

SACV 19-1165-DOC (KESx)

**AMENDED ORDER RE:  
APPLICATION FOR ENTRY OF  
STIPULATED ORDER FOR  
PERMANENT INJUNCTION AND  
MONETARY JUDGMENT  
AGAINST DEFENDANTS 8  
FIGURE DREAM LIFESTYLE  
LLC; JL NET BARGAINS, INC.;  
KAPPY ENTERPRISES LLC;  
MILLIONAIRE MIND  
ENTERPRISES LLC; SPIRIT  
CONSULTING GROUP, INC.;  
JOHN A. BAIN; ALEX DEE; BRIAN  
M. KAPLAN; AND JERROLD S.  
MAURER**

On June 12, 2019, the Commission filed its Complaint for a permanent injunction and other equitable relief in this matter pursuant to Sections 13(b) and 19 of the Federal Trade Commission Act (“FTC Act”), [15 U S C §§ 53\(b\) and 57b](#), and the Telemarketing and Consumer Fraud and Abuse Prevention Act (“Telemarketing Act”), [15 U.S.C. §§ 6101-6108](#). Docket. No. 2. The Commission and Defendants 8 Figure Dream Lifestyle LLC; JL Net Bargains, Inc.; Kappy

1 Enterprises LLC; Millionaire Mind Enterprises LLC; Spirit Consulting Group,  
2 Inc.; John A. Bain; Alex Dee (formerly known as Alex S. Dowlatshahi); Brian M.  
3 Kaplan; and Jerrold S. Maurer (also known as Jerry Maurer) (“Settling  
4 Defendants”) now respectfully request that the Court enter this Stipulated Order for  
5 Permanent Injunction and Monetary Judgment (“Order”) to resolve all matters in  
6 dispute in this action between them.

7 THEREFORE, IT IS ORDERED as follows:

8 **FINDINGS**

- 9 1. This Court has jurisdiction over this matter.
- 10 2. The Complaint charges that Settling Defendants participated in deceptive  
11 acts or practices in violation of Section 5 of the FTC Act, 15 U.S.C. § 45, the  
12 Telemarketing Act, 15 U.S.C. §§ 6101-08, and the Telemarketing Sales Rule, 16  
13 C.F.R. Part 310, including sending millions of robocalls to consumers across the  
14 United States as Settling Defendants marketed products by claiming falsely or  
15 without substantiation that consumers who purchased them would earn substantial  
16 income.
- 17 3. Settling Defendants neither admit nor deny any of the allegations in the  
18 Complaint, except as specifically stated in this Order. Only for purposes of this  
19 action, Settling Defendants admit the facts necessary to establish jurisdiction.
- 20 4. Settling Defendants waive and release any claims that they may have against  
21 the Commission that relate to this action, including any claim that they may have  
22 under the Equal Access to Justice Act, 28 U.S.C. § 2412, concerning the  
23 prosecution of this action through the date of this Order, and agree to bear their  
24 own costs and attorney fees.
- 25 5. Settling Defendants and the Commission waive all rights to appeal or  
26 otherwise challenge or contest the validity of this Order.

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**DEFINITIONS**

For the purpose of this Order, the following definitions apply:

A. **“Assisting Others”** means providing assistance or support to any Person, including providing any of the following services: (a) performing customer service functions, including receiving or responding to consumer complaints; (b) formulating or providing, or arranging for the formulation or provision of, any promotional material; (c) providing names of, or assisting in the generation of, potential customers, (d) verifying, processing, fulfilling, or arranging for the fulfillment of orders; (e) hiring or recruiting personnel or others; (f) training personnel or others, including on the use of telephone calls that deliver a prerecorded message; (g) performing promotional or marketing services of any kind; or (h) processing or arranging for processing of credit cards, debit cards, Automated Clearing House (ACH) debits, remotely-created checks, or payments through any other system.

B. **“Defendants”** means all of the Individual Defendants and the Corporate Defendants, individually, collectively, or in any combination.

C. **“Corporate Defendants”** means 8 Figure Dream Lifestyle LLC; JL Net Bargains, Inc.; Kappy Enterprises, LLC; Millionaire Mind Enterprises LLC; OEA, LLC, d/b/a 14 Day Champion Challenge, d/b/a 14 Day Challenge; and Spirit Consulting Group, Inc., and each of their subsidiaries, affiliates, successors and assigns.

D. **“Individual Defendants”** means John A. Bain; Alex Dee, f/k/a Alex S. Dowlatshahi; Brian M, Kaplan; and Jerrold S. Maurer.

E. **“Investment Opportunity”** means anything, tangible or intangible, that is offered, offered for sale, sold, or traded based wholly or in part on representations, either express or implied, about past, present, or future income, profit, or appreciation.

1 F. **“Money-Making Method”** means any method, process, or technique that is  
2 offered, offered for sale, or sold, based wholly or in part on representations, either  
3 express or implied, that such method, process, or technique is non-generic or not  
4 generally available to the public, and will generate income for users or prospective  
5 purchasers.

6 G. **“Outbound Telephone Call”** means a telephone call initiated by a  
7 Telemarketer to induce the purchase of goods or services or to solicit a charitable  
8 contribution.

9 H. **“Person”** means a natural person, organization, or other legal entity,  
10 including a corporation, limited liability company, partnership, proprietorship,  
11 association, cooperative, government or governmental subdivision or agency, or  
12 any other group or combination acting as an entity.

13 I. **“Settling Defendants”** means 8 Figure Dream Lifestyle LLC, JL Net  
14 Bargains, LLC, Kappy Enterprises, LLC, Millionaire Mind Enterprises LLC, Spirit  
15 Consulting Group, Inc., John A. Bain, Alex Dee (formerly known as Alex S.  
16 Dowlatshahi), Brian M. Kaplan, and Jerrold S. Maurer (also known as Jerry  
17 Maurer).

18 J. **“Telemarketer”** means any Person who, in connection with Telemarketing,  
19 initiates or receives telephone calls to or from a customer or donor.

20 K. **“Telemarketing”** means any plan, program, or campaign which is  
21 conducted to induce the purchase of goods or services or a charitable contribution,  
22 by use of one or more telephones and which involves more than one interstate  
23 telephone call.

24 **ORDER**

25 **I. BAN ON THE SALE OF MONEY-MAKING METHODS**

26 IT IS ORDERED that Settling Defendants are permanently restrained and  
27 enjoined from:

28

1 A. Creating, advertising, marketing, promoting, offering for sale, or selling, or  
2 Assisting Others in creating, advertising, marketing, promoting, offering for sale,  
3 or selling any Money-Making Method;

4 B. Holding, directly or through a third-Person, any ownership or other  
5 financial interest in any business entity that is creating, advertising, marketing,  
6 promoting, offering for sale, or selling, or that Assists Others in creating,  
7 advertising, marketing, promoting, offering for sale, or selling any Money-Making  
8 Method or any product to assist in the creation or development of a Money-Making  
9 Method.

10 **II. BAN ON THE SALE OF INVESTMENT**  
11 **OPPORTUNITIES**

12 IT IS FURTHER ORDERED that Settling Defendants Alex Dee and Spirit  
13 Consulting Group, Inc. are permanently restrained and enjoined from:

14 A. Creating, advertising, marketing, promoting, offering for sale, or selling, or  
15 Assisting Others in creating, advertising, marketing, promoting, offering for sale,  
16 or selling any Investment Opportunity;

17 B. Holding, directly or through a third-Person, any ownership or other  
18 financial interest in any business entity that is creating, advertising, marketing,  
19 promoting, offering for sale, or selling, or that Assists Others in creating,  
20 advertising, marketing, promoting, offering for sale, or selling any Investment  
21 Opportunity or any product to assist in the creation or development of an  
22 Investment Opportunity.

23 **III. BAN ON ROBOCALLS**

24 IT IS FURTHER ORDERED that Settling Defendants, whether acting  
25 directly or indirectly, are permanently restrained and enjoined from:

26 A. Initiating, causing others to initiate, or Assisting Others in initiating any  
27 Outbound Telephone Call that plays or delivers a prerecorded message. Provided,  
28 however, that an Outbound Telephone Call that plays or delivers a prerecorded

1 message shall not violate this Paragraph if Settling Defendant proves that the  
2 prerecorded message (1) was delivered in compliance with the call abandonment  
3 safe harbor in 16 C.F.R. § 310.4(b)(4)(iii); and (2) the content of the prerecorded  
4 message did not contain marketing or advertisement;

5 B. Using prerecorded messages to answer an inbound telephone call.  
6 Provided, however, that such prerecorded messages shall not violate this Paragraph  
7 if Settling Defendant proves that the prerecorded message did not contain  
8 marketing or an advertisement; and

9 C. Holding, directly or through a third-Person, any ownership or other  
10 financial interest in any business entity that engages in any of the acts and practices  
11 listed in Paragraphs A and B of this Section. Provided, however, that it is not a  
12 violation of this Order for Settling Defendants to own a non-controlling interest in  
13 a publicly-traded company that engages in such conduct.

14 **IV. PROHIBITION AGAINST DECEPTIVE AND ABUSIVE**  
15 **TELEMARKETING PRACTICES**

16 IT IS FURTHER ORDERED that Settling Defendants, their officers,  
17 agents, employees, and attorneys and all others in active concert or participation  
18 with any of them, who receive notice of this Order, whether acting directly or  
19 indirectly, are permanently restrained and enjoined from violating, causing others  
20 to violate, or Assisting Others in violating, the Telemarketing Sales Rule, 16 C.F.R.  
21 Part 310, attached as **Appendix A**.

22 **V. PROHIBITION AGAINST MISREPRESENTATIONS OR**  
23 **UNSUBSTANTIATED CLAIMS**

24 IT IS FURTHER ORDERED that Settling Defendants, their officers,  
25 agents, employees, and attorneys and all others in active concert or participation  
26 with any of them, who receive notice of this Order, whether acting directly or  
27 indirectly, in connection with advertising, marketing, promoting, or offering for  
28 sale any good or service, are permanently restrained and enjoined from:

1 A. Misrepresenting or Assisting Others in misrepresenting, expressly or by  
2 implication, including through the use of any business, trade, or program name,  
3 endorsement, or testimonial, any material fact, including:

4 1. Consumers who purchase Settling Defendant's memberships, goods,  
5 or services will earn or are likely to earn substantial income; or

6 2. Any other fact material to consumers concerning any good or service,  
7 such as: the total costs; any refund policy; any material restrictions, limitations, or  
8 conditions; or any material aspect of its performance, efficacy, nature, or central  
9 characteristics.

10 B. Making or Assisting Others in making any representation, expressly or by  
11 implication, about likely revenue, earnings, profit, or income unless the  
12 representation is non-misleading, and, at the time such representation is made,  
13 Settling Defendant possesses and relies upon competent and reliable written  
14 evidence that is sufficient to substantiate that the representation is true.

15 **VI. MONETARY JUDGMENT AND PARTIAL SUSPENSION**

16 IT IS FURTHER ORDERED that:

17 A. Judgment in the amount of \$31,988,016 is entered in favor of the  
18 Commission against Settling Defendants, jointly and severally as equitable  
19 monetary relief.

20 B. In partial satisfaction of the judgment against them, Settling Defendants  
21 are ordered to make the following payments to the Commission by electronic fund  
22 transfer in accordance with instructions to be provided by a representative of the  
23 Commission.

24 1. Settling Defendants shall pay \$418,708.92 to the Commission, which  
25 amount Settling Defendants stipulate their undersigned counsel at Manatt, Phelps  
26 & Phillips, LLP holds in escrow for no purpose other than payment to the  
27 Commission. Such payment must be made within 7 days of entry of this Order.  
28

1           2. Under the Court’s Order of May 19, 2020 (Dkt. No. 102), Settling  
2 Defendants Bain, Dee, Kaplan, and Maurer stipulated to liquidate their  
3 cryptocurrency holdings. Within 7 days of entry of this Order, those defendants  
4 shall pay to the Commission all proceeds from the liquidation of their respective  
5 cryptocurrency accounts and all other funds in those accounts to the Commission.

6           C. In partial satisfaction of the judgment against Settling Defendants:

7           1. U.S. Bank N.A. is ordered to transfer all funds held in the accounts  
8 identified in **Appendix B** to this Order to the Commission by electronic fund  
9 transfer or cashier’s check in accordance with instructions provided by a  
10 representative of the Commission. The funds shall be transferred within 7 days of  
11 entry of this Order.

12           2. Wells Fargo Bank, N.A. is ordered to transfer all funds held in the  
13 accounts identified in **Appendix C** to this Order to the Commission by electronic  
14 fund transfer or cashier’s check in accordance with instructions provided by a  
15 representative of the Commission. The funds shall be transferred within 7 days of  
16 entry of this Order.

17           3. TD Bank, N.A. is ordered to transfer all funds held in account  
18 numbers XXXX [REDACTED] and XXXX [REDACTED], both in the name of Jerry Maurer, and  
19 account number XXXX [REDACTED], in the name of JL Net Bargains, Inc., to the  
20 Commission by electronic fund transfer or cashier’s check in accordance with  
21 instructions provided by a representative of the Commission. The funds shall be  
22 transferred within 7 days of entry of this Order.

23           4. JPMorgan Chase Bank, N.A. is ordered to transfer all funds held in  
24 account numbers XXXX [REDACTED], XXXX [REDACTED], XXXX [REDACTED], and XXXX [REDACTED], each in  
25 the name of Jerry Maurer, to the Commission by electronic fund transfer or  
26 cashier’s check in accordance with instructions provided by a representative of the  
27 Commission. The funds shall be transferred within 7 days of entry of this Order.

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1           5. PayPal Holdings, Inc. is ordered to transfer all funds held in account  
2 number XXXX-█████, in the name of JL Net Bargains, Inc., and account number  
3 XXXX-█████, in the name of Jerry Maurer, to the Commission by electronic fund  
4 transfer in accordance with instructions provided by a representative of the  
5 Commission. The funds shall be transferred within 7 days of entry of this Order.

6           6. Charles Schwab & Co., Inc. is ordered to liquidate at market rate all  
7 securities held in account number XXXX-█████ (“Account”) in the names of Brian  
8 Kaplan and Andrea Kaplan. The liquidation shall occur within 7 days of entry of  
9 this Order. Charles Schwab & Co. is further ordered to transfer all proceeds from  
10 liquidation of the securities in the Account and all other funds in the Account to the  
11 Commission by electronic fund transfer in accordance with instructions provided  
12 by a representative of the Commission. The funds shall be transferred within 14  
13 days of entry of this Order.

14           D. Upon completion of the transfers identified in Subsections B and C, the  
15 remainder of the judgment is suspended, subject to the Subsections below.

16           E. The Commission’s agreement to the suspension of part of the judgment is  
17 expressly premised upon the truthfulness, accuracy, and completeness of Settling  
18 Defendants’ sworn financial statements and related documents (collectively,  
19 “Financial Attestations”) submitted to the Commission, namely:

- 20           1. The Financial Statement of Individual Defendant John A. Bain, dated  
21 July 1, 2019, and bearing Bates numbers 8FDL002271-2286 and 8FDL074308;
- 22           2. The revised Financial Statement of Individual Defendant Alex Dee,  
23 dated September 9, 2019, bearing Bates numbers 8FDL Revised 000028-38;
- 24           3. The Financial Statement of Individual Defendant Brian M. Kaplan,  
25 dated July 1, 2019, and bearing Bates numbers 8FDL003954-3964;
- 26           4. The revised Financial Statement of Individual Defendant Jerrold S.  
27 Maurer, dated October 10, 2019, and bearing Bates numbers 8FDL Revised  
28 000054-71;

1           5. The Financial Statement of Corporate Defendant 8 Figure Dream  
2 Lifestyle LLC, dated July 1, 2019, and bearing Bates numbers 8FDL001402-1417;

3           6. The revised Financial Statement of Corporate Defendant JL Net  
4 Bargains, Inc., dated October 10, 2019, and bearing Bates numbers 8FDL Revised  
5 000072-85;

6           7. The Financial Statement of Corporate Defendant Kappy Enterprises  
7 LLC, dated July 1, 2019, and bearing Bates numbers 8FDL00003967-3980,  
8 including Kappy Enterprises LLC's Income Statement bearing Bates numbers  
9 8FDL003983-88;

10           8. The Financial Statement of Corporate Defendant Millionaire Mind  
11 Enterprises LLC, dated July 1, 2019, and bearing Bates numbers 8FDL00004262-  
12 4275, including Millionaire Mind Enterprises LLC's Income Statement bearing  
13 Bates numbers 8FDL004278-79;

14           9. The revised Financial Statement of Corporate Defendant Spirit  
15 Consulting Group, Inc., dated September 9, 2019, and bearing Bates numbers  
16 8FDL Revised 000039-53;

17           10. The September 17, 2019, letter from Richard P. Lawson, co-counsel  
18 for Settling Defendants, to FTC staff regarding submission of the revised Financial  
19 Statement of Individual Defendant Alex Dee (8FDL Revised 000028-38) and the  
20 revised Financial Statement of Corporate Defendant Spirit Consulting Group, Inc.  
21 (8FDL Revised 000039-53) and bearing Bates numbers FTC-8FDL001000-  
22 001004;

23           11. The October 17, 2019, letter from Richard P. Lawson, co-counsel for  
24 Settling Defendants, to FTC staff regarding submission of the revised Financial  
25 Statement of Individual Defendant Jerrold S. Maurer (8FDL Revised 000054-71)  
26 and the revised Financial Statement of Corporate Defendant J.L. Net Bargains, Inc.  
27 (8FDL Revised 000072-85) and bearing Bates numbers FTC-8FDL001005-  
28 001008; and

1           12. The May 12, 2020 email correspondence between Richard P. Lawson,  
2 co-counsel for Settling Defendants, and FTC staff confirming Jerrold S. Maurer's  
3 holdings of cryptocurrency on the Binance and Coinbase exchanges and bearing  
4 Bates numbers FTC-8FDL001009-001010.

5           F. The suspension of the judgment will be lifted as to any Settling Defendant  
6 if, upon motion by the Commission, the Court finds that the Settling Defendant  
7 failed to disclose any material asset, materially misstated the value of any asset, or  
8 made any other material misstatement or omission in the Financial Attestations  
9 identified above or that Settling Defendant is in default on its obligations under  
10 Subsection B or has interfered in the obligations of any Person under Subsection C.

11           G. If the suspension of the judgment is lifted, the judgment becomes  
12 immediately due in the amount specified in Subsection A (which the parties  
13 stipulate only for purposes of this Section represents the consumer injury alleged in  
14 the Complaint), less any payment previously made pursuant to this Section, plus  
15 interest computed from the date of entry of this Order.

16           H. Settling Defendants relinquish dominion and all legal and equitable right,  
17 title, and interest in all assets transferred pursuant to this Order and may not seek  
18 the return of any assets.

19           I. The facts alleged in the Complaint will be taken as true, without further  
20 proof, in any subsequent civil litigation by or on behalf of the Commission,  
21 including in a proceeding to enforce its rights to any payment or monetary  
22 judgment pursuant to this Order, such as a nondischargeability complaint in any  
23 bankruptcy case.

24           J. The facts alleged in the Complaint establish all elements necessary to  
25 sustain an action by the Commission pursuant to Section 523(a)(2)(A) of the  
26 Bankruptcy Code, 11 U.S.C. § 523(a)(2)(A), and this Order will have collateral  
27 estoppel effect for such purposes.  
28

1 K. Each Settling Defendant acknowledges that its Taxpayer Identification  
2 Number (Employer Identification Number), which each previously submitted to  
3 the Commission, may be used for collecting and reporting on any delinquent  
4 amount arising out of this Order, in accordance with 31 U.S.C. §7701.

5 L. All money paid to the Commission pursuant to this Order may be  
6 deposited into a fund administered by the Commission or its designee to be used  
7 for equitable relief, including consumer redress and any attendant expenses for the  
8 administration of any redress fund. If a representative of the Commission decides  
9 that direct redress to consumers is wholly or partially impracticable or money  
10 remains after redress is completed, the Commission may apply any remaining  
11 money for such other equitable relief (including consumer information remedies)  
12 as it determines to be reasonably related to Defendants' practices alleged in the  
13 Complaint. Any money not used for such equitable relief is to be deposited to the  
14 U.S. Treasury as disgorgement. Settling Defendants have no right to challenge any  
15 actions the Commission or its representatives may take pursuant to this Subsection.

16 M. The asset freeze is modified to permit the payments and transfers identified  
17 in Subsections B and C. Upon completion of all such payments and transfers, the  
18 asset freeze is dissolved as to Settling Defendants.

19 **VII. BAN ON USE OF CUSTOMER INFORMATION**

20 IT IS FURTHER ORDERED that Settling Defendants, their officers,  
21 agents, employees, and attorneys and all others in active concert or participation  
22 with any of them, who receive actual notice of this Order, are permanently  
23 restrained and enjoined from directly or indirectly:

24 A. Failing to provide sufficient customer information to enable the  
25 Commission to efficiently administer consumer redress. Settling Defendants  
26 represent that they have provided this redress information to the Commission. If a  
27 representative of the Commission requests in writing any information related to  
28

1 redress, Settling Defendants must provide it, in the form prescribed by the  
2 Commission, within 14 days;

3 B. Disclosing, using, or benefitting from customer or prospective customer  
4 information, including the name, address, telephone number, email address, social  
5 security number, other identifying information, or any data that enables access to a  
6 customer's or prospective customer's account (including a credit card, bank  
7 account, or other financial account), that any Defendant obtained through or for the  
8 marketing or sale of goods or services under the names 8 Figure Dream Lifestyle,  
9 8FDL, TiDom, OEA, Online Entrepreneur Academy, 14 Day Champion Challenge,  
10 or 14 Day Challenge prior to entry of this Order; and

11 C. Failing to destroy such customer information in all forms in their  
12 possession, custody, or control within 30 days after receipt of written direction to  
13 do so from a representative of the Commission.

14 Provided, however, that customer information need not be disposed of, and  
15 may be disclosed, to the extent requested by a government agency or required by  
16 law, regulation, or court order.

### 17 **VIII. COOPERATION**

18 IT IS FURTHER ORDERED that Settling Defendants must fully cooperate  
19 with representatives of the Commission in this case and in any investigation related  
20 to or associated with the transactions or the occurrences that are the subject of the  
21 Complaint. Settling Defendants must provide truthful and complete information,  
22 evidence, and testimony. Settling Defendants must cause each of their officers,  
23 employees, representatives, or agents to appear for interviews, discovery, hearings,  
24 trials, and any other proceedings that a Commission representative may reasonably  
25 request upon 5 days written notice, or other reasonable notice, at such places and  
26 times as a Commission representative may designate, without the service of a  
27 subpoena. Further, to assist the Commission with any investigation related to or  
28 associated with the transactions or the occurrences that are the subject of the

1 Complaint, and with monitoring each Settling Defendant's compliance with this  
2 order, each Settling Defendant consents, for purposes of the Electronic  
3 Communications Privacy Act, in relevant part 18 U S C §§ 2701-2712, to the  
4 disclosure, by electronic communications service providers and remote computing  
5 service providers, of information, including communications and records,  
6 pertaining to the Settling Defendant's Telemarketing. Each Settling Defendant  
7 further agrees to execute, within 5 days of a request from the Commission, any  
8 forms or other documents evidencing the Settling Defendant's consent that may be  
9 required by such electronic communications service providers or remote  
10 computing service providers.

11 **IX. ORDER ACKNOWLEDGMENTS**

12 IT IS FURTHER ORDERED that Settling Defendants obtain  
13 acknowledgments of receipt of this Order:

14 A. Each Settling Defendant, within 7 days of entry of this Order, must submit  
15 to the Commission an acknowledgment of receipt of this Order sworn under  
16 penalty of perjury.

17 B. For 15 years after entry of this Order, each Individual Defendant for any  
18 business that such defendant, individually or collectively with any other Settling  
19 Defendant, is the majority owner or controls directly or indirectly, and each  
20 corporate Settling Defendant, must deliver a copy of this Order to: (1) all  
21 principals, officers, directors, and LLC managers and members; (2) all employees  
22 having managerial responsibilities for conduct related to the subject matter of the  
23 Order and all agents and representatives who participate in conduct related to the  
24 subject matter of the Order; (3) any business entity resulting from any change in  
25 structure as set forth in the Section titled Compliance Reporting. Delivery must  
26 occur within 7 days of entry of this Order for current personnel. For all others,  
27 delivery must occur before they assume their responsibilities.

28

1 C. From each individual or entity to which a Settling Defendant delivered a  
2 copy of this Order, that defendant must obtain, within 30 days, a signed and dated  
3 acknowledgment of receipt of this Order.

4 **X. COMPLIANCE REPORTING**

5 IT IS FURTHER ORDERED that each Settling Defendant make timely  
6 submissions to the Commission:

7 A. One year after entry of this Order, each Settling Defendant must submit a  
8 compliance report, sworn under penalty of perjury:

9 1. Each Settling Defendant must: (a) identify the primary physical,  
10 postal, and email address and telephone number, as designated points of contact,  
11 which representatives of the Commission may use to communicate with that  
12 defendant; (b) identify all of that defendant's businesses by all of their names,  
13 telephone numbers, and physical, postal, email, and internet addresses; (c) describe  
14 the activities of each business, including the goods and services offered, the means  
15 of advertising, marketing, and sales, and the involvement of any other Settling  
16 Defendant (which each Individual Defendant must describe if that defendant  
17 knows or should know due to their own involvement); (d) describe in detail  
18 whether and how that defendant is in compliance with each Section of this Order;  
19 and (e) provide a copy of each Order Acknowledgment obtained pursuant to this  
20 Order, unless previously submitted to the Commission.

21 2. Additionally, each Individual Defendant must: (a) identify all  
22 telephone numbers and all physical, postal, email and internet addresses, including  
23 all residences; (b) identify all business activities, including any business for which  
24 that defendant performs services whether as an employee or otherwise and any  
25 entity in which that defendant has any ownership interest; and (c) describe in detail  
26 that defendant's involvement in each such business, including title, role,  
27 responsibilities, participation, authority, control, and any ownership.

28

1 B. For 15 years after entry of this Order, each Settling Defendant must submit  
2 a compliance notice, sworn under penalty of perjury, within 14 days of any change  
3 in the following:

4 1. Each Settling Defendant must report any change in: (a) any  
5 designated point of contact; or (b) the structure of any Corporate Defendant or any  
6 entity that an Individual Defendant has any ownership interest in or controls  
7 directly or indirectly that may affect compliance obligations arising under this  
8 Order, including: creation, merger, sale, or dissolution of the entity or any  
9 subsidiary, parent, or affiliate that engages in any acts or practices subject to this  
10 Order.

11 2. Additionally, each Individual Defendant must report any change in:  
12 (a) name, including aliases or fictitious name, or residence address; or (b) title or  
13 role in any business activity, including any business for which that defendant  
14 performs services whether as an employee or otherwise and any entity in which  
15 that defendant has any ownership interest, and identify the name, physical address,  
16 and any internet address of the business or entity.

17 C. Each Settling Defendant must submit to the Commission notice of the  
18 filing of any bankruptcy petition, insolvency proceeding, or similar proceeding by  
19 or against that defendant within 14 days of its filing.

20 D. Any submission to the Commission required by this Order to be sworn  
21 under penalty of perjury must be true and accurate and comply with 28 U.S.C. §  
22 1746, such as by concluding: “I declare under penalty of perjury under the laws of  
23 the United States of America that the foregoing is true and correct. Executed on:  
24 \_\_\_\_\_” and supplying the date, signatory’s full name, title (if applicable), and  
25 signature.

26 E. Unless otherwise directed by a Commission representative in writing, all  
27 submissions to the Commission pursuant to this Order must be emailed to  
28 DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service) to:

1 Associate Director for Enforcement, Bureau of Consumer Protection, Federal  
2 Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580. The  
3 subject line must begin: FTC v. 8 Figure Dream Lifestyle LLC, et al. (name of  
4 Settling Defendant providing submission), No. X190045.

5 **XI. RECORDKEEPING**

6 IT IS FURTHER ORDERED that each Settling Defendant must create  
7 certain records for 15 years after entry of the Order, and retain each such record for  
8 5 years. Specifically, each settling Corporate Defendant and each Individual  
9 Defendant for any business that such defendant, individually or collectively with  
10 any other Defendants, is a majority owner or controls directly or indirectly, must  
11 create and retain the following records:

- 12 A. accounting records showing the revenues from all goods or services sold;
- 13 B. personnel records showing, for each person providing services, whether as  
14 an employee or otherwise, that person's: name; addresses; telephone numbers; job  
15 title or position; dates of service; and (if applicable) the reason for termination;
- 16 C. records of all consumer complaints and refund requests concerning the  
17 subject matter of the Order, whether received directly or indirectly, such as through  
18 a third party, and any response;
- 19 D. all records necessary to demonstrate full compliance with each provision of  
20 this Order, including all submissions to the Commission;
- 21 E. a copy of each unique advertisement or other marketing material;
- 22 F. records of all Telemarketing calls dialed by a Settling Defendant or his  
23 businesses (i.e., majority owner or controls the business), or dialed on behalf of a  
24 Settling Defendant or his businesses by their vendors, contractors, or  
25 telecommunications providers, including for each call: (a) the number called; (b)  
26 the caller ID number displayed; (c) the time and date of the call; (d) the duration of  
27 the call; (e) any telephone number or IP address to which the call was forwarded or  
28 transferred; and (f) the name of the Telemarketing campaign, the identity of the

1 seller on whose behalf the call was placed, and the general nature of the good or  
2 service being marketed; and

3 G. customer files obtained after entry of this Order, including those recorded  
4 on a customer relationship management database, also known as a “CRM,”  
5 showing the names, addresses, telephone numbers, dollar amounts paid, and the  
6 quantity of products purchased, to the extent such information is obtained in the  
7 ordinary course of business.

## 8 **XII. COMPLIANCE MONITORING**

9 IT IS FURTHER ORDERED that, for the purpose of monitoring each  
10 Settling Defendant’s compliance with this Order, including the Financial  
11 Attestations upon which part of the judgment was suspended and any failure to  
12 transfer any assets as required by this Order:

13 A. Within 14 days of receipt of a written request from a representative of the  
14 Commission, each Settling Defendant must: submit additional compliance reports  
15 or other requested information, which must be sworn under penalty of perjury;  
16 appear for depositions; and produce documents for inspection and copying. The  
17 Commission is also authorized to obtain discovery, without further leave of court,  
18 using any of the procedures prescribed by Federal Rules of Civil Procedure 29, 30  
19 (including telephonic depositions), 31, 33, 34, 36, 45, and 69.

20 B. For matters concerning this Order, the Commission is authorized to  
21 communicate directly with each Settling Defendant. Each Settling Defendant must  
22 permit representatives of the Commission to interview any employee or other  
23 person affiliated with any Defendant who has agreed to such an interview. The  
24 person interviewed may have counsel present.

25 C. The Commission may use all other lawful means, including posing,  
26 through its representatives as consumers, suppliers, or other individuals or entities,  
27 to any Settling Defendant or any individual or entity affiliated with a Settling  
28 Defendant, without the necessity of identification or prior notice. Nothing in this

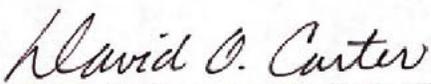
1 Order limits the Commission's lawful use of compulsory process, pursuant to  
2 Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.

3 D. Upon written request from a representative of the Commission, any  
4 consumer reporting agency must furnish consumer reports concerning Individual  
5 Defendants, pursuant to Section 604(1) of the Fair Credit Reporting Act, 15 U.S.C.  
6 §1681b(a)(1).

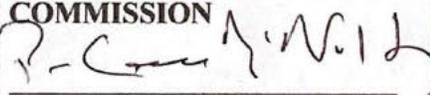
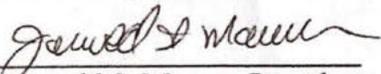
7 **XIII. RETENTION OF JURISDICTION**

8 IT IS FURTHER ORDERED that this Court retains jurisdiction of this  
9 matter for purposes of construction, modification, and enforcement of this Order.

10  
11 **SO ORDERED** this 9th day of September, 2020.

12   
13 \_\_\_\_\_  
14 DAVID O. CARTER  
15 UNITED STATES DISTRICT JUDGE

16 **SO STIPULATED AND AGREED:**

<p>17 <b>DEFENDANT 8 FIGURE</b> 18 <b>DREAM LIFESTYLE LLC</b></p> <p>19 _____</p> <p>20 By: John A. Bain, <i>Owner</i></p>	<p>17 <b>FEDERAL TRADE</b> 18 <b>COMMISSION</b></p> <p>19 </p> <p>20 P. Connell McNulty, Attorney 202-326-2016 / 21 pmcnulty@ftc.gov</p> <p>22 Thomas L. Harris, Attorney 202-326-3620 / tharris1@ftc.gov 202-326-3395 (fax) 23 600 Pennsylvania Avenue, NW 24 Washington, DC 20580</p>
<p>22 <b>DEFENDANT JL NET</b> 23 <b>BARGAINS, INC.</b></p> <p>24 </p> <p>25 By: Jerrold S. Maurer, <i>President</i> 26 <i>and Owner</i></p>	

D. Upon written request from a representative of the Commission, any consumer reporting agency must furnish consumer reports concerning Individual Defendants, pursuant to Section 604(1) of the Fair Credit Reporting Act, 15 U.S.C. §1681b(a)(1).

**XIII. RETENTION OF JURISDICTION**

IT IS FURTHER ORDERED that this Court retains jurisdiction of this matter for purposes of construction, modification, and enforcement of this Order.

**SO ORDERED** this 9th day of September, 2020.

*David O. Carter*

DAVID O. CARTER  
UNITED STATES DISTRICT JUDGE

**SO STIPULATED AND AGREED:**

**DEFENDANT 8 FIGURE  
DREAM LIFESTYLE LLC**

*[Signature]*  
By: John A. Bain, *Owner*

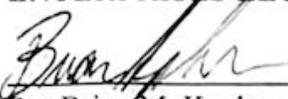
**DEFENDANT JL NET  
BARGAINS, INC.**

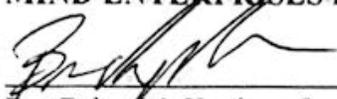
By: Jerrold S. Maurer, *President  
and Owner*

**FEDERAL TRADE  
COMMISSION**

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202-326-2016 /  
pmcnulty@ftc.gov  
Thomas L. Harris, Attorney  
202-326-3620 / tharris1@ftc.gov  
202-326-3395 (fax)  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

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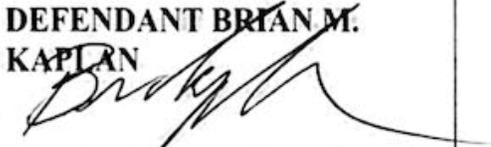
**DEFENDANT KAPPY  
ENTERPRISES LLC**  
  
By: Brian M. Kaplan, *Owner and  
Officer*

**DEFENDANT MILLIONAIRE  
MIND ENTERPRISES LLC**  
  
By: Brian M. Kaplan, *Owner and  
Officer*

**DEFENDANT SPIRIT  
CONSULTING GROUP, INC.**  
\_\_\_\_\_  
By: Alex Dee, *Manager*

**DEFENDANT JOHN A. BAIN**  
\_\_\_\_\_  
*Individually*

**DEFENDANT ALEX DEE**  
\_\_\_\_\_  
*Individually*

**DEFENDANT BRIAN M.  
KAPLAN**  
  
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*Individually*

3  
4 By: Brian M. Kaplan, *Owner and*  
5 *Officer*

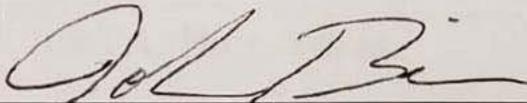
6 **DEFENDANT MILLIONAIRE**  
7 **MIND ENTERPRISES LLC**

8  
9 By: Brian M. Kaplan, *Owner and*  
10 *Officer*

11  
12 **DEFENDANT SPIRIT**  
13 **CONSULTING GROUP, INC.**

14  
15 By: Alex Dee, *Manager*

16  
17 **DEFENDANT JOHN A. BAIN**

18   
19 *Individually*

20  
21 **DEFENDANT ALEX DEE**

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23  
24 *Individually*

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26 **DEFENDANT BRIAN M.**  
27 **KAPLAN**

28 *Individually*

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**DEFENDANT KAPPY  
ENTERPRISES LLC**

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By: Brian M. Kaplan, *Owner and  
Officer*

**DEFENDANT MILLIONAIRE  
MIND ENTERPRISES LLC**

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By: Brian M. Kaplan, *Owner and  
Officer*

**DEFENDANT SPIRIT  
CONSULTING GROUP, INC.**

\_\_\_\_\_  
*AG+R*  
B:

**DEFENDANT JOHN A. BAIN**

\_\_\_\_\_  
*Individually*

**DEFENDANT ALEX DEE**

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*AG+R*  
*In*

**DEFENDANT BRIAN M.  
KAPLAN**

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*Individually*

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**DEFENDANT JERROLD S.  
MAURER**

---

*Individually*

**MANATT, PHELPS &  
PHILLIPS LLP**

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*Enterprises LLC, Millionaire*

*Mind Enterprises LLC, Spirit*

*Consulting Group Inc., John A.*

*Bain, Alex Dee, Brian M. Kaplan,*

*and Jerrold S. Maurer*

*And*

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**DEFENDANT JERROLD S.  
MAURER**

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*Individually*

**MANATT, PHELPS &  
PHILLIPS LLP**

*Christine M. Reilly*

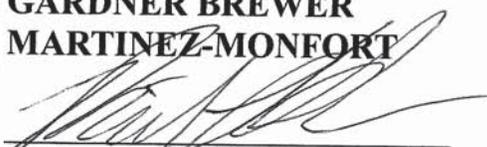
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Mind Enterprises LLC, Spirit  
Consulting Group Inc., John A.  
Bain, Alex Dee, Brian M. Kaplan,  
and Jerrold S. Maurer*

*And*

**GARDNER BREWER  
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Net Bargains Inc., Kappy  
Enterprises LLC, Millionaire  
Mind Enterprises LLC, Spirit  
Consulting Group Inc., John A.  
Bain, Alex Dee, Brian M. Kaplan,  
and Jerrold S. Maurer*

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**PART 310—TELEMARKETING SALES  
RULE 16 CFR PART 310**

- Sec.  
310.1 Scope of regulations in this part.  
310.2 Definitions.  
310.3 Deceptive telemarketing acts or practices.  
310.4 Abusive telemarketing acts or practices.  
310.5 Recordkeeping requirements.  
310.6 Exemptions.  
310.7 Actions by states and private persons.  
310.8 Fee for access to the National Do Not Call Registry.  
310.9 Severability.

AUTHORITY: 15 U.S.C. 6101-6108.

SOURCE: 75 FR 48516, Aug. 10, 2010, unless otherwise noted.

**§ 310.1 Scope of regulations in this part.**

This part implements the Telemarketing and Consumer Fraud and Abuse Prevention Act, 15 U.S.C. 6101-6108, as amended.

**§ 310.2 Definitions.**

(a) *Acquirer* means a business organization, financial institution, or an agent of a business organization or financial institution that has authority from an organization that operates or licenses a credit card system to authorize merchants to accept, transmit, or process payment by credit card through the credit card system for money, goods or services, or anything else of value.

**Federal Trade Commission**

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(b) *Attorney General* means the chief legal officer of a state.

(c) *Billing information* means any data that enables any person to access a customer's or donor's account, such as a credit card, checking, savings, share or similar account, utility bill, mortgage loan account, or debit card.

(d) *Caller identification service* means a service that allows a telephone subscriber to have the telephone number, and, where available, name of the calling party transmitted contemporaneously with the telephone call, and displayed on a device in or connected to the subscriber's telephone.

(e) *Cardholder* means a person to whom a credit card is issued or who is authorized to use a credit card on behalf of or in addition to the person to whom the credit card is issued.

(f) *Cash-to-cash money transfer* means the electronic (as defined in section 106(2) of the Electronic Signatures in Global and National Commerce Act (15 U.S.C. 7006(2))) transfer of the value of cash received from one person to another person in a different location that is sent by a money transfer provider and received in the form of cash. For purposes of this definition, *money transfer provider* means any person or financial institution that provides cash-to-cash money transfers for a person in the normal course of its business, whether or not the person holds an account with such person or financial institution. The term *cash-to-cash money transfer* includes a remittance transfer, as defined in section 919(g)(2) of the Electronic Fund Transfer Act ("EFTA"), 15 U.S.C. 1693a, that is a cash-to-cash transaction; however it does not include any transaction that is:

- (1) An electronic fund transfer as defined in section 903 of the EFTA;
- (2) Covered by Regulation E, 12 CFR 1005.20, pertaining to gift cards; or
- (3) Subject to the Truth in Lending Act, 15 U.S.C. 1601 *et seq.*

(g) *Cash reload mechanism* is a device, authorization code, personal identification number, or other security measure that makes it possible for a person to convert cash into an electronic (as defined in section 106(2) of the Electronic Signatures in Global and National Commerce Act (15 U.S.C. 7006(2))) form

that can be used to add funds to a general-use prepaid card, as defined in Regulation E, 12 CFR 1005.2, or an account with a payment intermediary. For purposes of this definition, a cash reload mechanism is not itself a general-use prepaid debit card or a swipe reload process or similar method in which funds are added directly onto a person's own general-use prepaid card or account with a payment intermediary.

(h) *Charitable contribution* means any donation or gift of money or any other thing of value.

(i) *Commission* means the Federal Trade Commission.

(j) *Credit* means the right granted by a creditor to a debtor to defer payment of debt or to incur debt and defer its payment.

(k) *Credit card* means any card, plate, coupon book, or other credit device existing for the purpose of obtaining money, property, labor, or services on credit.

(l) *Credit card sales draft* means any record or evidence of a credit card transaction.

(m) *Credit card system* means any method or procedure used to process credit card transactions involving credit cards issued or licensed by the operator of that system.

(n) *Customer* means any person who is or may be required to pay for goods or services offered through telemarketing.

(o) *Debt relief service* means any program or service represented, directly or by implication, to renegotiate, settle, or in any way alter the terms of payment or other terms of the debt between a person and one or more unsecured creditors or debt collectors, including, but not limited to, a reduction in the balance, interest rate, or fees owed by a person to an unsecured creditor or debt collector.

(p) *Donor* means any person solicited to make a charitable contribution.

(q) *Established business relationship* means a relationship between a seller and a consumer based on:

- (1) the consumer's purchase, rental, or lease of the seller's goods or services or a financial transaction between the

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consumer and seller, within the eighteen (18) months immediately preceding the date of a telemarketing call; or

(2) the consumer's inquiry or application regarding a product or service offered by the seller, within the three (3) months immediately preceding the date of a telemarketing call.

(r) *Free-to-pay conversion* means, in an offer or agreement to sell or provide any goods or services, a provision under which a customer receives a product or service for free for an initial period and will incur an obligation to pay for the product or service if he or she does not take affirmative action to cancel before the end of that period.

(s) *Investment opportunity* means anything, tangible or intangible, that is offered, offered for sale, sold, or traded based wholly or in part on representations, either express or implied, about past, present, or future income, profit, or appreciation.

(t) *Material* means likely to affect a person's choice of, or conduct regarding, goods or services or a charitable contribution.

(u) *Merchant* means a person who is authorized under a written contract with an acquirer to honor or accept credit cards, or to transmit or process for payment credit card payments, for the purchase of goods or services or a charitable contribution.

(v) *Merchant agreement* means a written contract between a merchant and an acquirer to honor or accept credit cards, or to transmit or process for payment credit card payments, for the purchase of goods or services or a charitable contribution.

(w) *Negative option feature* means, in an offer or agreement to sell or provide any goods or services, a provision under which the customer's silence or failure to take an affirmative action to reject goods or services or to cancel the agreement is interpreted by the seller as acceptance of the offer.

(x) *Outbound telephone call* means a telephone call initiated by a telemarketer to induce the purchase of goods or services or to solicit a charitable contribution.

(y) *Person* means any individual, group, unincorporated association, limited or general partnership, corporation, or other business entity.

(z) *Preacquired account information* means any information that enables a seller or telemarketer to cause a charge to be placed against a customer's or donor's account without obtaining the account number directly from the customer or donor during the telemarketing transaction pursuant to which the account will be charged.

(aa) *Prize* means anything offered, or purportedly offered, and given, or purportedly given, to a person by chance. For purposes of this definition, chance exists if a person is guaranteed to receive an item and, at the time of the offer or purported offer, the telemarketer does not identify the specific item that the person will receive.

(bb) *Prize promotion* means:

(1) A sweepstakes or other game of chance; or

(2) An oral or written express or implied representation that a person has won, has been selected to receive, or may be eligible to receive a prize or purported prize.

(cc) *Remotely created payment order* means any payment instruction or order drawn on a person's account that is created by the payee or the payee's agent and deposited into or cleared through the check clearing system. The term includes, without limitation, a "remotely created check," as defined in Regulation CC, Availability of Funds and Collection of Checks, 12 CFR 229.2(fff), but does not include a payment order cleared through an Automated Clearinghouse (ACH) Network or subject to the Truth in Lending Act, 15 U.S.C. 1601 *et seq.*, and Regulation Z, 12 CFR part 1026.

(dd) *Seller* means any person who, in connection with a telemarketing transaction, provides, offers to provide, or arranges for others to provide goods or services to the customer in exchange for consideration.

(ee) *State* means any state of the United States, the District of Columbia, Puerto Rico, the Northern Mariana Islands, and any territory or possession of the United States.

(ff) *Telemarketer* means any person who, in connection with telemarketing, initiates or receives telephone calls to or from a customer or donor.

(gg) *Telemarketing* means a plan, program, or campaign which is conducted

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to induce the purchase of goods or services or a charitable contribution, by use of one or more telephones and which involves more than one interstate telephone call. The term does not include the solicitation of sales through the mailing of a catalog which: contains a written description or illustration of the goods or services offered for sale; includes the business address of the seller; includes multiple pages of written material or illustrations; and has been issued not less frequently than once a year, when the person making the solicitation does not solicit customers by telephone but only receives calls initiated by customers in response to the catalog and during those calls takes orders only without further solicitation. For purposes of the previous sentence, the term “further solicitation” does not include providing the customer with information about, or attempting to sell, any other item included in the same catalog which prompted the customer’s call or in a substantially similar catalog.

(hh) *Upselling* means soliciting the purchase of goods or services following an initial transaction during a single telephone call. The upsell is a separate telemarketing transaction, not a continuation of the initial transaction. An “external upsell” is a solicitation made by or on behalf of a seller different from the seller in the initial transaction, regardless of whether the initial transaction and the subsequent solicitation are made by the same telemarketer. An “internal upsell” is a solicitation made by or on behalf of the same seller as in the initial transaction, regardless of whether the initial transaction and subsequent solicitation are made by the same telemarketer.

[75 FR 48516, Aug. 10, 2010, as amended at 80 FR 77557, Dec. 14, 2015]

**§ 310.3 Deceptive telemarketing acts or practices.**

(a) *Prohibited deceptive telemarketing acts or practices.* It is a deceptive telemarketing act or practice and a violation of this Rule for any seller or telemarketer to engage in the following conduct:

(1) Before a customer consents to pay<sup>659</sup> for goods or services offered, failing to disclose truthfully, in a clear and conspicuous manner, the following material information:

(i) The total costs to purchase, receive, or use, and the quantity of, any goods or services that are the subject of the sales offer;<sup>660</sup>

(ii) All material restrictions, limitations, or conditions to purchase, receive, or use the goods or services that are the subject of the sales offer;

(iii) If the seller has a policy of not making refunds, cancellations, exchanges, or repurchases, a statement informing the customer that this is the seller’s policy; or, if the seller or telemarketer makes a representation about a refund, cancellation, exchange, or repurchase policy, a statement of all material terms and conditions of such policy;

(iv) In any prize promotion, the odds of being able to receive the prize, and, if the odds are not calculable in advance, the factors used in calculating the odds; that no purchase or payment is required to win a prize or to participate in a prize promotion and that any purchase or payment will not increase the person’s chances of winning; and the no-purchase/no-payment method of participating in the prize promotion with either instructions on how to participate or an address or local or toll-free telephone number to which customers may write or call for information on how to participate;

<sup>659</sup> When a seller or telemarketer uses, or directs a customer to use, a courier to transport payment, the seller or telemarketer must make the disclosures required by §310.3(a)(1) before sending a courier to pick up payment or authorization for payment, or directing a customer to have a courier pick up payment or authorization for payment. In the case of debt relief services, the seller or telemarketer must make the disclosures required by §310.3(a)(1) before the consumer enrolls in an offered program.

<sup>660</sup> For offers of consumer credit products subject to the Truth in Lending Act, 15 U.S.C. 1601 *et seq.*, and Regulation Z, 12 CFR 226, compliance with the disclosure requirements under the Truth in Lending Act and Regulation Z shall constitute compliance with §310.3(a)(1)(i) of this Rule.

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(v) All material costs or conditions to receive or redeem a prize that is the subject of the prize promotion;

(vi) In the sale of any goods or services represented to protect, insure, or otherwise limit a customer's liability in the event of unauthorized use of the customer's credit card, the limits on a cardholder's liability for unauthorized use of a credit card pursuant to 15 U.S.C. 1643;

(vii) If the offer includes a negative option feature, all material terms and conditions of the negative option feature, including, but not limited to, the fact that the customer's account will be charged unless the customer takes an affirmative action to avoid the charge(s), the date(s) the charge(s) will be submitted for payment, and the specific steps the customer must take to avoid the charge(s); and

(viii) In the sale of any debt relief service:

(A) the amount of time necessary to achieve the represented results, and to the extent that the service may include a settlement offer to any of the customer's creditors or debt collectors, the time by which the debt relief service provider will make a bona fide settlement offer to each of them;

(B) to the extent that the service may include a settlement offer to any of the customer's creditors or debt collectors, the amount of money or the percentage of each outstanding debt that the customer must accumulate before the debt relief service provider will make a bona fide settlement offer to each of them;

(C) to the extent that any aspect of the debt relief service relies upon or results in the customer's failure to make timely payments to creditors or debt collectors, that the use of the debt relief service will likely adversely affect the customer's creditworthiness, may result in the customer being subject to collections or sued by creditors or debt collectors, and may increase the amount of money the customer owes due to the accrual of fees and interest; and

(D) to the extent that the debt relief service requests or requires the customer to place funds in an account at an insured financial institution, that the customer owns the funds held in

the account, the customer may withdraw from the debt relief service at any time without penalty, and, if the customer withdraws, the customer must receive all funds in the account, other than funds earned by the debt relief service in compliance with §310.4(a)(5)(i)(A) through (C).

(2) Misrepresenting, directly or by implication, in the sale of goods or services any of the following material information:

(i) The total costs to purchase, receive, or use, and the quantity of, any goods or services that are the subject of a sales offer;

(ii) Any material restriction, limitation, or condition to purchase, receive, or use goods or services that are the subject of a sales offer;

(iii) Any material aspect of the performance, efficacy, nature, or central characteristics of goods or services that are the subject of a sales offer;

(iv) Any material aspect of the nature or terms of the seller's refund, cancellation, exchange, or repurchase policies;

(v) Any material aspect of a prize promotion including, but not limited to, the odds of being able to receive a prize, the nature or value of a prize, or that a purchase or payment is required to win a prize or to participate in a prize promotion;

(vi) Any material aspect of an investment opportunity including, but not limited to, risk, liquidity, earnings potential, or profitability;

(vii) A seller's or telemarketer's affiliation with, or endorsement or sponsorship by, any person or government entity;

(viii) That any customer needs offered goods or services to provide protections a customer already has pursuant to 15 U.S.C. 1643;

(ix) Any material aspect of a negative option feature including, but not limited to, the fact that the customer's account will be charged unless the customer takes an affirmative action to avoid the charge(s), the date(s) the charge(s) will be submitted for payment, and the specific steps the customer must take to avoid the charge(s); or

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(x) Any material aspect of any debt relief service, including, but not limited to, the amount of money or the percentage of the debt amount that a customer may save by using such service; the amount of time necessary to achieve the represented results; the amount of money or the percentage of each outstanding debt that the customer must accumulate before the provider of the debt relief service will initiate attempts with the customer's creditors or debt collectors or make a bona fide offer to negotiate, settle, or modify the terms of the customer's debt; the effect of the service on a customer's creditworthiness; the effect of the service on collection efforts of the customer's creditors or debt collectors; the percentage or number of customers who attain the represented results; and whether a debt relief service is offered or provided by a non-profit entity.

(3) Causing billing information to be submitted for payment, or collecting or attempting to collect payment for goods or services or a charitable contribution, directly or indirectly, without the customer's or donor's express verifiable authorization, except when the method of payment used is a credit card subject to protections of the Truth in Lending Act and Regulation Z,<sup>661</sup> or a debit card subject to the protections of the Electronic Fund Transfer Act and Regulation E,<sup>662</sup> Such authorization shall be deemed verifiable if any of the following means is employed:

(i) Express written authorization by the customer or donor, which includes the customer's or donor's signature;<sup>663</sup>

(ii) Express oral authorization which is audio-recorded and made available upon request to the customer or donor, and the customer's or donor's bank or other billing entity, and which evidences clearly both the customer's or

donor's authorization of payment for the goods or services or charitable contribution that are the subject of the telemarketing transaction and the customer's or donor's receipt of all of the following information:

(A) An accurate description, clearly and conspicuously stated, of the goods or services or charitable contribution for which payment authorization is sought;

(B) The number of debits, charges, or payments (if more than one);

(C) The date(s) the debit(s), charge(s), or payment(s) will be submitted for payment;

(D) The amount(s) of the debit(s), charge(s), or payment(s);

(E) The customer's or donor's name;

(F) The customer's or donor's billing information, identified with sufficient specificity such that the customer or donor understands what account will be used to collect payment for the goods or services or charitable contribution that are the subject of the telemarketing transaction;

(G) A telephone number for customer or donor inquiry that is answered during normal business hours; and

(H) The date of the customer's or donor's oral authorization; or

(iii) Written confirmation of the transaction, identified in a clear and conspicuous manner as such on the outside of the envelope, sent to the customer or donor via first class mail prior to the submission for payment of the customer's or donor's billing information, and that includes all of the information contained in §§310.3(a)(3)(ii)(A)-(G) and a clear and conspicuous statement of the procedures by which the customer or donor can obtain a refund from the seller or telemarketer or charitable organization in the event the confirmation is inaccurate; provided, however, that this means of authorization shall not be deemed verifiable in instances in which goods or services are offered in a transaction involving a free-to-pay conversion and preacquired account information.

(4) Making a false or misleading statement to induce any person to pay for goods or services or to induce a charitable contribution.

<sup>661</sup> Truth in Lending Act, 15 U.S.C. 1601 *et seq.*, and Regulation Z, 12 CFR part 226.

<sup>662</sup> Electronic Fund Transfer Act, 15 U.S.C. 1693 *et seq.*, and Regulation E, 12 CFR part 205.

<sup>663</sup> For purposes of this Rule, the term "signature" shall include an electronic or digital form of signature, to the extent that such form of signature is recognized as a valid signature under applicable federal law or state contract law.

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(b) *Assisting and facilitating.* It is a deceptive telemarketing act or practice and a violation of this Rule for a person to provide substantial assistance or support to any seller or telemarketer when that person knows or consciously avoids knowing that the seller or telemarketer is engaged in any act or practice that violates §§310.3(a), (c) or (d), or §310.4 of this Rule.

(c) *Credit card laundering.* Except as expressly permitted by the applicable credit card system, it is a deceptive telemarketing act or practice and a violation of this Rule for:

(1) A merchant to present to or deposit into, or cause another to present to or deposit into, the credit card system for payment, a credit card sales draft generated by a telemarketing transaction that is not the result of a telemarketing credit card transaction between the cardholder and the merchant;

(2) Any person to employ, solicit, or otherwise cause a merchant, or an employee, representative, or agent of the merchant, to present to or deposit into the credit card system for payment, a credit card sales draft generated by a telemarketing transaction that is not the result of a telemarketing credit card transaction between the cardholder and the merchant; or

(3) Any person to obtain access to the credit card system through the use of a business relationship or an affiliation with a merchant, when such access is not authorized by the merchant agreement or the applicable credit card system.

(d) *Prohibited deceptive acts or practices in the solicitation of charitable contributions.* It is a fraudulent charitable solicitation, a deceptive telemarketing act or practice, and a violation of this Rule for any telemarketer soliciting charitable contributions to misrepresent, directly or by implication, any of the following material information:

(1) The nature, purpose, or mission of any entity on behalf of which a charitable contribution is being requested;

(2) That any charitable contribution is tax deductible in whole or in part;

(3) The purpose for which any charitable contribution will be used;

(4) The percentage or amount of any charitable contribution that will go to

a charitable organization or to any particular charitable program;

(5) Any material aspect of a prize promotion including, but not limited to: the odds of being able to receive a prize; the nature or value of a prize; or that a charitable contribution is required to win a prize or to participate in a prize promotion; or

(6) A charitable organization's or telemarketer's affiliation with, or endorsement or sponsorship by, any person or government entity.

[75 FR 48516, Aug. 10, 2010, as amended at 80 FR 77558, Dec. 14, 2015]

**§310.4 Abusive telemarketing acts or practices.**

(a) *Abusive conduct generally.* It is an abusive telemarketing act or practice and a violation of this Rule for any seller or telemarketer to engage in the following conduct:

(1) Threats, intimidation, or the use of profane or obscene language;

(2) Requesting or receiving payment of any fee or consideration for goods or services represented to remove derogatory information from, or improve, a person's credit history, credit record, or credit rating until:

(i) The time frame in which the seller has represented all of the goods or services will be provided to that person has expired; and

(ii) The seller has provided the person with documentation in the form of a consumer report from a consumer reporting agency demonstrating that the promised results have been achieved, such report having been issued more than six months after the results were achieved. Nothing in this Rule should be construed to affect the requirement in the Fair Credit Reporting Act, 15 U.S.C. 1681, that a consumer report may only be obtained for a specified permissible purpose;

(3) Requesting or receiving payment of any fee or consideration from a person for goods or services represented to recover or otherwise assist in the return of money or any other item of value paid for by, or promised to, that person in a previous transaction, until seven (7) business days after such money or other item is delivered to that person. This provision shall not

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apply to goods or services provided to a person by a licensed attorney;

(4) Requesting or receiving payment of any fee or consideration in advance of obtaining a loan or other extension of credit when the seller or telemarketer has guaranteed or represented a high likelihood of success in obtaining or arranging a loan or other extension of credit for a person;

(5)(i) Requesting or receiving payment of any fee or consideration for any debt relief service until and unless:

(A) The seller or telemarketer has renegotiated, settled, reduced, or otherwise altered the terms of at least one debt pursuant to a settlement agreement, debt management plan, or other such valid contractual agreement executed by the customer;

(B) The customer has made at least one payment pursuant to that settlement agreement, debt management plan, or other valid contractual agreement between the customer and the creditor or debt collector; and

(C) To the extent that debts enrolled in a service are renegotiated, settled, reduced, or otherwise altered individually, the fee or consideration either:

(1) Bears the same proportional relationship to the total fee for renegotiating, settling, reducing, or altering the terms of the entire debt balance as the individual debt amount bears to the entire debt amount. The individual debt amount and the entire debt amount are those owed at the time the debt was enrolled in the service; or

(2) Is a percentage of the amount saved as a result of the renegotiation, settlement, reduction, or alteration. The percentage charged cannot change from one individual debt to another. The amount saved is the difference between the amount owed at the time the debt was enrolled in the service and the amount actually paid to satisfy the debt.

(ii) Nothing in §310.4(a)(5)(i) prohibits requesting or requiring the customer to place funds in an account to be used for the debt relief provider's fees and for payments to creditors or debt collectors in connection with the renegotiation, settlement, reduction, or other alteration of the terms of payment or other terms of a debt, provided that:

(A) The funds are held in an account at an insured financial institution;

(B) The customer owns the funds held in the account and is paid accrued interest on the account, if any;

(C) The entity administering the account is not owned or controlled by, or in any way affiliated with, the debt relief service;

(D) The entity administering the account does not give or accept any money or other compensation in exchange for referrals of business involving the debt relief service; and

(E) The customer may withdraw from the debt relief service at any time without penalty, and must receive all funds in the account, other than funds earned by the debt relief service in compliance with §310.4(a)(5)(i)(A) through (C), within seven (7) business days of the customer's request.

(6) Disclosing or receiving, for consideration, unencrypted consumer account numbers for use in telemarketing; provided, however, that this paragraph shall not apply to the disclosure or receipt of a customer's or donor's billing information to process a payment for goods or services or a charitable contribution pursuant to a transaction;

(7) Causing billing information to be submitted for payment, directly or indirectly, without the express informed consent of the customer or donor. In any telemarketing transaction, the seller or telemarketer must obtain the express informed consent of the customer or donor to be charged for the goods or services or charitable contribution and to be charged using the identified account. In any telemarketing transaction involving preacquired account information, the requirements in paragraphs (a)(7)(i) through (ii) of this section must be met to evidence express informed consent.

(i) In any telemarketing transaction involving preacquired account information and a free-to-pay conversion feature, the seller or telemarketer must:

(A) Obtain from the customer, at a minimum, the last four (4) digits of the account number to be charged;

(B) Obtain from the customer his or her express agreement to be charged for the goods or services and to be

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charged using the account number pursuant to paragraph (a)(7)(i)(A) of this section; and,

(C) Make and maintain an audio recording of the entire telemarketing transaction.

(ii) In any other telemarketing transaction involving preacquired account information not described in paragraph (a)(7)(i) of this section, the seller or telemarketer must:

(A) At a minimum, identify the account to be charged with sufficient specificity for the customer or donor to understand what account will be charged; and

(B) Obtain from the customer or donor his or her express agreement to be charged for the goods or services and to be charged using the account number identified pursuant to paragraph (a)(7)(ii)(A) of this section;

(8) Failing to transmit or cause to be transmitted the telephone number, and, when made available by the telemarketer's carrier, the name of the telemarketer, to any caller identification service in use by a recipient of a telemarketing call; provided that it shall not be a violation to substitute (for the name and phone number used in, or billed for, making the call) the name of the seller or charitable organization on behalf of which a telemarketing call is placed, and the seller's or charitable organization's customer or donor service telephone number, which is answered during regular business hours;

(9) Creating or causing to be created, directly or indirectly, a remotely created payment order as payment for goods or services offered or sold through telemarketing or as a charitable contribution solicited or sought through telemarketing; or

(10) Accepting from a customer or donor, directly or indirectly, a cash-to-cash money transfer or cash reload mechanism as payment for goods or services offered or sold through telemarketing or as a charitable contribution solicited or sought through telemarketing.

(b) *Pattern of calls.* (1) It is an abusive telemarketing act or practice and a violation of this Rule for a telemarketer to engage in, or for a seller

to cause a telemarketer to engage in, the following conduct:

(i) Causing any telephone to ring, or engaging any person in telephone conversation, repeatedly or continuously with intent to annoy, abuse, or harass any person at the called number;

(ii) Denying or interfering in any way, directly or indirectly, with a person's right to be placed on any registry of names and/or telephone numbers of persons who do not wish to receive outbound telephone calls established to comply with paragraph (b)(1)(iii)(A) of this section, including, but not limited to, harassing any person who makes such a request; hanging up on that person; failing to honor the request; requiring the person to listen to a sales pitch before accepting the request; assessing a charge or fee for honoring the request; requiring a person to call a different number to submit the request; and requiring the person to identify the seller making the call or on whose behalf the call is made;

(iii) Initiating any outbound telephone call to a person when:

(A) That person previously has stated that he or she does not wish to receive an outbound telephone call made by or on behalf of the seller whose goods or services are being offered or made on behalf of the charitable organization for which a charitable contribution is being solicited; or

(B) That person's telephone number is on the "do-not-call" registry, maintained by the Commission, of persons who do not wish to receive outbound telephone calls to induce the purchase of goods or services unless the seller or telemarketer:

(1) Can demonstrate that the seller has obtained the express agreement, in writing, of such person to place calls to that person. Such written agreement shall clearly evidence such person's authorization that calls made by or on behalf of a specific party may be placed to that person, and shall include the telephone number to which the calls may be placed and the signature<sup>664</sup> of that person; or

<sup>664</sup> For purposes of this Rule, the term "signature" shall include an electronic or digital form of signature, to the extent that such form of signature is recognized as a

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(2) Can demonstrate that the seller has an established business relationship with such person, and that person has not stated that he or she does not wish to receive outbound telephone calls under paragraph (b)(1)(iii)(A) of this section; or

(iv) Abandoning any outbound telephone call. An outbound telephone call is “abandoned” under this section if a person answers it and the telemarketer does not connect the call to a sales representative within two (2) seconds of the person’s completed greeting.

(v) Initiating any outbound telephone call that delivers a prerecorded message, other than a prerecorded message permitted for compliance with the call abandonment safe harbor in §310.4(b)(4)(iii), unless:

(A) In any such call to induce the purchase of any good or service, the seller has obtained from the recipient of the call an express agreement, in writing, that:

(i) The seller obtained only after a clear and conspicuous disclosure that the purpose of the agreement is to authorize the seller to place prerecorded calls to such person;

(ii) The seller obtained without requiring, directly or indirectly, that the agreement be executed as a condition of purchasing any good or service;

(iii) Evidences the willingness of the recipient of the call to receive calls that deliver prerecorded messages by or on behalf of a specific seller; and

(iv) Includes such person’s telephone number and signature;<sup>665</sup> and

(B) In any such call to induce the purchase of any good or service, or to induce a charitable contribution from a member of, or previous donor to, a non-profit charitable organization on whose behalf the call is made, the seller or telemarketer:

(i) Allows the telephone to ring for at least fifteen (15) seconds or four (4) rings before disconnecting an unanswered call; and

valid signature under applicable federal law or state contract law.

<sup>665</sup> For purposes of this Rule, the term “signature” shall include an electronic or digital form of signature, to the extent that such form of signature is recognized as a valid signature under applicable federal law or state contract law.

(ii) Within two (2) seconds after the completed greeting of the person called, plays a prerecorded message that promptly provides the disclosures required by §310.4(d) or (e), followed immediately by a disclosure of one or both of the following:

(A) In the case of a call that could be answered in person by a consumer, that the person called can use an automated interactive voice and/or keypress-activated opt-out mechanism to assert a Do Not Call request pursuant to §310.4(b)(1)(iii)(A) at any time during the message. The mechanism must:

(1) Automatically add the number called to the seller’s entity-specific Do Not Call list;

(2) Once invoked, immediately disconnect the call; and

(3) Be available for use at any time during the message; and

(B) In the case of a call that could be answered by an answering machine or voicemail service, that the person called can use a toll-free telephone number to assert a Do Not Call request pursuant to §310.4(b)(1)(iii)(A). The number provided must connect directly to an automated interactive voice or keypress-activated opt-out mechanism that:

(1) Automatically adds the number called to the seller’s entity-specific Do Not Call list;

(2) Immediately thereafter disconnects the call; and

(3) Is accessible at any time throughout the duration of the telemarketing campaign; and

(iii) Complies with all other requirements of this part and other applicable federal and state laws.

(C) Any call that complies with all applicable requirements of this paragraph (v) shall not be deemed to violate §310.4(b)(1)(iv) of this part.

(D) This paragraph (v) shall not apply to any outbound telephone call that delivers a prerecorded healthcare message made by, or on behalf of, a covered entity or its business associate, as those terms are defined in the HIPAA Privacy Rule, 45 CFR 160.103.

(2) It is an abusive telemarketing act or practice and a violation of this Rule for any person to sell, rent, lease, purchase, or use any list established to comply with §310.4(b)(1)(iii)(A), or

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maintained by the Commission pursuant to §310.4(b)(1)(iii)(B), for any purpose except compliance with the provisions of this Rule or otherwise to prevent telephone calls to telephone numbers on such lists.

(3) A seller or telemarketer will not be liable for violating §310.4(b)(1)(ii) and (iii) if it can demonstrate that, as part of the seller's or telemarketer's routine business practice:

(i) It has established and implemented written procedures to comply with §310.4(b)(1)(ii) and (iii);

(ii) It has trained its personnel, and any entity assisting in its compliance, in the procedures established pursuant to §310.4(b)(3)(i);

(iii) The seller, or a telemarketer or another person acting on behalf of the seller or charitable organization, has maintained and recorded a list of telephone numbers the seller or charitable organization may not contact, in compliance with §310.4(b)(1)(iii)(A);

(iv) The seller or a telemarketer uses a process to prevent telemarketing to any telephone number on any list established pursuant to §310.4(b)(3)(iii) or 310.4(b)(1)(iii)(B), employing a version of the "do-not-call" registry obtained from the Commission no more than thirty-one (31) days prior to the date any call is made, and maintains records documenting this process;

(v) The seller or a telemarketer or another person acting on behalf of the seller or charitable organization, monitors and enforces compliance with the procedures established pursuant to §310.4(b)(3)(i); and

(vi) Any subsequent call otherwise violating paragraph (b)(1)(ii) or (iii) of this section is the result of error and not of failure to obtain any information necessary to comply with a request pursuant to paragraph (b)(1)(iii)(A) of this section not to receive further calls by or on behalf of a seller or charitable organization.

(4) A seller or telemarketer will not be liable for violating §310.4(b)(1)(iv) if:

(i) The seller or telemarketer employs technology that ensures abandonment of no more than three (3) percent of all calls answered by a person, measured over the duration of a single calling campaign, if less than 30 days, or separately over each successive 30-

day period or portion thereof that the campaign continues.

(ii) The seller or telemarketer, for each telemarketing call placed, allows the telephone to ring for at least fifteen (15) seconds or four (4) rings before disconnecting an unanswered call;

(iii) Whenever a sales representative is not available to speak with the person answering the call within two (2) seconds after the person's completed greeting, the seller or telemarketer promptly plays a recorded message that states the name and telephone number of the seller on whose behalf the call was placed<sup>666</sup>; and

(iv) The seller or telemarketer, in accordance with §310.5(b)-(d), retains records establishing compliance with §310.4(b)(4)(i)-(iii).

(c) *Calling time restrictions.* Without the prior consent of a person, it is an abusive telemarketing act or practice and a violation of this Rule for a telemarketer to engage in outbound telephone calls to a person's residence at any time other than between 8:00 a.m. and 9:00 p.m. local time at the called person's location.

(d) *Required oral disclosures in the sale of goods or services.* It is an abusive telemarketing act or practice and a violation of this Rule for a telemarketer in an outbound telephone call or internal or external upsell to induce the purchase of goods or services to fail to disclose truthfully, promptly, and in a clear and conspicuous manner to the person receiving the call, the following information:

(1) The identity of the seller;

(2) That the purpose of the call is to sell goods or services;

(3) The nature of the goods or services; and

(4) That no purchase or payment is necessary to be able to win a prize or participate in a prize promotion if a prize promotion is offered and that any purchase or payment will not increase the person's chances of winning. This disclosure must be made before or in conjunction with the description of the prize to the person called. If requested

<sup>666</sup> This provision does not affect any seller's or telemarketer's obligation to comply with relevant state and federal laws, including but not limited to the TCPA, 47 U.S.C. 227, and 47 CFR part 64.1200.

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by that person, the telemarketer must disclose the no-purchase/no-payment entry method for the prize promotion; provided, however, that, in any internal upsell for the sale of goods or services, the seller or telemarketer must provide the disclosures listed in this section only to the extent that the information in the upsell differs from the disclosures provided in the initial telemarketing transaction.

(e) *Required oral disclosures in charitable solicitations.* It is an abusive telemarketing act or practice and a violation of this Rule for a telemarketer, in an outbound telephone call to induce a charitable contribution, to fail to disclose truthfully, promptly, and in a clear and conspicuous manner to the person receiving the call, the following information:

(1) The identity of the charitable organization on behalf of which the request is being made; and

(2) That the purpose of the call is to solicit a charitable contribution.

[75 FR 48516, Aug. 10, 2010, as amended at 76 FR 58716, Sept. 22, 2011; 80 FR 77559, Dec. 14, 2015]

**§ 310.5 Recordkeeping requirements.**

(a) Any seller or telemarketer shall keep, for a period of 24 months from the date the record is produced, the following records relating to its telemarketing activities:

(1) All substantially different advertising, brochures, telemarketing scripts, and promotional materials;

(2) The name and last known address of each prize recipient and the prize awarded for prizes that are represented, directly or by implication, to have a value of \$25.00 or more;

(3) The name and last known address of each customer, the goods or services purchased, the date such goods or services were shipped or provided, and the amount paid by the customer for the goods or services;<sup>667</sup>

(4) The name, any fictitious name used, the last known home address and

<sup>667</sup> For offers of consumer credit products subject to the Truth in Lending Act, 15 U.S.C. 1601 *et seq.*, and Regulation Z, 12 CFR 226, compliance with the recordkeeping requirements under the Truth in Lending Act, and Regulation Z, shall constitute compliance with § 310.5(a)(3) of this Rule.

telephone number, and the job title(s) for all current and former employees directly involved in telephone sales or solicitations; provided, however, that if the seller or telemarketer permits fictitious names to be used by employees, each fictitious name must be traceable to only one specific employee; and

(5) All verifiable authorizations or records of express informed consent or express agreement required to be provided or received under this Rule.

(b) A seller or telemarketer may keep the records required by § 310.5(a) in any form, and in the same manner, format, or place as they keep such records in the ordinary course of business. Failure to keep all records required by § 310.5(a) shall be a violation of this Rule.

(c) The seller and the telemarketer calling on behalf of the seller may, by written agreement, allocate responsibility between themselves for the recordkeeping required by this Section. When a seller and telemarketer have entered into such an agreement, the terms of that agreement shall govern, and the seller or telemarketer, as the case may be, need not keep records that duplicate those of the other. If the agreement is unclear as to who must maintain any required record(s), or if no such agreement exists, the seller shall be responsible for complying with §§ 310.5(a)(1)-(3) and (5); the telemarketer shall be responsible for complying with § 310.5(a)(4).

(d) In the event of any dissolution or termination of the seller's or telemarketer's business, the principal of that seller or telemarketer shall maintain all records as required under this section. In the event of any sale, assignment, or other change in ownership of the seller's or telemarketer's business, the successor business shall maintain all records required under this section.

**§ 310.6 Exemptions.**

(a) Solicitations to induce charitable contributions via outbound telephone calls are not covered by § 310.4(b)(1)(iii)(B) of this Rule.

(b) The following acts or practices are exempt from this Rule:

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(1) The sale of pay-per-call services subject to the Commission's Rule entitled "Trade Regulation Rule Pursuant to the Telephone Disclosure and Dispute Resolution Act of 1992," 16 CFR part 308, *provided*, however, that this exemption does not apply to the requirements of §§310.4(a)(1), (a)(7), (b), and (c);

(2) The sale of franchises subject to the Commission's Rule entitled "Disclosure Requirements and Prohibitions Concerning Franchising," ("Franchise Rule") 16 CFR part 436, and the sale of business opportunities subject to the Commission's Rule entitled "Disclosure Requirements and Prohibitions Concerning Business Opportunities," ("Business Opportunity Rule") 16 CFR part 437, *provided*, however, that this exemption does not apply to the requirements of §§310.4(a)(1), (a)(7), (b), and (c);

(3) Telephone calls in which the sale of goods or services or charitable solicitation is not completed, and payment or authorization of payment is not required, until after a face-to-face sales or donation presentation by the seller or charitable organization, *provided*, however, that this exemption does not apply to the requirements of §§310.4(a)(1), (a)(7), (b), and (c);

(4) Telephone calls initiated by a customer or donor that are not the result of any solicitation by a seller, charitable organization, or telemarketer, *provided*, however, that this exemption does not apply to any instances of upselling included in such telephone calls;

(5) Telephone calls initiated by a customer or donor in response to an advertisement through any medium, other than direct mail solicitation, *provided*, however, that this exemption does not apply to:

(i) Calls initiated by a customer or donor in response to an advertisement relating to investment opportunities, debt relief services, business opportunities other than business arrangements covered by the Franchise Rule or Business Opportunity Rule, or advertisements involving offers for goods or services described in §310.3(a)(1)(vi) or §310.4(a)(2) through (4);

(ii) The requirements of §310.4(a)(9) or (10); or

(iii) Any instances of upselling included in such telephone calls;

(6) Telephone calls initiated by a customer or donor in response to a direct mail solicitation, including solicitations via the U.S. Postal Service, facsimile transmission, electronic mail, and other similar methods of delivery in which a solicitation is directed to specific address(es) or person(s), that clearly, conspicuously, and truthfully discloses all material information listed in §310.3(a)(1), for any goods or services offered in the direct mail solicitation, and that contains no material misrepresentation regarding any item contained in §310.3(d) for any requested charitable contribution; *provided*, however, that this exemption does not apply to:

(i) Calls initiated by a customer in response to a direct mail solicitation relating to prize promotions, investment opportunities, debt relief services, business opportunities other than business arrangements covered by the Franchise Rule or Business Opportunity Rule, or goods or services described in §310.3(a)(1)(vi) or §310.4(a)(2) through (4);

(ii) The requirements of §310.4(a)(9) or (10); or

(iii) Any instances of upselling included in such telephone calls; and

(7) Telephone calls between a telemarketer and any business to induce the purchase of goods or services or a charitable contribution by the business, except calls to induce the retail sale of nondurable office or cleaning supplies; *provided*, however, that §§310.4(b)(1)(iii)(B) and 310.5 shall not apply to sellers or telemarketers of nondurable office or cleaning supplies.

[75 FR 48516, Aug. 10, 2010, as amended at 80 FR 77559, Dec. 14, 2015]

**§310.7 Actions by states and private persons.**

(a) Any attorney general or other officer of a state authorized by the state to bring an action under the Telemarketing and Consumer Fraud and Abuse Prevention Act, and any private person who brings an action under that Act, shall serve written notice of its action on the Commission, if feasible, prior to its initiating an action under this Rule. The notice shall be sent to

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the Office of the Director, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC 20580, and shall include a copy of the state's or private person's complaint and any other pleadings to be filed with the court. If prior notice is not feasible, the state or private person shall serve the Commission with the required notice immediately upon instituting its action.

(b) Nothing contained in this Section shall prohibit any attorney general or other authorized state official from proceeding in state court on the basis of an alleged violation of any civil or criminal statute of such state.

**§310.8 Fee for access to the National Do Not Call Registry.**

(a) It is a violation of this Rule for any seller to initiate, or cause any telemarketer to initiate, an outbound telephone call to any person whose telephone number is within a given area code unless such seller, either directly or through another person, first has paid the annual fee, required by §310.8(c), for access to telephone numbers within that area code that are included in the National Do Not Call Registry maintained by the Commission under §310.4(b)(1)(iii)(B); provided, however, that such payment is not necessary if the seller initiates, or causes a telemarketer to initiate, calls solely to persons pursuant to §§310.4(b)(1)(iii)(B)(i) or (ii), and the seller does not access the National Do Not Call Registry for any other purpose.

(b) It is a violation of this Rule for any telemarketer, on behalf of any seller, to initiate an outbound telephone call to any person whose telephone number is within a given area code unless that seller, either directly or through another person, first has paid the annual fee, required by §310.8(c), for access to the telephone numbers within that area code that are included in the National Do Not Call Registry; provided, however, that such payment is not necessary if the seller initiates, or causes a telemarketer to initiate, calls solely to persons pursuant to §§310.4(b)(1)(iii)(B)(i) or (ii), and the seller does not access the National Do

Not Call Registry for any other purpose.

(c) The annual fee, which must be paid by any person prior to obtaining access to the National Do Not Call Registry, is \$63 for each area code of data accessed, up to a maximum of \$17,406; *provided*, however, that there shall be no charge to any person for accessing the first five area codes of data, and *provided further*, that there shall be no charge to any person engaging in or causing others to engage in outbound telephone calls to consumers and who is accessing area codes of data in the National Do Not Call Registry if the person is permitted to access, but is not required to access, the National Do Not Call Registry under this Rule, 47 CFR 64.1200, or any other Federal regulation or law. No person may participate in any arrangement to share the cost of accessing the National Do Not Call Registry, including any arrangement with any telemarketer or service provider to divide the costs to access the registry among various clients of that telemarketer or service provider.

(d) Each person who pays, either directly or through another person, the annual fee set forth in paragraph (c) of this section, each person excepted under paragraph (c) from paying the annual fee, and each person excepted from paying an annual fee under §310.4(b)(1)(iii)(B), will be provided a unique account number that will allow that person to access the registry data for the selected area codes at any time for the twelve month period beginning on the first day of the month in which the person paid the fee ("the annual period"). To obtain access to additional area codes of data during the first six months of the annual period, each person required to pay the fee under paragraph (c) of this section must first pay \$63 for each additional area code of data not initially selected. To obtain access to additional area codes of data during the second six months of the annual period, each person required to pay the fee under paragraph (c) of this section must first pay \$32 for each additional area code of data not initially selected. The payment of the additional fee will permit the person to access the additional area codes of data for the remainder of the annual period.

**§ 310.9**

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(e) Access to the National Do Not Call Registry is limited to telemarketers, sellers, others engaged in or causing others to engage in telephone calls to consumers, service providers acting on behalf of such persons, and any government agency that has law enforcement authority. Prior to accessing the National Do Not Call Registry, a person must provide the identifying information required by the operator of the registry to collect the fee, and must certify, under penalty of law, that the person is accessing the registry solely to comply with the provisions of this Rule or to otherwise prevent telephone calls to telephone numbers on the registry. If the person is accessing the registry on behalf of sellers, that person also must identify each of the sellers on whose behalf it is accessing the registry, must provide each seller's unique account number for access to the national registry, and must certify, under penalty of law, that the sellers will be using the information gathered from the registry solely to comply with the provisions of this Rule or otherwise to prevent telephone calls to telephone numbers on the registry.

[75 FR 48516, Aug. 10, 2010; 75 FR 51934, Aug. 24, 2010, as amended at 77 FR 51697, Aug. 27, 2012; 78 FR 53643, Aug. 30, 2013; 79 FR 51478, Aug. 29, 2014; 80 FR 77560, Dec. 14, 2016; 81 FR 59845, Aug. 31, 2016; 82 FR 39534, Aug. 21, 2017; 83 FR 46640, Sept. 14, 2018]

**§ 310.9 Severability.**

The provisions of this Rule are separate and severable from one another. If any provision is stayed or determined to be invalid, it is the Commission's intention that the remaining provisions shall continue in effect.

FINANCIAL INSTITUTION	ACCOUNT NAME	ACCOUNT NUMBER
U.S. Bank, N.A.	John Bain DBA ProfusionX	██████████
U.S. Bank, N.A.	John Bain DBA PWS	██████████
U.S. Bank, N.A.	John Bain DBA PFG10	██████████
U.S. Bank, N.A.	John Bain DBA WPA	██████████
U.S. Bank, N.A.	John Bain DBA WAS	██████████
U.S. Bank, N.A.	John Bain	██████████

FINANCIAL INSTITUTION	ACCOUNT NAME	ACCOUNT NUMBER
Wells Fargo Bank, N.A.	Alex Dee	████
Wells Fargo Bank, N.A.	Alex Dee	████
Wells Fargo Bank, N.A.	Spirit Consulting Group, Inc.	████
Wells Fargo Bank, N.A.	Spirit Consulting Group, Inc.	████
Wells Fargo Bank, N.A.	Brian Kaplan	████
Wells Fargo Bank, N.A.	Brian Kaplan	████
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Brian Kaplan	
Wells Fargo Bank, N.A.	Kappy Enterprises LLC	
Wells Fargo Bank, N.A.	Kappy Enterprises LLC	
Wells Fargo Bank, N.A.	Millionaire Mind Enterprises LLC	