1 2 3 4 5 IN THE UNITED STATES DISTRICT COURT 6 FOR THE DISTRICT OF ARIZONA 7 8 Federal Trade Commission, No. CV-13-01583-PHX-ROS 9 Plaintiff, FINAL JUDGMENT AND ORDER FOR PERMANENT INJUNCTION AND 10 VS. EOUITABLE MONETARY JUDGMENT AŠ TO DEFENDANT LUKEROY K. 11 Money Now Funding, LLC, et al., **ROSE** 12 Defendants. 13 Plaintiff, the Federal Trade Commission ("Commission" or "FTC"), filed its 14 Complaint for Permanent Injunction and Other Equitable Relief (Docket No. 3), 15 subsequently amended by the First Amended Complaint for Permanent Injunction and 16 Other Equitable Relief (Docket No. 194) (as amended, the "Complaint"), pursuant to 17 Sections 13(b) and 19 of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. 18 §§ 53(b) & 57b. The FTC subsequently filed a Motion for Summary Judgment against 19 Defendant Lukeroy K. Rose ("Defendant Rose") on all counts of the First Amendment 20 Complaint. For the reasons stated in a separate order (Docket No. 313), the Court granted 21 the FTC's Motion. 22 **IT IS THEREFORE ORDERED** as follows. 23 **FINDINGS** 24 1. This is an action by the Commission instituted under Sections 13(b) and 19 25 of the FTC Act, 15 U.S.C. §§ 53(b) and 57b, and the Telemarketing Act, 15 U.S.C. 26 §§ 6101-6108. The Commission has authority to seek the relief contained herein. 27 28

1	2.	The Commission's Complaint states a claim upon which relief may be	
2	granted unde	er Section 5 of the FTC Act, 15 U.S.C. § 45, the FTC's trade regulation rule	
3	entitled "Dis	closure Requirements and Prohibitions Concerning Business Opportunities"	
4	("Business C	Opportunity Rule" or "Rule"), 16 C.F.R. Part 437, as amended, and the	
5	"Telemarket	ing Sales Rule" ("TSR"), 16 C.F.R. Part 310.	
6	3.	This Court has subject matter jurisdiction pursuant to 28 U.S.C. §§ 1331,	
7	1337(a), and 1345, 15 U.S.C. §§ 45(a), 53(b), 57b, 6102(c), and 6105(b).		
8	4.	Venue is proper in this district under 28 U.S.C. § 1391(b) and (c), and 15	
9	U.S.C. § 53(	b).	
10	5.	The activities of Defendant Rose as alleged in the Commission's Complain	
11	are in or affe	ecting commerce, as "commerce" is defined in Section 4 of the FTC Act, 15	
12	U.S.C. § 44.		
13	6.	By virtue of the Court's decision regarding the FTC's Motion for Summary	
14	Judgment, D	Defendant Rose is liable for injunctive and equitable monetary relief for	
15	violations of	Section 5(a) of the FTC Act, the Business Opportunity Rule, and the TSR.	
16	7.	Entry of this order is in the public interest.	
17		DEFINITIONS	
18	For th	ne purpose of this Order, the following definitions shall apply.	
19	1.	"Business Opportunity" means a commercial arrangement in which:	
20		a) A Business Opportunity Seller solicits a prospective purchaser to	
21		enter into a New Business;	
22		b) The prospective purchaser makes a Required Payment; and	
23		c) The Business Opportunity Seller, expressly or by implication, orally	
24		or in writing, represents that the Business Opportunity Seller or one	
25		or more Designated Persons will:	
26		i. Provide Locations for the use or operation of equipment,	
27		displays, vending machines, or similar devices, owned,	

leased, controlled, or paid for by the purchaser; or

1	ii. Provide Outlets, Accounts, or Customers, including, but not
2	limited to, Internet outlets, accounts, or customers, for the
3	purchaser's goods or services; or
4	iii. Buy back any or all of the goods or services that the
5	purchaser makes, produces, fabricates, grows, breeds,
6	modifies, or provides, including but not limited to providing
7	payment for such services as, for example, stuffing envelopes
8	from the purchaser's home.
9	2. "Business Opportunity Rule" means the FTC Rule entitled "Disclosure
10	Requirements and Prohibitions Concerning Business Opportunities," 16 C.F.R. Part 437,
11	as amended.
12	3. "Business Opportunity Seller" means a Person who offers for sale or sells
13	a business opportunity.
14	4. "Corporate Defendants" means Money Now Funding, LLC, a/k/a Money
15	Now Funded, a/k/a Cash4Businesses, a/k/a CashFourBusinesses, a/k/a Green Merchant
16	Funding, a/k/a Nationwide Lending, Rose Marketing, LLC, DePaola Marketing, LLC,
17	Affiliate Marketing Group, LLC, Legal Doxs, LLC, a/k/a First Business, LLC, US Doc
18	Assist, LLC, a/k/a First Business, LLC, Affinity Technologies, LLC, Marketing Expert
19	Solutions, LLC, Strategic Media Advertising, LLC, Global Network Marketing, LLC,
20	Precise Payroll Services, LLC, and their successors and assigns.
21	5. " <b>Defendants</b> " means the Individual Defendants and Corporate Defendants,
22	individually, collectively, or in any combination.
23	6. "DePaola's Personal Property" means Defendant DePaola's personal
24	property that was seized by the United States Postal Inspection Service and Maricopa
25	County in March 2013 at 9389 E. Via Del Sol, Scottsdale, AZ and transferred to the
26	Receiver in November 2013. Specifically, Defendant DePaola's personal property
27	includes the following items listed in the Receiver's Petition No. 11 dated February 5,
28	2014 (Doc. 210): iMac computer 21.5in. (Serial Number C02FJ1YJDHJF); red cloth and

1	gold colored chair; gold leaf large mirror; gold colored table with marble top; large gold		
2	and white mirror; red cloth and gold colored sofa; red cloth and gold colored couch; go		
3	colored loveseat; gold colored coffee table with marble top; Geneva watch with brown		
4	band; hard, white, and silver-colored clasp bracelet; Accutime Watch Corp. black watch		
5	1 pair of silver-colored hoop earrings; 2 silver-colored necklaces with clear stones; 2		
6	silver-colored bracelets; 2008 black Cadillac Escalade (VIN 1GYFK66877R219882);		
7	Samsung television (Serial Number Z35F3CLD201259); Samsung television (Serial		
8	Number Z5QQ3CSCC35339); and nine rugs.		
9	7. " <b>Designated Person</b> " means any Person, other than the Business		
10	Opportunity Seller, whose goods or services the Business Opportunity Seller suggests,		
11	recommends, or requires that the purchaser use in establishing or operating a New		
12	Business.		
13	8. "Individual Defendants" means Lukeroy K. Rose, a/k/a Luke Rose,		
14	Cordell Bess, Cynthia Miller, a/k/a Cynthia Metcalf, Solana DePaola, Jennifer Beckman,		
15	William D. Claspell, a/k/a Bill Claspell, Richard Frost, Dino Mitchell, Clinton Rackley,		
16	Lance Himes, a/k/a Lance R. Himes, a/k/a Raymond L. Himes, Leary Darling, Donna F.		
17	Duckett, Della Frost, also d/b/a Zoom Docs, Christopher Grimes, also d/b/a Elite		
18	Marketing Strategies, Alannah M. Harre, also d/b/a National Marketing Group, Ronald		
19	W. Hobbs, a/k/a Ron Hobbs, also d/b/a Ron Hobbs & Associates, Janine Lilly, also d/b/a		
20	Doc Assistant, Michael McIntyre, also d/b/a McIntyre Marketing, Benny Montgomery,		
21	also d/b/a Montgomery Marketing, Virginia Rios, also d/b/a V&R Marketing Solutions		
22	and Kendrick Thomas, also d/b/a KT Advertising.		
23	9. "National Do Not Call Registry" means the registry of telephone numbers		
24	maintained by the FTC, pursuant to the Telemarketing Sales Rule, 16 C.F.R.		
25	§ 310.4(b)(1)(iii)(B), of Persons who do not wish to receive Outbound Telephone Calls		
26	induce the purchase of goods or services.		
27	10. "New Business" means a business in which the prospective purchaser is		

not currently engaged, or a new line or type of business.

- "Outbound Telephone Call" means a telephone call initiated by a 1 11. 2 Telemarketer to induce the purchase of goods or services or to solicit a charitable 3 contribution. 4 12. "Person" means a natural person, organization, or other legal entity, 5 including a corporation, partnership, proprietorship, association, cooperative, government 6 or governmental subdivision or agency, or any other group or combination acting as an 7 entity. 8 13. "Provide Locations, Outlets, Accounts, or Customers" means to furnish 9 a prospective purchaser with existing or potential locations, outlets, accounts, or 10 customers; requiring, recommending, or suggesting one or more locations or lead 11 generation companies; providing a list of locator or lead generating companies; collecting 12 a fee on behalf of one or more locators or lead generating companies; offering to furnish 13 a list of locations; or otherwise assisting the prospective purchaser in obtaining his or her 14 own locations, outlets, accounts, or customers. "Receiver" means Peter S. Davis of Simon Consulting, LLC, the 15 14. 16 permanent receiver appointed by this Court in Section XIII of the August 19, 2013 17 Preliminary Injunction Order (Doc. 56) and any deputy receivers named by the 18 permanent receiver. 19 15. "Representatives" means Defendant Rose's officers, agents, servants, 20 employees, and attorneys, and all other Persons in active concert or participation with any 21
- of them, who receive actual notice of this Order.

  16. "Required Payment" means all consideration that the purchaser must pay
  to the Business Opportunity Seller or an affiliate, either by contract or by practical
  - Opportunity. Such payment may be made directly or indirectly through a third party.

necessity, as a condition of obtaining or commencing operation of the Business

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17. "Rose's Personal Property" means Defendant Rose's personal property that was seized by the United States Postal Inspection Service and Maricopa County in March 2013 at 9389 E. Via Del Sol, Scottsdale, AZ and transferred to the Receiver in

November 2013. Specifically, Defendant Rose's personal property includes the following items listed in the Receiver's Petition No. 11 dated February 5, 2014 (Doc. 210): wood mirror; Joe Rodeo watch; head pendant; ice trend red and yellow watch; 2 silver-colored bracelets with clear stones; black cross with clear stones; black necklace with clear stones; yellow and silver-colored necklace; black necklace with red stones; black necklace with yellow stones; Techno King black and gold watch (Number 5564G); silver bracelet with pink stones; Montres Carlo black and gold watch (Number 33354); silver bracelet with pink and clear stones; thick yellow-colored necklace; gold bracelet with clear colored stones; silver necklace with clear stones; silver necklace with clear stones; yellow and silver-colored necklace; silver-colored link necklace; Pronto-Uomo blue and white striped cuff links; Pronto-Uomo yellow-colored cuff links with clear stones; black Diamond King watch; Pronto-Uomo black and yellow cuff links; Nixon watch; Kenneth Cole watch; 2 silver-colored necklaces with cross/clear stones; Bart Simpson pendant with stones; 2008 Chevrolet Corvette (VIN 1G1YY2GW685129256); 2007 Ford F150 (VIN 1FTRW12547FA23423); Yamaha Raptor ATV; Sharp TV (Serial Number 111819172); Dynatek TV (Serial Number MB01041232); Panasonic TV (Serial Number MJ11940856); Panasonic TV (Serial Number LB02500562); Panasonic TV (Serial Number MA13180151); TV (Serial Number 13180152); Panasonic TV (Serial Number C22208T15289A2); Toshiba CT-90325 black TV remote control; Philips black TV remote control; and Magnavox black TV remote control. 18. "Telemarketing" means any plan, program, or campaign which is conducted to induce the purchase of goods or services by use of one or more telephones, and which involves a telephone call, whether or not covered by the TSR. 19. "Telemarketing Seller" means any Person who, in connection with a Telemarketing transaction, provides, offers to provide, or arranges for others to provide

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is under the jurisdiction of the Commission.

goods or services to a customer in exchange for consideration whether or not such Person

1	20. "Telemarketer" means any Person who, in connection with
2	Telemarketing, initiates or receives telephone calls to or from a customer or donor.
3	21. "Telemarketing Sales Rule" means the FTC Rule entitled "Telemarketing
4	Sales Rule," 16 C.F.R. Part 310.
5	22. "Work-at-home Opportunity" means any good, service, plan, or program
6	that is represented, expressly or by implication, to assist an individual in any manner to
7	earn money while working from home or from locations other than the business premises
8	of the Defendants, whether or not a Business Opportunity.
9	ORDER
10	I.
11	Ban on Telemarketing
12	IT IS ORDERED Defendant Rose, whether acting directly or through an
13	intermediary, is permanently restrained and enjoined from:
14	A. Engaging in Telemarketing; and
15	B. Holding any ownership interest, share, or stock in any business, other than
16	a publicly traded company, that engages in Telemarketing.
17	However, this Section shall not prohibit Defendant Rose from responding by
18	telephone to consumer inquiries regarding the sale of goods or services, so long as
19	payment or authorization of payment is made only after a face-to-face meeting with the
20	consumer.
21	II.
22	Ban on the Sale of Business or Work-at-Home Opportunities
23	IT IS FURTHER ORDERED Defendant Rose, whether acting directly or
24	through an intermediary, is permanently restrained and enjoined from:
25	A. Advertising, marketing, promoting, or offering for sale or assisting in the
26	advertising, marketing, promoting, or offering for sale of any (1) Business Opportunity,
27	(2) Work-at-home Opportunity, or (3) service to assist in the creation, advertising,
28	marketing, promotion, or operation of a Business Opportunity or Work-at-home

1 Opportunity, including, but not limited to, website development, advertising, marketing, 2 sale of leads or lead generation, social media promotion, search engine optimization, 3 training, and business establishment services; and 4 В. Holding any ownership interest, share, or stock in any business, other than 5 a publicly traded company that engages in or assists in advertising, marketing, promoting, 6 or offering for sale of any (1) Business Opportunity, (2) Work-at-home Opportunity, or 7 (3) service to assist in the creation, advertising, marketing, promotion, or operation of a 8 Business Opportunity or Work-at-home Opportunity, including, but not limited to, 9 website development, advertising, marketing, sale of leads or lead generation, social media promotion, search engine optimization, training, and business establishment 10 11 services. 12 III. 13 **Prohibition Against Misrepresentations** 14 IT IS FURTHER ORDERED Defendant Rose and his Representatives, whether 15 acting directly or indirectly in connection with the advertising, marketing, promotion, 16 offering for sale, or sale of any products or services other than those banned by Sections I 17 or II of this Order, are permanently restrained and enjoined from misrepresenting or 18 assisting others in misrepresenting, expressly or by implication: 19 A. That Defendant Rose or any other Person offers, sells, or provides loans or 20 cash advances: 21 B. The amount of income, earnings, or profits that a Person may or is likely to 22 earn, or that other Persons have earned; 23 C. That Defendant Rose or any other person will provide, locate, or obtain 24 leads containing the names or contact information of Persons potentially interested in 25 products or services Defendant Rose or any other Person purports to offer; 26 D. That Defendant Rose or any other Person will contact, sell, or provide 27 services to businesses consumers refer;

The total cost to purchase, receive, or use any products or services; or

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E.

F. Any material aspect of the performance, efficacy, nature, or central 1 2 characteristics of any product or service. IV. 3 4 **Monetary Judgment** 5 **IT IS FURTHER ORDERED** that: 6 A. Judgment in the amount of seven million, three hundred seventy-five 7 thousand, two hundred fifty-eight dollars and eighty-four cents (\$7,375,258.84) is 8 entered in favor of the Commission against Defendant Rose as equitable monetary relief. 9 Defendant Rose's liability for the judgment shall be joint and several with any and all 10 other Defendants against whom the Court may enter judgment, jointly and severally, for 11 equitable monetary relief. 12 B. All payments under this Order must be made by electronic fund transfer in 13 accordance with instructions provided by a representative of the Commission. 14 C. In partial satisfaction of this judgment, the following assets held by third 15 parties shall be transferred to the Commission as follows. 16 1) Wells Fargo Bank, N.A. is ordered, within seven (7) days of entry of 17 this Order, to transfer the funds held in the following accounts to the 18 Commission by electronic fund transfer in accordance with 19 instructions provided by a representative of the Commission: 20 (1) Account No. xxx-xxx5626, held in the name of Lukeroy Rose; 21 (2) Account No. xxx-xxx5634, held in the name of Lukeroy Rose; 22 and (3) Account No. xxx-xxx7357, held in the name of Lukeroy 23 Rose. Defendant Rose is ordered to fully cooperate with Wells Fargo 24 Bank, N.A. and the Commission in transferring such funds to the 25 Commission, including promptly signing any document necessary or 26 appropriate to transfer such funds to the Commission. 27 2) The Receiver is authorized to promptly liquidate Defendant Rose's 28 Personal Property without further order of this Court and transfer the

proceeds of the liquidation to the Commission, less any amount deducted pursuant to Subsection C(4), below. Defendant Rose shall take all steps necessary to assist the Commission and the Receiver in the liquidation of such property, including signing any documents necessary to transfer ownership. In the event that it is necessary for Defendant Rose to execute documents to facilitate the liquidation of such property, he shall execute and return such documents within three (3) days of a request from the Commission or the Receiver.

- The Receiver is ordered to transfer to the Commission any funds previously held in the name of Lukeroy K. Rose or L&M Productions, LLC that were transferred to the Receiver from Maricopa County in November 2013, less any amount deducted pursuant to Subsection C(4), below. This includes funds previously held in (1) Arizona Federal Credit Union account number xx9296 in the name of Lukeroy K. Rose; and (2) Arizona Federal Credit Union account number xx9565 in the name of LM Productions LLC.
- The Receiver and all personnel hired by the Receiver, including counsel to the Receiver and accountants, are entitled to reasonable compensation for the performance of duties prescribed by Subsections C(2)-(3), above, from the assets that are the subject of those Subsections. The Receiver shall apply to the Court for approval of specific amounts of compensation and expenses and must not increase the hourly rate used as the bases for such fee applications without prior approval of the Court.
- D. Defendant Rose relinquishes all rights and claims he has to any asset currently in the possession, custody, or control of the Receiver, including, but not limited to, any computers or servers and all funds transferred to the Receiver from any bank accounts held in the name of any Defendant, Defendant DePaola's Personal Property,

- Defendant Rose's Personal Property, and proceeds from the sale of Defendant DePaola's Personal Property and Defendant Rose's Personal Property.
- E. Defendant Rose relinquishes dominion and all legal and equitable right, title, and interest in all assets transferred pursuant to this Order and may not seek the return of any assets.
- F. Defendant Rose acknowledges that his Taxpayer Identification Numbers (Social Security Numbers or Employer Identification Numbers), which Defendant Rose previously submitted to the Commission, may be used for collecting and reporting on any delinquent amount arising out of this Order, in accordance with 31 U.S.C. §7701.
- G. All money paid to the Commission pursuant to this Order may be deposited into a fund administered by the Commission or its designee to be used for equitable relief, including consumer redress and any attendant expenses for the administration of any redress fund. If a representative of the Commission decides that direct redress to consumers is wholly or partially impracticable or money remains after redress is completed, the Commission may apply any remaining money for such other equitable relief (including consumer information remedies) as it determines to be reasonably related to Defendants' practices alleged in the Complaint. Any money not used for such equitable relief is to be deposited to the U.S. Treasury as disgorgement. Defendant Rose has no right to challenge any actions the Commission or its representatives may take pursuant to this Subsection.

## **Lifting of Asset Freeze**

V.

**IT IS FURTHER ORDERED** the asset freeze set forth in the Preliminary Injunction Order (Doc. 56) entered by this Court on August 19, 2013, is modified to permit the payments and transfers identified in Section IV of this Order, and upon completion of all such payments and transfers, the asset freeze as to Defendant Rose is dissolved.

1 VI. 2 **Customer Information** 3 IT IS FURTHER ORDERED Defendant Rose and his Representatives, whether 4 acting directly or indirectly, are **permanently restrained and enjoined from**: 5 A. Failing to provide sufficient customer information to enable the 6 Commission to efficiently administer consumer redress. If a representative of the 7 Commission requests in writing any information related to redress, Defendant Rose must 8 provide it, in the form prescribed by the Commission, within fourteen (14) days. 9 B. Disclosing, using, or benefitting from customer information, including the 10 name, address, telephone number, email address, social security number, other identifying 11 information, or any data that enables access to a customer's account (including a credit 12 card, bank account, or other financial account) that any Defendant obtained prior to entry of this Order; and 13 14 C. Failing to destroy such customer information in all forms in Defendant 15 Rose's possession, custody, or control within thirty (30) days after receipt of written 16 direction to do so from a representative of the Commission. 17 However, customer information need not be disposed of, and may be disclosed, to 18 the extent requested by a government agency or required by law, regulation, or court 19 order. VII. 20 21 Cooperation 22 IT IS FURTHER ORDERED Defendant Rose must fully cooperate with 23 representatives of the Commission in this case and in any investigation related to or 24 associated with the transactions or the occurrences that are the subject of the Complaint. 25 Defendant Rose must provide truthful and complete information, evidence, and 26 testimony. Defendant Rose must appear for interviews, discovery, hearings, trials, and 27 any other proceedings that a Commission representative may reasonably request upon

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1 five (5) days written notice, or other reasonable notice, at such places and times as a 2 Commission representative may designate, without the service of a subpoena. 3 VIII. 4 **Order Acknowledgments** 5 IT IS FURTHER ORDERED Defendant Rose shall obtain acknowledgments of 6 receipt of this Order as follows. 7 Defendant Rose, within seven (7) days of entry of this Order, must submit Α. 8 to the Commission an acknowledgment of receipt of this Order sworn under penalty of 9 perjury. 10 B. For five (5) years after entry of this Order, Defendant Rose, for any 11 business that Defendant Rose is the majority owner or controls directly or indirectly, 12 must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC 13 managers and members; (2) all employees, agents, and representatives who participate in 14 conduct related to the subject matter of the Order; and (3) any business entity resulting 15 from any change in structure as set forth in the Section titled Compliance Reporting. 16 Delivery must occur within seven (7) days of entry of this Order for current personnel. 17 For all others, delivery must occur before they assume their responsibilities. C. 18 From each individual or entity to which Defendant Rose delivered a copy 19 of this Order, Defendant Rose must obtain, within thirty (30) days, a signed and dated 20 acknowledgment of receipt of this Order. 21 IX. 22 **Compliance Reporting** 23 IT IS FURTHER ORDERED that Defendant Rose make timely submissions to 24 the Commission as follows. 25 A. One year after entry of this Order, Defendant Rose must submit a compliance report, sworn under penalty of perjury, which must: 26 27 1) Identify all telephone numbers and all physical, postal, email and 28 Internet addresses, including all residences, and identify the primary

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1			physical, postal, and email address and telephone number, as
2			designated points of contact, which representatives of the
3			Commission may use to communicate with Defendant Rose;
4		2)	Identify all business activities, including any business for which
5			Defendant Rose performs services whether as an employee or
6			otherwise and any entity in which Defendant Rose has any
7			ownership interest;
8		3)	Describe in detail Defendant Rose's involvement in each such
9			business, including title, role, responsibilities, participation,
10			authority, control, and any ownership;
11		4)	Identify all of Defendant Rose's businesses by all of their names,
12			telephone numbers, and physical, postal, email, and Internet
13			addresses;
14		5)	Describe the activities of each business, including the goods and
15			services offered, the means of advertising, marketing, and sales, and
16			the involvement of any other Defendant in the case of FTC v. Money
17			Now Funding (which Defendant Rose must describe if he knows or
18			should know due to his own involvement);
19		6)	Describe in detail whether and how Defendant Rose is in
20			compliance with each Section of this Order; and
21		7)	Provide a copy of each Order Acknowledgment obtained pursuant to
22			this Order, unless previously submitted to the Commission.
23	В.	For tv	wenty (20) years after entry of this Order, Defendant Rose must
24	submit a con	nplianc	ce notice, sworn under penalty of perjury, within fourteen (14) days of
25	any change i	n the f	following:
26		1)	Name, including aliases or fictitious name, or residence address;
27		2)	Any designated point of contact;
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1	3) Title or role in any business activity, including any business for
2	which Defendant Rose performs services whether as an employee
3	otherwise and any entity in which Defendant Rose has any
4	ownership interest, and identify the name, physical address, and any
5	Internet address of the business or entity; and
6	4) The structure of any entity that Defendant Rose has any ownership
7	interest in or controls directly or indirectly that may affect
8	compliance obligations arising under this Order, including: creation
9	merger, sale, or dissolution of the entity or any subsidiary, parent, or
10	affiliate that engages in any acts or practices subject to this Order.
11	C. Defendant Rose must submit to the Commission notice of the filing of any
12	bankruptcy petition, insolvency proceeding, or similar proceeding by or against
13	Defendant Rose, within fourteen (14) days of its filing.
14	D. Any submission to the Commission required by this Order to be sworn
15	under penalty of perjury must be true and accurate and comply with 28 U.S.C. § 1746,
16	such as by concluding: "I declare under penalty of perjury under the laws of the United
17	States of America that the foregoing is true and correct. Executed on:" and
18	supplying the date, signatory's full name, title (if applicable), and signature.
19	E. Unless otherwise directed by a Commission representative in writing, all
20	submissions to the Commission pursuant to this Order must be emailed to
21	DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service) to:
22	Associate Director for Enforcement Bureau of Consumer Protection
23	Federal Trade Commission 600 Pennsylvania Avenue NW
24	Washington, DC 20580
25	The subject line must begin: FTC v. Lukeroy K. Rose, X130063.
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1 X. 2 Recordkeeping 3 IT IS FURTHER ORDERED Defendant Rose must create certain records for 4 twenty (20) years after entry of the Order, and retain each such record for five (5) years. 5 Specifically, Defendant Rose, for any business that Defendant Rose is a majority owner 6 or controls directly or indirectly, must create and retain the following records. 7 Accounting records showing the revenues from all goods or services sold; A. 8 B. Personnel records showing, for each person providing services, whether as 9 an employee or otherwise, that person's: name; addresses; telephone numbers; job title or 10 position; dates of service; and (if applicable) the reason for termination; 11 C. Records of all consumer complaints and refund requests, whether received 12 directly or indirectly, such as through a third party, and any response; All records necessary to demonstrate full compliance with each provision 13 D. 14 of this Order, including all submissions to the Commission; and 15 E. A copy of each unique advertisement or other marketing material. 16 XI. 17 **Compliance Monitoring** 18 IT IS FURTHER ORDERED that, for the purpose of monitoring Defendant 19 Rose's compliance with this Order, including the financial representations upon which 20 part of the judgment was suspended and any failure to transfer any assets as required by this Order: 21 22 Within 14 days of receipt of a written request from a representative of the A. 23 Commission, Defendant Rose must submit additional compliance reports or other 24 requested information, which must be sworn under penalty of perjury; appear for 25 depositions; and produce documents for inspection and copying. The Commission is also 26 authorized to obtain discovery, without further leave of court, using any of the procedures prescribed by Federal Rules of Civil Procedure 29, 30 (including telephonic depositions), 27

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31, 33, 34, 36, 45, and 69.

1	B. For matters concerning this Order, the Commission is authorized to				
2	communicate directly with Defendant Rose. Defendant Rose must permit representatives				
3	of the Commission to interview any employee or other person affiliated with Defendant				
4	Rose who has agreed to such an interview. The person interviewed may have counsel				
5	present.				
6	C. The Commission may use all other lawful means, including posing, through				
7	its representatives as consumers, suppliers, or other individuals or entities, to Defendant				
8	Rose or any individual or entity affiliated with him, without the necessity of				
9	identification or prior notice. Nothing in this Order limits the Commission's lawful use of				
10	compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1				
11	D. Upon written request from a representative of the Commission, any				
12	consumer reporting agency must furnish consumer reports concerning Defendant Rose,				
13	pursuant to Section 604(1) of the Fair Credit Reporting Act, 15 U.S.C. §1681b(a)(1).				
14	XII.				
15	Retention of Jurisdiction				
16	IT IS FURTHER ORDERED this Court retains jurisdiction of this matter for				
17	purposes of construction, modification, and enforcement of this Order.				
18	Dated this 2nd day of June, 2015.				
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20					
21	Honorable Roslyn O. Silver				
22	Senior United States District Judge				
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