

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF FLORIDA**

**CASE NO. 18-61017-CIV-ALTONAGA/Seltzer**

**FEDERAL TRADE COMMISSION,**

Plaintiff,

v.

**POINTBREAK MEDIA, LLC, *et al.*,**

Defendants.

/

**STIPULATED ORDER OF PERMANENT INJUNCTION AND  
MONETARY JUDGMENT AS TO DEFENDANTS STEFFAN MOLINA, PERFECT  
IMAGE ONLINE LLC, AND PINNACLE PRESENCE LLC**

Plaintiff, the Federal Trade Commission (“Commission”), filed its First Amended Complaint for Permanent Injunction and Other Equitable Relief (“First Amended Complaint”) pursuant to Section 13(b) of the Federal Trade Commission Act (“FTC Act”), 15 U.S.C. § 53(b). The Commission and Defendants Steffan Molina, Perfect Image Online LLC, and Pinnacle Presence LLC (“Settling Defendants”) stipulate to entry of this Stipulated Order of Permanent Injunction and Monetary Judgment (“Order”) to resolve all matters in dispute in this action between them.

**THEREFORE, IT IS ORDERED** as follows:

**FINDINGS**

- A. This Court has jurisdiction over this matter.
- B. The First Amended Complaint charges that Settling Defendants participated in deceptive and unfair acts or practices in violation of Section 5 of the FTC Act, 15 U.S.C. § 45, and in acts or practices that violate the Telemarketing Sales Rule (“TSR”), as amended, 16

C.F.R. Part 310, in the marketing and sale of Google “claiming and verification” and search engine optimization services.

C. Settling Defendants neither admit nor deny any of the allegations in the First Amended Complaint, except as specifically stated in this Order. Only for purposes of this action, Settling Defendants admit the facts necessary to establish jurisdiction.

D. Settling Defendants waive any claim that they may have under the Equal Access to Justice Act, 28 U.S.C. § 2412, concerning the prosecution of this action through the date of this Order, and agree to bear their own costs and attorney fees.

E. Settling Defendants and the Commission waive all rights to appeal or otherwise challenge or contest the validity of this Order.

## **DEFINITIONS**

For purposes of this Order, the following definitions apply:

A. **“Clear and Conspicuous”** means that a required disclosure is difficult to miss (*i.e.*, easily noticeable) and easily understandable by ordinary consumers, including in all of the following ways:

1. In any communication that is solely visual or solely audible, the disclosure must be made through the same means through which the communication is presented. In any communication made through both visual and audible means, such as a television advertisement, the disclosure must be presented simultaneously in both the visual and audible portions of the communication even if the representation requiring the disclosure is made in only one means.

2. A visual disclosure, by its size, contrast, location, the length of time it appears, and other characteristics, must stand out from any accompanying text or other visual elements so that it is easily noticed, read, and understood.
3. An audible disclosure, including by telephone or streaming video, must be delivered in a volume, speed, and cadence sufficient for ordinary consumers to easily hear and understand it.
4. In any communication using an interactive electronic medium, such as the Internet or software, the disclosure must be unavoidable.
5. The disclosure must use diction and syntax understandable to ordinary consumers and must appear in each language in which the representation that requires the disclosure appears.
6. The disclosure must comply with these requirements in each medium through which it is received, including all electronic devices and face-to-face communications.
7. The disclosure must not be contradicted or mitigated by, or inconsistent with, anything else in the communication.
8. When the representation or sales practice targets a specific audience, such as children, the elderly, or the terminally ill, “ordinary consumers” includes reasonable members of that group.

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

C.     **“Individual Defendants”** means Dustin Pillonato; Justin Ramsey; Aaron Michael Jones, a/k/a Michael Aaron Jones and Mike Jones; Ricardo Diaz; Michael Pocker; Steffan Molina; Vincent Yates; and Daniel Carver, individually, collectively, or in any combination.

D.     **“Corporate Defendants”** means Pointbreak Media, LLC, also d/b/a Point Break Media, Point Break Solutions, and Kivanni Marketing; DCP Marketing, LLC, also d/b/a Point Break; Modern Spotlight LLC; Modern Spotlight Group LLC, also d/b/a/ Modern Spotlight; Modern Internet Marketing LLC; Modern Source Media, LLC, also d/b/a Modern Source; Perfect Image Online LLC; Allstar Data, LLC; National Business Listings, LLC; and Pinnacle Presence LLC, and their successors and assigns, individually, collectively, or in any combination.

E.     **“Settling Defendants”** means Defendants Steffan Molina, Perfect Image Online LLC, Pinnacle Presence LLC, and their successors and assigns, individually, collectively, or in any combination.

F.     **“Settling Corporate Defendants”** means Defendants Perfect Image Online LLC and Pinnacle Presence LLC, and their successors and assigns, individually, collectively, or in any combination.

G.     **“National Do Not Call Registry”** means the “do-not-call” registry of telephone numbers maintained by the Commission pursuant to 16 C.F.R. § 310.4(b)(1)(iii)(B).

H.     **“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.

I.     **“Receiver”** means Jonathan E. Perlman, Esq., who the Court appointed as Receiver in Section XI of the Preliminary Injunction as to Defendants Dustin Pillonato; Justin Ramsey; Aaron Michael Jones; Michael Pocker; Pointbreak Media, LLC; DCP Marketing, LLC;

Modern Spotlight LLC; Modern Spotlight Group LLC; Modern Internet Marketing LLC; and Modern Source Media, LLC (ECF No. 64); in Section XI of the Preliminary Injunction as to Defendants Steffan Molina and Perfect Image Online LLC (ECF No. 58); and in Section XI of the Preliminary Injunction as to Defendants Allstar Data, LLC; National Business Listings, LLC; Pinnacle Presence LLC; Vincent Yates; and Daniel Carver (ECF No. 169).

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

K.       **“Telemarketing”** means a plan, program, or campaign which is conducted 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.

## **ORDER**

### **I. PERMANENT BAN ON ROBOCALLS**

**IT IS THEREFORE ORDERED** that Settling Defendants, whether acting directly or through an intermediary, are permanently restrained and enjoined from:

A.       Initiating, causing the initiation of, or assisting others in initiating any Outbound Telephone Call that delivers a prerecorded message; and/or

B.       Owning or controlling, holding a managerial post in, consulting for, serving as an officer in, having any revenue sharing agreement with, or holding any ownership interest, share or stock in, other than the stock of a publicly traded company, any company that engages in conduct banned in Subsection I.A.

### **II. PERMANENT BAN ON CALLING TELEPHONE NUMBERS LISTED ON THE NATIONAL DO NOT CALL REGISTRY**

**IT IS FURTHER ORDERED** that Settling Defendants, whether acting directly or through an intermediary, are permanently restrained and enjoined from:

- A. Initiating, causing the initiation of, or assisting others in initiating any Outbound Telephone Call to any telephone number listed for more than thirty-one (31) days on the National Do Not Call Registry.
- B. Owning or controlling, holding a managerial post in, consulting for, serving as an officer in, having any revenue sharing agreement with, or holding any ownership interest, share or stock in, other than the stock of a publicly traded company, any company that engages in conduct banned in Subsection II.A

### **III. REQUIRED TELEMARKETING DISCLOSURES**

**IT IS FURTHER ORDERED** that Settling Defendants, Settling Defendants' officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order are permanently restrained and enjoined from initiating, causing others to initiate, or assisting others in initiating any Outbound Telephone Call that fails to disclose truthfully, promptly, and in a Clear and Conspicuous manner (1) the identity of the seller, (2) that the purpose of the call is to sell goods and services, and (3) the nature of those goods or services.

### **IV. PROHIBITION AGAINST MISREPRESENTATIONS**

**IT IS FURTHER ORDERED** that Settling Defendants, Settling Defendants' officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, in connection with promoting or offering for sale any good or service are permanently restrained and enjoined from misrepresenting or assisting others in misrepresenting, expressly or by implication:

- A. that they are authorized by, or affiliated with, Google or any other individual or entity;

- B. that any consumer is in danger of being removed from any internet search results or marked closed by Google or any other individual or entity;
- C. that they can assign keywords to any consumer that will affect the consumer's placement in internet search results;
- D. that any consumer will receive increased visibility in any internet search results; or
- E. any other fact material to consumers concerning any good or service, such as: the total cost; any material restrictions, limitations, or conditions; or any material aspect of its performance, efficacy, nature, or central characteristics.

**V. MONETARY JUDGMENT AND PARTIAL SUSPENSION AS TO SETTLING DEFENDANT STEFFAN MOLINA**

**IT IS FURTHER ORDERED** that:

- A. Judgment in the amount of one million, seven hundred twenty-one thousand, six-hundred and seventy dollars and forty-nine cents (\$1,721,670.49) is entered in favor of the Commission against Settling Defendant Molina, jointly and severally with the Settling Corporate Defendants, as equitable monetary relief.
- B. Settling Defendant Molina is ordered to pay to the Commission thirty-nine thousand, seven hundred and forty-nine dollars, and thirty-two cents (\$39,749.32). Such payment shall be effectuated by the following transfers:
  1. Within fifteen (15) days of receiving notice of this Order, JPMorgan Chase Bank, N.A., its parent corporation, subsidiaries, principals, and agents must transfer to the Commission by electronic fund transfer or certified bank or cashier's check, in accordance with instructions to be provided by a representative of the Commission, all funds in the name of, or for the benefit of Settling

Defendants, in addition to all funds in Account No. XXXXXX2186 (\$11,358.22), Account No. XXXXXX7287 (\$245.41), and Account No. XXXXXX0524 (\$217.15), held in the name of Steffan Molina;

2. Within fifteen (15) days of receiving notice of this Order, TD Bank, N.A., its parent corporation, subsidiaries, principals, and agents must transfer to the Commission by electronic fund transfer or certified bank or cashier's check, in accordance with instructions to be provided by a representative of the Commission, all funds in the name of, or for the benefit of Settling Defendants, in addition to all funds in Account No. XXXXXX2049 (\$40.00); and

3. Settling Defendant Molina is ordered to transfer to the Commission twenty-seven thousand, eight hundred and eighty-eight dollars, and fifty-four cents (\$27,888.54), which as Settling Defendant Molina stipulates, his undersigned counsel holds in escrow for no purpose other than payment to the Commission.

C. Settling Defendant Molina shall take all necessary steps to transfer possession, custody, and control of the 2015 Toyota 4Runner (the "Vehicle"), identified in the Financial Statement of Steffan Molina executed on May 18, 2018, to the Receiver, for purposes of liquidation. The Receiver is ordered to liquidate, for fair market value, the Vehicle. After the Receiver's court-approved fees have been fully satisfied, the Receiver must transfer the balance, if any, to the Commission. The Commission and Settling Defendant waive the requirements of 28 U.S.C. § 2001 and 28 U.S.C. § 2004 in connection with any pending or contemplated sale by the Receiver.

D. Upon completion of all asset transfers, as specified in Sections V and VI, the remainder of the judgment against Settling Defendant Molina is suspended, subject to the Subsections below.

E. The Commission's agreement to the suspension of part of the judgment is expressly premised upon the truthfulness, accuracy, and completeness of Settling Defendants' sworn financial statements and related documents (collectively, "financial representations") submitted to the Commission, namely:

1. the Financial Statement of Steffan Molina signed on May 18, 2018, including all attachments and other documentation provided;
2. the Financial Statement of Perfect Image Online LLC signed on May 16, 2018, including all attachments and other documentation provided;
3. the Financial Statement of Payless Plumbing, LLC signed on July 12, 2018, including all attachments and other documentation provided;
4. the Financial Statement of Pinnacle Presence LLC signed on July 13, 2018, including all attachments and other documentation provided; and
5. the additional information submitted by Settling Defendants' counsel, Aaron M. Cohen, on June 1, 2018; August 3, 2018; October 23, 2018; October 24, 2018; and October 31, 2018.

F. The suspension of the judgment will be lifted as to Settling Defendant Molina if, upon motion by the Commission, the Court finds that any Settling Defendant failed to disclose any material asset, materially misstated the value of any asset, or made any other material misstatement or omission in the financial representations identified above.

G. If the suspension of the judgment is lifted, the judgment becomes immediately due as to Settling Defendant Molina in the amount specified in Subsection A above (which the parties stipulate only for purposes of this Section represents the consumer injury alleged in the First Amended Complaint during the time of Settling Defendant Molina's participation in the activities alleged in the First Amended Complaint), less any payment previously made pursuant to this Section, plus interest computed from the date of entry of this Order.

**VI. MONETARY JUDGMENT AS TO DEFENDANTS PERFECT IMAGE ONLINE LLC AND PINNACLE PRESENCE LLC**

**IT IS FURTHER ORDERED** that:

A. Judgment in the amount of three million, six hundred thirty-seven thousand, three hundred eighty-six dollars, and fifty-seven cents (\$3,637,386.57) is entered in favor of the Commission against Settling Corporate Defendants, jointly and severally with each other and Settling Defendant Molina, as equitable monetary relief.

B. Within fifteen (15) days of receiving notice of this Order, JPMorgan Chase Bank, N.A., its parent corporation, subsidiaries, principals, and agents must transfer to the Receiver by electronic fund transfer or certified bank or cashier's check, in accordance with instructions to be provided by a representative of the Receiver, all funds in Account No. XXXXXX3112 (\$8,594.04), held in the name of Payless Plumbing, LLC.

C. Within fifteen (15) days of receiving notice of this Order, TD Bank, N.A., its parent corporation, subsidiaries, principals, and agents must transfer to the Receiver by electronic fund transfer or certified bank or cashier's check, in accordance with instructions to be provided by a representative of the Receiver, all funds in Account No. XXXXXX2261 (\$7,111.00), held in the name of Payless Plumbing, LLC, and all funds in

Account No. XXXXXX2536 (\$2,097.93), held in the name of Perfect Image Online LLC.

D. Upon completion of all asset transfers, as specified in Sections V and VI, the remainder of the judgment against Settling Corporate Defendants is suspended, subject to the Subsections below.

E. The Commission's agreement to the suspension of part of the judgment is expressly premised upon the truthfulness, accuracy, and completeness of Settling Defendants' sworn financial statements and related documents (collectively, "financial representations") submitted to the Commission, namely:

1. the Financial Statement of Steffan Molina signed on May 18, 2018, including all attachments and other documentation provided;
2. the Financial Statement of Perfect Image Online LLC signed on May 16, 2018, including all attachments and other documentation provided;
3. the Financial Statement of Payless Plumbing, LLC signed on July 12, 2018, including all attachments and other documentation provided;
4. the Financial Statement of Pinnacle Presence LLC signed on July 13, 2018, including all attachments and other documentation provided; and
5. the additional information submitted by Settling Defendants' counsel, Aaron M. Cohen, on June 1, 2018; August 3, 2018; October 23, 2018; October 24, 2018; and October 31, 2018.

F. The suspension of the judgment will be lifted as to Settling Corporate Defendants if, upon motion by the Commission, the Court finds that any Settling Defendant failed to

disclose any material asset, materially misstated the value of any asset, or made any other material misstatement or omission in the financial representations identified above.

G. If the suspension of the judgment is lifted, the judgment becomes immediately due as to Settling Corporate Defendants in the amount specified in Subsection A above (which the parties stipulate only for purposes of this Section represents the consumer injury alleged in the First Amended Complaint), less any payment previously made pursuant to this Section, plus interest computed from the date of entry of this Order.

## **VII. ADDITIONAL MONETARY PROVISIONS**

**IT IS FURTHER ORDERED** that:

A. Settling Defendants relinquish 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.

B. Settling Defendants grant to the Commission all rights and claims they have to any assets currently in the possession, custody, or control of the Receiver, and to any other asset of any Corporate Defendant.

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

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

E. Settling Defendants acknowledge that their Taxpayer Identification Numbers (Social Security Numbers or Employer Identification Numbers), which Settling Defendants 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.

F. 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 First Amended Complaint. Any money not used for such equitable relief is to be deposited to the U.S. Treasury as disgorgement. Settling Defendants have no right to challenge any actions the Commission or its representatives may take pursuant to this Subsection.

### **VIII. LIFTING OF ASSET FREEZE**

**IT IS FURTHER ORDERED** that the freeze against the assets of Settling Defendants pursuant to the May 8, 2018 Temporary Restraining Order [ECF No. 12], the May 21, 2018 Order Extending the Temporary Restraining Order [ECF No. 23], the Preliminary Injunction as to Settling Defendants Steffan Molina and Perfect Image Online LLC [ECF No. 58], and the Preliminary Injunction as to Settling Defendant Pinnacle Presence LLC [ECF No. 169] shall be lifted as to Settling Defendants for the sole purpose of transferring assets pursuant to this Order,

and shall be dissolved only as to Settling Defendant Molina only upon the transfer of all such assets as described in Sections V and VI.

## IX. CUSTOMER INFORMATION

**IT IS FURTHER ORDERED** that Settling Defendants, Settling Defendants' officers, agents, employees, and attorneys, and all other persons in active concert or participation with any of them, who receive actual notice of this Order, whether acting directly or indirectly, are permanently restrained and enjoined from directly or indirectly:

- A. failing to provide sufficient customer information to enable the Commission to efficiently administer consumer redress. If a representative of the Commission requests in writing any information related to redress, Settling Defendants must provide it, in the form prescribed by the Commission, within 14 days.
- B. disclosing, using, or benefitting from customer information, including the name, address, telephone number, email address, social security number, other identifying information, or any data that enables access to a customer's account (including a credit card, bank account, or other financial account), that any Defendant obtained prior to entry of this Order in connection with the marketing and sale of Google "claiming and verification" and search engine optimization services;
- C. failing to destroy such customer information in all forms in their possession, custody, or control within 30 days after receipt of written direction to do so from a representative of the Commission.

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

## X. CONTINUATION OF RECEIVERSHIP

**IT IS FURTHER ORDERED** that the Receiver will continue to possess all rights and obligations with respect to Settling Corporate Defendants as previously ordered in the Preliminary Injunction as to Settling Defendants Steffan Molina and Perfect Image Online LLC [ECF No. 58] and the Preliminary Injunction as to Settling Defendant Pinnacle Presence LLC [ECF No. 169]. The Receivership shall terminate 120 days after entry of judgment against, or in favor of, the last Defendant remaining in this case, but any party or the Receiver may request that the Court extend the Receiver's term for good cause.

## XI. COOPERATION

**IT IS FURTHER ORDERED** that Settling Defendants must fully cooperate with representatives of the Commission in this case and in any investigation related to or associated with the transactions or the occurrences that are the subject of the First Amended Complaint in this matter. Settling Defendants must provide truthful and complete information, evidence, and testimony. Settling Defendant Molina must appear, and Settling Corporate Defendants must cause their officers, employees, representatives, or agents to appear, for interviews, discovery, hearings, trials, and any other proceedings that a Commission representative may reasonably request upon 5 days written notice, or other reasonable notice, at such places and times as a Commission representative may designate, without the service of a subpoena. Settling Defendants must also fully cooperate with Receiver, and the representatives of the Receiver, in this case. Further, to assist the Commission with any investigation related to or associated with the transactions or the occurrences that are the subject of the First Amended Complaint, and with monitoring Settling Defendant Molina's compliance with this Order, Settling Defendant Molina consents, for purposes of the Electronic Communications Privacy Act, in relevant part at 18 U.S.C. §§ 2701-2712, to the disclosure, by electronic communications service providers and

remote computing service providers of the contents of his auto-dialed, Telemarketing communications and records or other information pertaining to his auto-dialed, Telemarketing communications. Settling Defendant Molina further agrees to execute, within fourteen days of a request from the Commission, any forms or other documents evidencing his consent that may be required by such electronic communications service providers or remote computing service providers.

## **XII. ORDER ACKNOWLEDGMENTS**

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

- A. Each Settling Defendant, within 7 days of entry of this Order, must submit to the Commission an acknowledgment of receipt of this Order sworn under penalty of perjury.
- B. For 5 years after entry of this Order, Settling Defendant Molina, for any business that he, individually or collectively with any other Defendants, is the majority owner or controls directly or indirectly, and each other Settling Defendant must deliver a copy of this Order to: (1) all principals, officers, directors, and LLC managers and members; (2) all employees having managerial responsibilities for conduct related to the subject matter of the Order and all agents and representatives who participate in conduct related to the subject matter of the Order; and (3) any business entity resulting from any change in structure as set forth in the Section titled Compliance Reporting. Delivery must occur within 7 days of entry of this Order for current personnel. For all others, delivery must occur before they assume their responsibilities.

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

### **XIII. COMPLIANCE REPORTING**

**IT IS FURTHER ORDERED** that Settling Defendants make timely submissions to the Commission:

A. One year after entry of this Order, Settling Defendants must submit compliance reports, sworn under penalty of perjury:

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

2. Additionally, Settling Defendant Molina must: (a) identify all telephone numbers and all physical, postal, email and Internet addresses, including all residences; (b) identify all business activities, including any business for which he

performs services whether as an employee or otherwise and any entity in which he has any ownership interest; and (c) describe in detail his involvement in each such business, including title, role, responsibilities, participation, authority, control, and any ownership;

B. For 20 years after entry of this Order, each Settling Defendant must submit a compliance notice, sworn under penalty of perjury, within 14 days of any change in the following:

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

2. Additionally, Settling Defendant Molina must report any change in: (a) name, including aliases or fictitious names, or residence address; or (b) title or role in any business activity, including any business for which such Defendant performs services whether as an employee or otherwise and any entity in which such Defendant has any ownership interest, and identify the name, physical address, and any Internet address of the business or entity.

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

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

E. Unless otherwise directed by a Commission representative in writing, all submissions to the Commission pursuant to this Order must be emailed to DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service) to: Associate Director for Enforcement, Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington, DC 20580. The subject line must begin: FTC v. Steffan Molina, X180031.

#### **XIV. RECORDKEEPING**

**IT IS FURTHER ORDERED** that Settling Defendants must create certain records for 20 years after entry of the Order, and retain each such record for 5 years. Specifically, Settling Corporate Defendants and Settling Defendant Molina, for any business that he, individually or collectively with any other Defendants, is a majority owner or controls directly or indirectly, must create and retain the following records:

- A. accounting records showing the revenues from all goods or services sold;
- B. personnel records showing, for each person providing services, whether as an employee or otherwise, that person’s: name; addresses; telephone numbers; job title or position; dates of service; and (if applicable) the reason for termination;
- C. records of all consumer complaints and refund requests, whether received directly or indirectly, such as through a third party, and any response;

- D. all records necessary to demonstrate full compliance with each provision of this Order, including all submissions to the Commission; and
- E. a copy of each unique advertisement or other marketing material, including sales scripts.

#### **XV. COMPLIANCE MONITORING**

**IT IS FURTHER ORDERED** that, for the purpose of monitoring Settling Defendants' compliance with this Order, including the financial representations upon which part of the judgment was suspended and any failure to transfer any assets as required by this Order:

- A. Within 14 days of receipt of a written request from a representative of the Commission, Settling Defendants must: submit additional compliance reports or other requested information, which must be sworn under penalty of perjury; appear for depositions; and produce documents for inspection and copying. The Commission is also 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), 31, 33, 34, 36, 45, and 69.
- B. For matters concerning this Order, the Commission is authorized to communicate directly with each Settling Defendant. Settling Defendants must permit representatives of the Commission to interview any employee or other person affiliated with any Settling Defendant who has agreed to such an interview. The person interviewed may have counsel present.
- C. The Commission may use all other lawful means, including posing, through its representatives as consumers, suppliers, or other individuals or entities, to Settling Defendants or any individual or entity affiliated with Settling Defendants, without the

necessity of identification or prior notice. Nothing in this Order limits the Commission's lawful use of compulsory process, pursuant to Sections 9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.

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

#### **XVI. 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.

**DONE AND ORDERED** in Miami, Florida, this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

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**CECILIA M. ALTONAGA  
UNITED STATES DISTRICT JUDGE**

cc: counsel of record

**SO STIPULATED AND AGREED:**

**FOR PLAINTIFF FEDERAL TRADE COMMISSION:**



Evan M. Mendelson, Special Bar No. A5502430  
Christopher J. Erickson, Special Bar No. A5502434  
Brian M. Welke, Special Bar No. A5502432  
Federal Trade Commission  
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DEFENDANTS STEFFAN MOLINA, PERFECT IMAGE ONLINE LLC, and  
PINNACLE PRESENCE LLC:



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STEFFAN MOLINA

*Individually, and as owner and managing member of  
Perfect Image Online LLC and Pinnacle Presence LLC*

FOR DEFENDANTS STEFFAN MOLINA, PERFECT IMAGE ONLINE LLC, and  
PINNACLE PRESENCE LLC:



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*Attorney for Defendants Steffan Molina,  
Perfect Image Online LLC, and Pinnacle Presence LLC*