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7	Attorneys for Plaintiff		
8			
9	IN THE UNITED STATES DISTRICT COURT		
10	FOR THE SOUTHERN DISTRICT OF CALIFORNIA		
11			
12	UNITED STATES OF AMERICA,		
13	Plaintiff,		
14	v. Civil Action No.:		
15	MICRO STAR SOFTWARE, INC., and		
16	STEPHEN BENEDICT,		
17	Defendants.		
18	)		
19	<u>COMPLAINT FOR CIVIL PENALTIES,</u> INJUNCTIVE AND OTHER RELIEF		
20	INJUNCTIVE AND OTHER RELIEF		
21 22	Plaintiff, the United States of America, acting upon notification and authorization to the Attorney		
	General by the Federal Trade Commission ("FTC" or "Commission"), for its complaint, alleges that:		
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2	1. Plaintiff brings this action under Sections 5(a), 5(m)(1)(A), 13(b), 16(a) and 19 of the	
3	Federal Trade Commission Act ("FTC Act"), 15 U.S.C. §§ 45(a), 45(m)(1)(A), 53(b), 56(a) and 57b	
4	the Telemarketing and Consumer Fraud and Abuse Prevention Act ("Telemarketing Act"), 15 U.S.C.	
5	§ 6101, et seq., and the Unordered Merchandise Statute, 39 U.S.C. § 3009, to obtain monetary civil	
6	penalties and injunctive and other relief for Defendants' violations of Section 5 of the FTC Act, the	
7	FTC's Trade Regulation Rule entitled "Telemarketing Sales Rule," 16 C.F.R. Part 310, and the	
8	Unordered Merchandise Statute.	
9	JURISDICTION AND VENUE	
10	2. This Court has jurisdiction of this matter pursuant to 28 U.S.C. §§ 1331, 1337(a), 1339,	
11	1345, and 1355 and 15 U.S.C. §§ 45(m)(1)(A), 53(b), 57b, and 6105(b).	
12	3. Venue in the United States District Court for the Southern District of California is proper	
13	under 15 U.S.C. § 53(b) and 28 U.S.C. § 1391(b) and (c), and 1395(a).	
14	DEFENDANTS	
15	4. Defendant Micro Star Software, Inc. ("Micro Star") is a California corporation with its	
16	office and principal place of business located within the Southern District of California at 2245 Camino	
17	Vida Roble, Carlsbad, CA 92009. Micro Star transacts business in the Southern District of California.	
18	Micro Star does business as Crystal Vision Software Services ("Crystal Vision").	
19	5. Defendant Stephen Benedict is the president and the sole shareholder of Micro Star. His	
20	business address is the same as that of the corporate defendant. Individually or in concert with others,	
21	defendant Stephen Benedict formulated, directed, and controlled the acts and practices of Micro Star	
22	and Crystal Vision, including the various acts and practices set forth herein. Stephen Benedict resides	
23	and transacts business in the Southern District of California.	
24	COMMERCE	
25	6. At all times relevant to this Complaint, the Defendants' course of business, including the acts	
26	and practices alleged herein, has been and is in or affecting commerce, as "commerce" is defined in	
27	Section 4 of the FTC Act, 15 U.S.C. § 44.	
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1	DEFENDANTS' COURSE OF CONDUCT		
2	<b>Continuity Program for Computer Products and Services</b>		
3	7. Defendants develop and sell computer programs and provide computer technical support		
4	services.		
5	8. Since June 1994, in connection with the sale, offering for sale, or distribution of its computer		
6	programs and its technical support services, the Defendants have operated the Crystal Vision continuity		
7	program which ships computer programs on a monthly basis and provides computer technical support		
8	services to it members.		
9	Telemarketing Calls		
10	Introductory 30-day Trial Offer		
11	9. In numerous instances since June 1994, the Defendants have marketed memberships in their		
12	continuity program through outbound telemarketing calls made to consumers throughout the United		
13	States.		
14	10. Defendant Stephen Benedict has developed and approved the telemarketing scripts used		
15	during these outbound telemarketing calls and directs and controls the telemarketers who make these		
16	outbound telemarketing calls.		
17	11. During the telemarketing calls, the Defendants offer to send consumers a catalog of their		
18	products and an introductory package of computer programs for a 30-day trial period, for \$19.95.		
19	12. The Defendants state that, after reviewing the introductory package, consumers can		
20	become members of the Crystal Vision continuity program which offers its members discounts of up to		
21	50% off retail computer program prices, monthly shipments of computer programs for \$19.95, toll-free		
22	computer technical support, free internet service, and free e-mail.		

23 13. When consumers agree to pay the initial \$19.95 for the introductory package of computer 24 programs for the 30-day trial period, the Defendants request consumers' personal financial payment 25 information in the form of a debit or credit card account number. The Defendants' telemarketing scripts 26 state, for example: "the only charge today is the \$19.95 and that's 100% refundable so there's no risk, 27 just call customer service within 30 days of receiving your package. All we ask is that you take a 28 sincere look at everything, and don't just throw it in the garbage with Ed McMahon, Ok? (laugh) ...

And for the refundable \$19.95 - did you want to use Visa, MasterCard, Discover, Amex, or debit
 card? We take all five."

3 14. If consumers accept the trial offer, the Defendants charge \$19.95 to consumers' debit or
4 credit card accounts and send consumers the catalog and the introductory package of computer
5 programs. If consumers call within the 30-day trial period, they can obtain a refund of the \$19.95.

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<u>Non-Refundable Membership Fee and Automatic Enrollment in Continuity Program</u> 15. The Defendants do not clearly and conspicuously disclose to consumers, however, that consumers must contact the Defendants to avoid further obligations. Defendants do not disclose that if

9 consumers fail to contact the Defendants within the 30-day trial period to cancel, the Defendants will
10 also charge a \$49.95 non-refundable membership fee to the debit or credit card accounts consumers
11 provided to pay \$19.95 for the 30-day trial period, and will automatically enroll consumers in the
12 continuity program. The Defendants merely state that "[o]ur service has a one time set up fee of only
13 \$49.95, *but you can read about it with your package.*"

14 16. After consumers agree to pay for the trial offer, the Defendants state: "And just let us
15 know in 30 days if you're not interested in the service and you won't be billed the one time set-up fee
16 or receive any future shipments." This statement still does not adequately disclose, before consumers
17 pay, that future charges will automatically ensue should consumers fail to contact the Defendants.
18 Further, the statement fails to disclose adequately other material terms and conditions of the continuity
19 program.

17. First, this statement does not explain that the "billing" of the one time set-up fee actually
means that the Defendants will automatically charge a \$49.95 membership fee to the debit or credit
card account the consumers provide for the trial offer if the consumers do not contact the Defendants
within the 30-day trial period.

18. Second, this statement fails to disclose that Defendants have a policy of not providing
refunds of membership fees after 30 days; although in some cases they have provided partial refunds.
Third, this statement fails to disclose that consumers who do not contact the Defendants during the 30day trial period are automatically enrolled in the continuity program.

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1 19. Fourth, this statement fails to disclose that the Defendants will automatically ship monthly
 2 packages of computer programs to consumers, each for a 30-day trial period, that they will
 3 automatically charge consumers' credit card or debit accounts \$19.95 for each shipment, that
 4 consumers must contact the Defendants to seek a refund within each 30-day trial period, that
 5 consumers must pay for shipping to return packages of computer programs if they decide not to
 6 purchase them, and consumers' right to cancel their memberships.

7

8

## Subsequent Written Promotional Material

## Post-Sale Disclosure of Terms and Conditions of Membership

9 20. After the Defendants obtain consumers' debit or credit card account information, they ship 10 an initial package of computer programs, a catalog of computer programs sold by Crystal Vision, and 11 literature relating to the Crystal Vision continuity program, to consumers who accept the 30-day trial 12 offer. The literature includes a tri-fold brochure consisting of six pages that provides consumers with 13 computer related information.

14 21. In the interior of this tri-fold brochure, which is received by consumers *after* the initial
15 telemarketing sales calls and *after* Defendants have obtained consumers' debit or credit card account
16 information, the Defendants disclose their policy of not providing refunds of the \$49.95 membership fee
17 after 30 days.

18 22. The brochure also discloses that the Defendants will send a package of computer 19 programs to Crystal Vision continuity program members on a monthly basis unless members call to 20 request bi-monthly or quarterly shipments, and that the Defendants will "bill" members \$19.95 for each 21 shipment. Again, the Defendants disclose these terms of the continuity program *after* the initial 22 telemarketing sales calls and *after* they have obtained consumers' debit or credit card account 23 information.

24 23. These post-sale disclosures are not adequate because they were not made before
25 consumers agreed to pay \$19.95 for the introductory 30-day trial offer of computer programs during
26 the initial telemarketing calls.

27 24. These disclosures also fail to disclose material terms and conditions of membership in the28 continuity program, including that each monthly package of computer programs consumers receive is

for a 30-day trial period, that consumers must contact the Defendants to seek a refund within each 30 day trial period or incur a non-refundable financial obligation, that consumers must pay for shipping to
 return monthly packages of computer programs if they decide not to purchase them, and consumers'
 right to cancel their memberships.

5

## Post-Sale Disclosures Are Not Clear and Conspicuous

6 25. The disclosures made in the brochure are also not clear and conspicuous. Consumers
7 must unfold the tri-fold brochure to find these disclosures, which are located on an interior third page.
8 In addition, nothing on the packaging in which consumers receive the introductory shipment alerts
9 consumers that important membership terms are included inside the package.

26. Consumers who have not received the material terms and conditions of membership, either
during telemarketing calls or in the post-sale disclosures, therefore have no reason to believe that
subsequent periodic shipments are anything other than unordered merchandise which they may keep as
a gift or discard without any consequences.

14

## **Post-Enrollment Procedures and Refunds**

27. The Defendants automatically enroll all consumers who fail to contact them within 30 days
after receiving the introductory package in the Crystal Vision continuity program and automatically
charge a one-time, non-refundable \$49.95 membership fee to the debit or credit card accounts
consumers gave to pay \$19.95 for the introductory, trial computer program package.

28. The Defendants then ship computer program packages on a monthly basis to Crystal Vision
members, unless consumers call the Defendants to request that shipments be made on a bi-monthly or
quarterly basis, and automatically charge consumers' credit card or debit accounts \$19.95 for each
shipment.

23 29. Because the Defendants failed to adequately inform consumers of the terms and conditions
24 of membership in the continuity program, consumers have experienced unauthorized charges to their
25 credit and debit card accounts for membership fees and for subsequent periodic shipments of
26 unordered merchandise.

30. The Defendants inform consumers who call to request a refund of the membership fee afterthe initial 30-day trial period that the membership fee is non-refundable. The Defendants sometimes

1 provide refunds of membership fees to consumers after the initial 30-day trial period, but they are often 2 only partial refunds. Consumers have therefore paid full or partial membership fees even though the 3 Defendants did not clearly and conspicuously disclose the non-refundable nature of the fee or that 4 consumers had to contact the Defendants to avoiding incurring financial obligation for the fee. 5 31. The Defendants also inform consumers who call to request a refund for a subsequent monthly shipment after the 30-day trial period relating to that shipment has elapsed that the \$19.95 is 6 7 not refundable. The Defendants sometimes provide refunds of the \$19.95 monthly fee after the 30-day 8 trial period relating to that shipment, but they are often only partial refunds. Consumers have therefore 9 paid full or partial fees for monthly shipments even though the Defendants did not clearly and 10 conspicuously disclose all material terms and conditions of membership in the continuity program, 11 including that monthly fees are non-refundable after 30 days. 12 THE FTC ACT 13 32. Section 5(a)(1) of the FTC Act, 15 U.S.C. § 45(a)(1), provides that "unfair or deceptive acts or practices in or affecting commerce, are hereby declared unlawful." 14 15 33. Misrepresentations or omissions of material fact constitute deceptive acts or practices 16 prohibited by Section 5(a) of the FTC Act. 17 FTC ACT VIOLATIONS 18 COUNT I 19 34. In numerous instances since June 1994, in connection with the sale, offering for sale, or 20 distribution of computer programs and services through the Crystal Vision Software Services continuity 21 program, as described in paragraphs 7 through 31 above, Defendants have represented, expressly or 22 by implication, that consumers who agree to their offers will receive a package of computer programs 23 for a 30-day trial period. 35. Defendants have failed to disclose or to disclose adequately to consumers material terms 24 25 and conditions, including: 26 a. that consumers must contact Defendants within an initial trial period to prevent 27 automatic enrollment in the Crystal Vision continuity program and the payment of a 28 membership fee; Page 7 of 14

1	b.	that the Defendants periodically ship merchandise for a trial period to Crystal Vision	
2	continuity program members without any further action by consumers and automatically		
3	charge consumers' debit or credit card accounts \$19.95 for each shipment of		
4	merchandise consumers receive;		
5	с.	that consumers must contact the Defendants to seek a refund for shipments before the	
6	trial period relating to that shipment elapses;		
7	d.	that consumers must pay for shipping to return packages of computer programs if they	
8		decide not to purchase them; and	
9	e.	consumers' right to cancel their memberships.	
10	36. 4	As a result of the representation set forth in paragraph 34, Defendants' failure to disclose	
11	or to disclose	e adequately the material information set forth in paragraph 35 is a deceptive act or	
12	practice in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).		
13		<u>COUNT II</u>	
14	37. ]	In numerous instances since June 1994, in connection with the sale, offering for sale, or	
15	distribution of computer programs and services through the Crystal Vision Software Services continuity		
16	program, as described in paragraphs 7 through 31 above, Defendants have represented, expressly or		
17	by implication, that consumers who accept packages of computer programs for 30-day trial periods		
18	incur no risks or obligations.		
19	38. In truth and in fact, consumers who accept packages of computer programs for 30-day		
20	trial periods 1	nust affirmatively contact the Defendants:	
21	a.	to prevent the Defendants from enrolling consumers in the Crystal Vision continuity	
22		program and charging consumers a non-refundable \$49.95 membership fee;	
23	b.	to prevent the Defendants from periodically shipping additional merchandise for which	
24		Defendants automatically charge consumers' debit or credit card accounts \$19.95 for	
25		each shipment;	
26	с.	to request refunds of \$19.95 for each shipment made by Defendants before the trial	
27		period relating to that shipment elapses; and	
28			
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1	d. to avoid paying for shipping to return packages of computer programs if they decide	
2	not to purchase them.	
3	39. Therefore, the representation set forth in paragraph 37 is false and misleading and	
4	constitutes a deceptive act or practice in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).	
5	<u>COUNT III</u>	
6	40. In numerous instances since June 1994, in connection with the telemarketing of computer	
7	programs and services through the Crystal Vision Software Services continuity program, as described	
8	in paragraphs 7 through 31 above, the Defendants have represented to consumers, expressly or by	
9	implication, that consumers have purchased or agreed to purchase goods or services from the	
10	Defendants, and therefore owe money to the Defendants.	
11	41. In truth and fact, in numerous instances, consumers did not purchase or agree to purchase	
12	goods or services from the Defendants, and therefore do not owe money to the Defendants.	
13	42. Therefore, the representations set forth in paragraph 40 are false and misleading and	
14	constitute deceptive acts or practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).	
15	TELEMARKETING SALES RULE	
16	43. Pursuant to the Telemarketing Act, on August 16, 1995, the FTC promulgated the	
17	Telemarketing Sales Rule, 16 C.F.R. Part 310, with a Statement of Basis and Purpose, 60 Fed. Reg.	
18	43842 (Aug. 23, 1995). The Rule became effective on December 31, 1995, and has since that date	
19	remained in full force and effect.	
20	44. The Telemarketing Sales Rule prohibits deceptive and abusive telemarketing acts or	
21	practices. Specifically, the Telemarketing Sales Rule contains the following provisions:	
22	Sec. 310.3 Deceptive telemarketing acts or practices.	
23	(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	
24	conduct:	
25	(1) Before a customer pays for goods or services offered, failing to disclose, in a clear and conspicuous manner, the following material information:	
26	* * * *	
27	(ii) All material restrictions, limitations, or conditions to purchase, receive, or	
28	use the goods or services that are the subject of the sales offer;	
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1 2	(iii) If the seller has a policy of not making refunds, cancellations, exchanges, 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,		
3	cancellation, exchange, or repurchase policy, a statement of all material terms and conditions of such policy;		
4	* * * * * 45 The Telemerketing Seles Pule's Statement of Pasis and Purpose explains that "Itlbe		
5	45. The Telemarketing Sales Rule's Statement of Basis and Purpose explains that, "[t]he		
6	Commission intends that the disclosures be made <u>before</u> the consumer divulges to a telemarketer or		
7	seller credit card or bank account information. Thus, a telemarketer or seller who fails to provide the		
, 8	disclosures until the consumer's payment information is in hand violates the Rule." 60 Fed. Reg. 438		
-	43846 (Aug. 23, 1995).		
9	46. Pursuant to Section 3(c) of the Telemarketing Act, 15 U.S.C. § 6102(c), and Section		
10	18(d)(3) of the FTC Act, 15 U.S.C. § 57a(d)(3), violations of the Telemarketing Sales Rule are unfair		
11	or deceptive acts or practices in or affecting commerce, in violation of Section 5(a)(1) of the FTC Act,		
12	15 U.S.C. § 45(a)(1).		
13	47. Defendants are telemarketers or sellers engaged in telemarketing within the meaning of the		
14	Telemarketing Sales Rule, 16 C.F.R. §§ 310.2(r) and (u).		
15	5 TELEMARKETING SALES RULE VIOLATIONS		
	TELEMARKETING SALES RULE VIOLATIONS		
16	TELEMARKETING SALES RULE VIOLATIONS <u>COUNT IV</u>		
16 17			
16 17 18	<u>COUNT IV</u>		
16 17 18 19	<b>COUNT IV</b> 48. In numerous instances since June 1994, in connection with the telemarketing of computer		
16 17 18 19 20	COUNT IV 48. In numerous instances since June 1994, in connection with the telemarketing of computer programs and services through the Crystal Vision Software Services continuity program, as described		
16 17 18 19 20 21	COUNT IV 48. In numerous instances since June 1994, in connection with the telemarketing of computer programs and services through the Crystal Vision Software Services continuity program, as described in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous		
<ol> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> </ol>	COUNT IV 48. In numerous instances since June 1994, in connection with the telemarketing of computer programs and services through the Crystal Vision Software Services continuity program, as described in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous manner, before a consumer pays, all material restrictions, limitations, or conditions to purchase, receive,		
<ol> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> <li>23</li> </ol>	48. In numerous instances since June 1994, in connection with the telemarketing of computer programs and services through the Crystal Vision Software Services continuity program, as described in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous manner, before a consumer pays, all material restrictions, limitations, or conditions to purchase, receive, or use the goods or services that are the subject of the sales offer, including, without limitation:		
<ol> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> <li>23</li> <li>24</li> </ol>	48. In numerous instances since June 1994, in connection with the telemarketing of computer programs and services through the Crystal Vision Software Services continuity program, as described in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous manner, before a consumer pays, all material restrictions, limitations, or conditions to purchase, receive, or use the goods or services that are the subject of the sales offer, including, without limitation: a. that consumers must contact Defendants within an initial trial period to prevent		
<ol> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> <li>23</li> <li>24</li> <li>25</li> </ol>	COUNT IV         48. In numerous instances since June 1994, in connection with the telemarketing of computer         programs and services through the Crystal Vision Software Services continuity program, as described         in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous         manner, before a consumer pays, all material restrictions, limitations, or conditions to purchase, receive,         or use the goods or services that are the subject of the sales offer, including, without limitation:         a.       that consumers must contact Defendants within an initial trial period to prevent         automatic enrollment in the Crystal Vision continuity program and the payment of a		
<ol> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> <li>23</li> <li>24</li> <li>25</li> <li>26</li> </ol>	48. In numerous instances since June 1994, in connection with the telemarketing of computer programs and services through the Crystal Vision Software Services continuity program, as described in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous manner, before a consumer pays, all material restrictions, limitations, or conditions to purchase, receive, or use the goods or services that are the subject of the sales offer, including, without limitation: a. that consumers must contact Defendants within an initial trial period to prevent automatic enrollment in the Crystal Vision continuity program and the payment of a membership fee;		
<ol> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> <li>23</li> <li>24</li> <li>25</li> <li>26</li> <li>27</li> </ol>	COUNT IV         48. In numerous instances since June 1994, in connection with the telemarketing of computer         programs and services through the Crystal Vision Software Services continuity program, as described         in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous         manner, before a consumer pays, all material restrictions, limitations, or conditions to purchase, receive,         or use the goods or services that are the subject of the sales offer, including, without limitation:         a.       that consumers must contact Defendants within an initial trial period to prevent         automatic enrollment in the Crystal Vision continuity program and the payment of a         membership fee;         b.       that the Defendants periodically ship merchandise for a trial period to Crystal Vision		
<ol> <li>16</li> <li>17</li> <li>18</li> <li>19</li> <li>20</li> <li>21</li> <li>22</li> <li>23</li> <li>24</li> <li>25</li> <li>26</li> </ol>	COUNT IV         48. In numerous instances since June 1994, in connection with the telemarketing of computer         programs and services through the Crystal Vision Software Services continuity program, as described         in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous         manner, before a consumer pays, all material restrictions, limitations, or conditions to purchase, receive,         or use the goods or services that are the subject of the sales offer, including, without limitation:         a.       that consumers must contact Defendants within an initial trial period to prevent         automatic enrollment in the Crystal Vision continuity program and the payment of a         membership fee;         b.       that the Defendants periodically ship merchandise for a trial period to Crystal Vision		

1		charge consumers' debit or credit card accounts \$19.95 for each shipment of	
2	merchandise consumers receive;		
3	с.	that consumers must contact the Defendants to seek a refund for shipments before the	
4	trial period relating to that shipment elapses;		
5	d.	that consumers must pay for shipping to return packages of computer programs if they	
6		decide not to purchase them; and	
7	e.	consumers' right to cancel their memberships.	
8	49. The Defendants have failed to disclose the required information before consumers divulge		
9	to the telemarketers their credit card or bank account information and have further failed to disclose the		
10	required inform	nation in a clear and conspicuous manner at any time during the telemarketing sales calls,	
11	thereby violatin	ng Section 310.3(a)(1)(ii) of the Telemarketing Sales Rule.	
12		<u>COUNT V</u>	
13	50. In 1	numerous instances since June 1994, in connection with the telemarketing of computer	
14	programs and s	services through the Crystal Vision Software Services continuity program, as described	
15	in paragraphs 7 through 31 above, the Defendants have failed to disclose, in a clear and conspicuous		
16	manner, before	a consumer pays, that the Defendants have a policy of not making full refunds of the	
17	\$49.95 membership fee after the initial trial period.		
18	51. Th	e Defendants have failed to disclose this refund policy before consumers divulge to the	
19	telemarketers their credit card or bank account information and have further failed to disclose this		
20	required inform	nation in a clear and conspicuous manner at any time during the telemarketing sales calls,	
21	thereby violatir	ng Section 310.3(a)(1)(iii) of the Telemarketing Sales Rule.	
22	THE UNORDERED MERCHANDISE STATUTE		
23	52. Tł	ne Unordered Merchandise Statute, 39 U.S.C. § 3009 (1970) generally prohibits	
24	shipping unord	ered merchandise, unless such merchandise is clearly and conspicuously marked as a	
25	free sample, or is merchandise mailed by a charitable organization soliciting contributions. The statute		
26	also prohibits b	illing and sending dunning communications to recipients of unordered merchandise.	
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1	53. Pursuant to Section (a) of the Unordered Merchandise Statute, 39 U.S.C. § 3009(a),		
2	violations of the Unordered Merchandise Statute are unfair or deceptive acts or practices in violation of		
3	Section 5(a)(1) of the FTC Act, 15 U.S.C. § 45(a)(1).		
4	UNORDERED MERCHANDISE STATUTE VIOLATIONS		
5	<u>COUNT VI</u>		
6	54. In numerous instances since June 1994, in connection with the sale, offering for sale, or		
7	distribution of computer programs and services through the Crystal Vision Software Services continuity		
8	program, as described in paragraphs 7 through 31 above, the Defendants, who are not a charitable		
9	organization soliciting contributions, have mailed packages of computer programs to consumers without		
10	the prior expressed request or consent of the recipients, or without identifying it as a free sample,		
11	thereby violating Section (a) of the Unordered Merchandise Statute, 39 U.S.C. § 3009(a).		
12	CONSUMER INJURY		
13	55. Numerous consumers throughout the United States have suffered and continue to suffer		
14	substantial monetary loss as a result of Defendants' unlawful acts or practices. In addition, the		
15	Defendants have been unjustly enriched as a result of their unlawful practices. Absent injunctive relief		
16	by this Court, Defendants are likely to continue to injure consumers, reap unjust enrichment, and harm		
17	the public interest.		
18	COURT'S POWER TO AWARD CIVIL PENALTIES, INJUNCTIVE AND OTHER RELIEF		
19	56. Defendants have violated the Telemarketing Sales Rule as described above with		
	knowledge as set forth in Section 5(m)(1)(A) of the FTC Act, 15 U.S.C. § 45(m)(1)(A).		
21	57. Each advertisement, promotional material or telemarketing call disseminated or made by		
22	the Defendants during the five years preceding the filing of this complaint that failed to comply with the		
23	Telemarketing Sales Rule in one or more of the ways described above constitutes a separate violation		
24	for which plaintiff seeks monetary civil penalties.		
25	58. Section 5(m)(1)(A) of the FTC Act, 15 U.S.C. § 45(m)(1)(A), authorizes this Court to		
26	award monetary civil penalties of not more than \$10,000 for each such violation of the Telemarketing		
27	Sales Rule that occurred prior to November 20, 1996. Section 5(m)(1)(A) of the FTC Act, 15 U.S.C.		
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1 § 45(m)(1)(A), Section 4 of the Federal Civil Penalties Inflation Adjustment Act of 1990, 28 U.S.C. § 2 2461 note, as amended by the Debt Collection Improvement Act of 1996, Pub.L. 104-134, and 3 Federal Trade Commission Rule 1.98(d), 16 C.F.R. § 1.98(d), 61 Fed. Reg. 54548 (Oct. 21, 1996), authorize the Court to award monetary civil penalties of not more than \$11,000 for each such violation 4 5 of the Telemarketing Sales Rule that occurred after November 20, 1996. 59. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant 6 7 injunctive and other ancillary relief, including consumer redress, disgorgement, and restitution to prevent 8 and remedy any violations of any provision of law enforced by the Commission. 9 60. Section 19 of the FTC Act, 15 U.S.C. § 57b, and Section 6(b) of the Telemarketing Act, 15 U.S.C. § 6105(b), authorize the Court to grant to the FTC such relief as the 10 11 Court finds necessary to redress injury to consumers or other persons resulting from Defendants' 12 violations of the Telemarketing Sales Rule, including the rescission and reformation of contracts and the refund of money. 13 PRAYER FOR INJUNCTIVE AND MONETARY RELIEF 14 15 WHEREFORE, Plaintiff requests that this Court, pursuant to 15 U.S.C. §§ 45(m)(1)(A), 53b, 57b, and Section 6(b) of the Telemarketing Act, 15 U.S.C. § 6105(b), and the Court's own equity 16 17 powers: (1) Enter judgment against Defendants and in favor of Plaintiff for each violation alleged in this 18 19 Complaint; 20 (2) Enjoin Defendants from violating the FTC Act, the Telemarketing Sales Rule, and the 21 Unordered Merchandise Statute; 22 (3) Award Plaintiff monetary civil penalties from Defendants for each violation of the 23 Telemarketing Sales Rule alleged in this Complaint; 24 (4) Grant Plaintiff consumer redress from Defendants, to include, without limitation: (a) requiring Defendants to provide a full refund of any membership fee to any consumer who requests a 25 26 refund within ninety (90) days of the date the Defendants charge any membership fee to consumers' 27 credit or debit card accounts, and (b) requiring the Defendants to disclose clearly and conspicuously all 28 terms and conditions of any Continuity Program, Trial Conversion Offer, or prenotification negative

1	option plan covered by the Negative Option Rule on all packages shipped by the Defendants to		
2	consumers;		
3	(5) Award Plaintiff such other and additional relief as the Court may deem just and proper.		
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8	DATED:		
9	Of Counsel:	FOR THE UNITED STATES OF AMERICA:	
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